NEW YORK STATE BAR ASSOCIATION

ENTERTAINMENT ARTS & SPORTS LAW

25th Anniversary Celebration

New York City

May 6, 2013

Sponsorship Opportunities

For further sponsorship information please contact:

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or
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dkrausz@aol.com | (212) 244-5292

For general meeting information please contact:

Beth Gould
bgould@nysba.org | (518) 487-5674

The EASL Section

New York State Bar Association and the Entertainment Arts & Sports Law Section (EASL)

The Entertainment Arts & Sports Law Section ("EASL") is one of the most active sections of the New York State Bar Association ("NYSBA"). NYSBA is an organization of attorneys in the State of New York with more than 77,000 members, and is the largest voluntary bar organization in the United States.

EASL's members are primarily professionals practicing law within the entertainment, arts and sports fields at many leading law firms and companies. Over the last 25 years the 20–person committee has grown to a 1,700+ member section that organizes continuing legal education programs and networking events throughout the year. Members are active in providing section-coordinated pro bono assistance to artists and entertainers in need as well as mentoring newly-admitted attorneys and providing guidance with their career path. The EASL Journal is published three times a year offering timely intellectual articles on the law and practice to our membership and beyond. Complimenting the Journal, EASL maintains a topical legal blog with global reach

About the Celebration

2013 is EASL's 25th Anniversary, and we are inviting you to participate as a sponsor throughout the year and particularly for our 25th Anniversary Gala on May 6, 2013 which includes an evening of lively entertainment at the newly renovated *54 Below*, Broadway's Night Club, featuring the fabulously funny Jackie Hoffman. Prior to the evening's festivities, our members will enjoy a full day of continuing legal education programming, with luncheon and keynote speaker. Each of these events is an opportunity for sponsorship in a variety of ways. Please take a moment to review the options. We would welcome your participation and look forward to working with you to celebrate both our Anniversary and your organization's success.

Levels of Sponsorship include

Executive Producer **$12,500.00**
An Oscar-worthy contribution to the ***Full Slate of Celebratory Events*** with Separate Card, Main Titles, First Position, All Paid Ads

Producer **$7,500.00**
Separate Card, Main Titles, Exclusive Producer Credit for ***Featured Event at 54 Below*** (subject to EP acknowledgement)

Co-Producer **$5,000.00**
Separate Card, Main Titles, and Exclusive Producer Credit for ***CLE and Luncheon*** (subject to EP acknowledgement)

Co-Producer **$3,500.00**
Separate Card, Main Titles, and Exclusive Producer Credit for ***USB Drive Giveaway***

Co-Producer **$2,500.00**
Separate Card, Main Titles, and Exclusive Producer Credit for ***Meeting Bag Giveaway***

Associate Producer **$1,500.00**
Special Producer Credit for ***Name Badge Lanyards***

Featured Supporting Role **$500.00**
Acknowledgment throughout the ***Anniversary Materials*** (Journal, CLE Materials, Acknowledgements)

Sponsorship Details

Executive Producer $12,500

The highest level of sponsorship providing the greatest exposure for your firm/company before, during and after the Anniversary Gala.

- Full page color profile/advertisement in promotional brochure that will be mailed to approximately 1,700 attorneys and in-house counsel who are members of NYSBA's EASL Section with a minimum of 2 subsequent email follow-ups to 15,000 attorneys and in-house counsel who are members of the NYSBA. (Note: First firm/company to register as Executive Producer Sponsor will have choice of back page of printed brochure.)
- Full-page color profile/advertisement in program brochure that will be distributed on-site at the meeting. (Note: First firm/company to register as Executive Producer Sponsor will have choice of back page of printed brochure.)
- Sponsor's logo and profile/advertisement will be included on USB Drive distributed to all attendees at the meeting.
- Tabletop exhibit space will be available during on-site registration.
- Sponsor will receive 4 free passes to the all-day CLE and luncheon program at the *Warwick Hotel* and 4 passes to the event at *54 Below.*
- Sponsor's name and logo will be included on signage at both the *Warwick Hotel* events and at *54 Below.*
- Opportunity to provide a promotional item or sponsor giveaway for attendee meeting bag

Producer $7,500.00

- Logo and profile/advertisement in program brochure that will be mailed to approximately 1,700 attorneys and in-house counsel who are members of NYSBA's EASL Section with a minimum of 2 subsequent email follow ups to 15,000 attorneys and in-house counsel who are members of the NYSBA.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Table-top exhibit space will be available during on-site registration.
- Sponsor's name and logo will be included on signage at both the *Warwick Hotel* events and prominently at *54 Below.*
- Sponsor will receive 2 free passes to the all-day CLE and luncheon program at the *Warwick Hotel* and 2 passes to the event at *54 Below.*
- Opportunity to provide a promotional item or sponsor giveaway for attendee meeting bar

Co-Producer | CLE and Luncheon $5,000.00

- Logo and profile/advertisement in promotional brochure that will be mailed to approximately 1,700 attorneys and in-house counsel who are members of NYSBA's EASL Section with a minimum of 2 subsequent email follow ups to 15,000 attorneys and in-house counsel who are members of the NYSBA.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Sponsor's name and logo will be included on signage at both the *Warwick Hotel* events and at *54 Below.*
- Sponsor's name and logo and Sponsor Signage will be *prominently* displayed at Luncheon
- Opportunity to provide a promotional item or sponsor giveaway for attendee meeting bag

Co-Producer | USB Drive Giveaway $3,500.00

- Sponsor's name and logo will appear on USB drive. Included on the USB Drive will be program materials for the MCLE programs and an electronic copy of the special 25th Anniversary edition of the *Entertainment, Arts, and Sports Law Journal.*
- Sponsor's name and logo will be included in promotional brochure and in the on-site program brochure

Co-Producer | Official Meeting Bags $2,500.00

- Sponsor's name and logo will appear on tote bag and may include sponsor's information/giveaways. (Tote bags contain official meeting materials and are distributed to each attendee at the meeting).
- Sponsor's name and logo will be included in promotional brochure and in the on-site program brochure.

Associate Producer | Name Badge Lanyards $1,500.00

- Sponsor's name and logo will appear on name badge lanyards, which are distributed to each attendee at the meeting.
- Sponsor's name and logo will be included in promotional brochure and on-site program brochure.

Featured Supporting Role $500.00

- Sponsor's name and logo will be included in promotional brochure and on-site program brochure

NEW YORK STATE BAR ASSOCIATION
DEPARTMENT OF SECTION SERVICES
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