



BIRMINGHAM LAW SOCIETY

one profession • one region • one voice

Sponsorship packages 2023 to 2024

- ❑ An opportunity to promote your company to over 9000 members and 115 organisations;
- ❑ The largest Local Law Society outside of London;
- ❑ Members include academics, barristers, paralegals, solicitors, students and trainees.





Sponsorship Opportunities 2023-2024

The Birmingham Law Society was established in 1818 and is now the largest Local Law Society in the Country representing over 9000 solicitors, academics, barristers, legal executives, trainee solicitors, paralegals and students in 115 practices in Birmingham and the Greater Midlands. The Birmingham Law Society is a membership organisation offering a number of benefits that are relevant to today's Legal Community.

Benefits for Sponsors:

- ❑ Enhancing your visibility and reputation within the West Midlands legal community.
- ❑ Networking with legal professions at our prestigious events that are now also offered virtually if required.
- ❑ Gaining access to buyers of your products or services.

A variety of packages are available with flexibility to suit your particular requirements or priorities. Packages are for a 12-month period, they include participation and promotions at our key events during the year.

Take a look at some videos from previous events on the BLS website here:

<https://birminghamlawsociety.co.uk/event-galleries/>

Some of our key sponsor partners:

THANK YOU TO OUR ANNUAL SPONSORSHIP PARTNERS



Key events planned for 2023/24:

Here is a link to the live events on the BLS website:

<https://birminghamlawsociety.co.uk/members/events.php>

Here is a link to some of our recorded previous events on the BLS website:

<https://birminghamlawsociety.co.uk/event-galleries/>

2023

Thursday 30 th November 2023	Newly Qualified Event for Solicitors and Barristers	6.00pm - 8.00pm	St Philips Chambers
Tuesday 12 th December 2023	BLS Christmas Social with Standing Tall	6.00pm – 8.00pm	Purecraft Bar and Kitchen
Thursday 14 th March 2024	Legal Awards 2024	6.45pm – 1.00am	The ICC, Birmingham

2024

Thursday 11th January 2024	Networking Social	6pm - 8pm	No5 Chambers
Tuesday 30th January 2024	Alternative Career Paths in the Legal Profession		ULaw, BCU
Tuesday 6th February 2024	Raising Aspirations in Law	5pm - 7pm	
Thursday 8th February 2024	JV Meeting - Leeds	12pm - 8pm	Leeds
Thursday 15th February 2024	LGBTQ+ Sub- Committee Launch Party	6pm - 8pm	Shoosmiths
Thursday 29th February 2024	Networking Social	6pm - 8pm	3PB
Friday 8th March 2024	International Women's Day		
Wednesday 13th March 2024	Cyber Security Conference		AMS
Thursday 14th March 2024	Board Meeting	1.00pm - 2.30pm	Virtual via Zoom
Thursday 14th March 2024	Legal Awards 2024	6.45pm-1am	ICC
Tuesday 19th March 2024	St Patrick's Day Breakfast	8.30am - 10.30am	
Sunday 14th April 2024	Manchester Marathon 2024	All day	Manchester
Tuesday 16th April 2024	Networking Social	6pm - 8pm	Cornwall Street

Tuesday 23rd April 2024	Legal Awards Winner's Dinner	6pm - 9pm	Fazenda
Sunday 5th May 2024	AJ Bell Great Birmingham Run	7.30am - 3pm	Birmingham
Wednesday 8th May 2024	BLS Quiz Night	6pm - 9pm	Revolución de Cuba Birmingham
w/c 13th May 2024	Mental Health Awareness Week event		
Saturday 25th May 2024	Pride	11am - 4pm	Birmingham
June 2024?	2024 Birmingham Legal Walk	5pm - 8.30pm	Birmingham
Thursday 6th June 2024	Tennis Match		
Friday 7th June 2024	President's Dinner 2024	6.30pm - 1am	UoB Great Hall
Friday 14th June 2024 - fri?	Social Mobility Conference	12.30pm - 7pm	Squire Patton Boggs
Wednesday 19th June 2024	Networking Social	6pm - 8pm	St Philips Chambers
w/c 24th June 2024	World Wellbeing Week event		
Wednesday 3rd July 2024	BLS Sports Day	3.30pm - 7.30pm	
Jul-24	Cricket Tournament	9am - 8.30pm	Moseley CC
Thursday 25th July 2024	Summer Networking Social	6pm-8pm	Button Factory?
Thursday 5th September 2024	Networking Social	6pm - 8pm	St Ives
Friday 6th September 2024	Past President's Lunch	12pm - 3pm	Hotel du Vin
Thursday 12th September 2024	BLS 5-A-Side Football Tournament	4.30pm - 8.30pm	Goals Birmingham - Star City
Tuesday 17th September 2024	BLS Golf Day	12pm - 8pm	Ladbroke Park Golf Club
Thursday 19th September 2024	Alternative Lawyers Dinner	7pm - 1am	Edgbaston Cricket Ground
Wednesday 25th September 2024	AGM	5pm - 7pm	

Media pack sponsorship

THANK YOU TO OUR ANNUAL SPONSORSHIP PARTNERS



Do you have a certain product or marketing campaign you would like BLS to support you with that is relevant to our members, please see opportunities below, this package can be tailored to suit your campaign:

- Circulation list of over 4500 members – This can be tailored and targeted to suit your needs
- Social media stats available on request

Package can include:

- Article to be provided and shared across all the BLS platforms including, the Bulletin, E-Newsletter, Website and Social Media
- Banner/advert on the website in an agreed location with a clickthrough to your chosen page
- Social media plan – shared content across 4 Social Media platforms including LinkedIn, Twitter, Facebook and Instagram
- Special advertising rate for the Bulletin available upon on request

From £500 approx.



Legal Awards 2024

Thursday 14th March 2024 - ICC, Birmingham – 6.45pm to 1am

Following on from the success of the previous Legal Awards, Birmingham Law Society will once again be holding its annual celebration of the region's legal sector at the 2024 Legal Awards.

Now in its 22nd year, the black-tie dinner and awards ceremony, which will take place at the ICC in March 2024, is an opportunity for the legal community to join together in recognition of the achievements of firms and individuals over the past 12 months.

Around 600 people attend this top profile event at the International Convention Centre for the presentation of 12 Awards. A high-profile speaker is present at each dinner.

See a link to the photos from 2023 here:

<https://www.flickr.com/photos/socialframes/albums/72177720306605982>

Silver Sponsorship 12-month package

Participating as a silver sponsor is an excellent way to promote your company at our prestigious Legal Awards event and throughout the year.

Legal Awards 2024

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Silver Sponsorship 12-month package

Participating as a silver sponsor is an excellent way to promote your company at our prestigious Legal Awards event and throughout the year.

- ❑ The Birmingham Law Society Legal Awards Event
 - Pre and post event publicity in the Society's magazine Bulletin, website, e-mailer/e-flyers and in press
 - Logo featured on the Legal Awards section of the website

- A table of 10 at the Awards in VIP area
 - Featured logo and advert in the programme on the chosen category page
 - Logo branded on the Main Screen when your chosen category occurs
 - Company branded on the Award trophy
 - Sponsor announces winner and presents Award on the night
 - Photo opportunities with Media Wall
 - Video opportunity as sponsor during the evening
 - Feature in the bulletin magazine after the event as a Silver sponsor with photo of award being presented.
- ❑ Featured logo/link on the Birmingham Law Society Website throughout the year as a Silver sponsor
 - ❑ Company logo on the Society's e-newsletter throughout the year
 - ❑ An opportunity to attend as a sponsor at one of our joint Networking events
 - ❑ Lunch with the President and Operations Director
 - ❑ Free Invitations to all networking events and opportunity to purchase tickets at other membership events at the members rate including President's Dinner
 - ❑ Marketing and social media throughout the agreement to give our sponsors a full experience of exposure from start to finish (content to be supplied by sponsor) to a circulation of 4500
 - ❑ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram

Cost = £6000 + VAT

Further packages available on request to suit all budgets:

- ~~❑ **Balloon Raffle – £4500 plus VAT – SOLD**~~
- ❑ **Drinks Reception – from £2500 + VAT**
- ❑ **Programme – from £2000 + VAT**
- ❑ **Table decorations – from £1500 + VAT**

Webinar and Marketing opportunities



The Society will organise a number of Webinars and Conferences throughout the year. We will partner with sponsors to deliver relevant topics to our members specifically to areas of Law, Technology and Business.

Packages can include:

- ❑ Pre and post event publicity in the Society's magazine/ e-newsletter, website, flyers and mailers to Birmingham Law Society database of over 4500 contacts
- ❑ Working in partnership to deliver your event in every aspect – The Training & Events Executive will work with you to support your event and put a marketing plan in place for your event
- ❑ Featured logo on the website on event page
- ❑ Marketing to include sponsor logo and a click through to sponsor website
- ❑ Attendance at the webinar for your colleagues and clients
- ❑ An opportunity to say few words at the event (welcome at the beginning) or a speaking slot depending on the event
- ❑ After the event mailer to all attendees with a follow up message
- ❑ Coverage on Social Media as part of a planned marketing plan across all 4 platforms including LinkedIn, Twitter, Facebook and Instagram
- ❑ Article in the BLS bulletin leading up to event or post event – This will be shared across the Website, e-newsletter and social media
- ❑ Special advertising rates in the BLS bulletin available on request

Cost = £800 plus VAT

Conference packages



The Society will plan a number of conferences throughout the year. It is a great opportunity for our sponsors to get involved in delivering key subjects to the membership and wider.

Headline sponsor

Sponsorship Package can include:

- ☐ Short welcome at start of the conference to introduce the business
- ☐ Opportunity to have a session in the conference
- ☐ Opportunity to chair the conference
- ☐ Pre and post event publicity in the Society's magazine/ e-newsletter, website, flyers and mailers to Birmingham Law Society database of over 4500 contacts
- ☐ Logo Featured in prominent position to the rest of the sponsors - Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ x5 places at conference
- ☐ After event mailers to all attendees with a follow up message
- ☐ Coverage on Social Media as part of a planned marketing plan across all 4 platforms including LinkedIn, Twitter, Facebook and Instagram
- ☐ Article in the BLS bulletin following event or post event
- ☐ Special advertising rates in the BLS bulletin

Between £3000 and £1500 plus VAT depending on package agreed

Other Sponsorship Packages can include:

- ☐ Pre and post event publicity in the Society's magazine/ e-newsletter, website, flyers and mailers to Birmingham Law Society database of over 4500 contacts
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ X 2 places at the conference
- ☐ An opportunity to say few words at the event (welcome at the beginning) or a speaking slot
- ☐ After event mailers to all attendees with a follow up message
- ☐ Coverage on Social Media as part of a planned marketing plan across all 4 platforms including LinkedIn, Twitter, Facebook and Instagram
- ☐ Article in the BLS bulletin pre or post event
- ☐ Special advertising rates in the BLS bulletin

£1000 plus VAT



**Launch of the BLS Social Mobility Pledge in partnership with the Social
Mobility Foundation
8.30am – 10.30am
17th October 2023
Everyman Theatre**

This event will have three parts:

- An introduction from Sarah Atkinson, CEO of the Social Mobility Foundation, to launch the SMF as the President's Charity for 2023/24, together with the screening of a short film called "Stay Down" which highlights issues regarding the class pay gap in the corporate world
- An introduction from the President of Birmingham Law Society, to launch the BLS Social Mobility Pledge
- A panel discussion involving legal professionals with an interest in social mobility, a local community organisation and a student participated in the SMF's Aspiring Professionals Programme
- Networking

Sponsorship package

- ☐ Logo included on invitation for the event
- ☐ Marketing that is distributed to the BLS database of over 4500 contacts as well as marketing sent to other organisations
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in venue
- ☐ Pre and post event publicity in the Society's magazine Bulletin, website and e-flyers
- ☐ Attendance at the event
- ☐ Speaking opportunities depending on event
- ☐ Photo opportunity
- ☐ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram

Newly Qualified Solicitor and Barrister Celebration

30th November 2023

St Philips Chambers



Birmingham Law Society first organised an alternative admission ceremony for the new lawyers in 2009. That event has now become a regular fixture in our diary held in October/November each year. 250 newly qualified solicitors and their family and friends are invited to celebrate their legal achievements at a drink's reception.

The objectives of the event are to recognise, congratulate and reward those trainee solicitors and barristers who completed their qualification process here in Birmingham and the West Midlands.

Sponsorship package £ 1000 + VAT

- ☐ Logo included on invitation for the evening
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in venue
- ☐ Pre and post event publicity in the Society's magazine Bulletin, website and via mailer/flyers leading up to the event
- ☐ Supporting article in Bulletin
- ☐ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram
- ☐ Attendance at the event
- ☐ Speaking opportunity

BLS Christmas Social
Purecraft Bar & Kitchen, Tuesday 12th December, 6pm – 8pm
6.00pm – 8.00pm

BLS will be running a Christmas Social in partnership with Standing Tall. The aim of the event is to provide a relaxed networking opportunity and also to raise awareness for the Standing Tall Christmas Campaign. Standing Tall is a charity with Birmingham roots which supports homeless

people to gain employment by partnering with corporate organisations. The Christmas Campaign is about highlighting the difficulties that some people face at Christmas and supporting people from all backgrounds to find their place in the working world. This is a brand new event which will offer an opportunity to network with lawyers at all levels and the business community with the ambience of Christmas.



- ☐ Logo included on invitation for the evening
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in venue
- ☐ Pre and post event publicity in the Society's magazine Bulletin, website and via mailer/flyers leading up to the event
- ☐ Supporting article in Bulletin
- ☐ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram
- ☐ Attendance at the event
- ☐ Speaking opportunity

Lunch Clubs with inspirational speakers

Normally held on a Friday at Revolucion de Cuba with excellent food and company with a chance to network with around 50 guests



Following the success of previous lunch clubs, Birmingham Law Society is running a regular lunch club that our members and contacts will attend on a regular basis attracting a great turn out and networking opportunity. We hope to attract some inspirational speakers appealing to all members and colleagues. The idea is to have an informal lunch to give attendees maximum networking opportunities.

Sponsorship packages range from £500 plus VAT depending on Event include opportunities below:

- ☐ Logo included on invitation for the event
- ☐ Marketing that is distributed to a database of over 4500 including members and non-members
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in venue when applicable or virtually
- ☐ Pre and post event publicity in the Society's magazine Bulletin, website and e-flyers
- ☐ Attendance at the event
- ☐ Coverage on Social Media as part of a planned marketing plan across all 4 platforms including LinkedIn, Twitter, Facebook and Instagram
- ☐ Speaking opportunities depending on event

We are happy to tailor the package to suit our sponsor's needs – if you wish to discuss a tailored package contact Becky Lynch: becky@birminghamlawsociety.co.uk

President's Dinner
7th June 2024
University of Birmingham – The Great Hall



The Birmingham Law Society Annual President's dinner will attract over 250 guests. The event will have a key speaker followed by entertainment provided by a band. There will be various sponsorship opportunities available for the evening including the following benefits:

- ☐ Logo included on the programme and on the ticket for the evening
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in the venue including logo on the screens
- ☐ Pre and post event publicity in the Society's magazine Bulletin, the website and via e-mailers/e-flyers and social media
- ☐ A marketing and social media strategy will be planned to deliver our sponsors a full experience of exposure from start to finish
- ☐ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram
- ☐ A table of 10 at the event in a VIP location
- ☐ Promotional material displayed on table
- ☐ Photo opportunities with Media wall

Cost: £2500 plus VAT

We can tailor a package to suit your budget, please contact becky@birminghamlawsociety.co.uk for further information.

Face to Face Networking event
Sponsorship opportunities



These are informal networking opportunities open to members and non-member. We aim to run every quarter. These events always reach full capacity and attract a wide range of attendees including Students, Trainees, Associates, Partners, and Barristers as well as colleagues from other business sectors. **Numbers depend on the venue however normally reach full capacity**

Price – negotiable depending on packages

Sponsorship packages range from £800 to £1000 depending on no of sponsors

- ❑ Logo included on invitation for the evening
- ❑ Marketing that is distributed to the BLS database of over 4500 contacts as well as marketing sent to other organisations i.e. BTSS and BSG when appropriate
- ❑ Featured logo on the website on event page
- ❑ Marketing to include sponsor logo and a click through to sponsor website
- ❑ Display stands and banners in venue
- ❑ Pre and post event publicity in the Society's magazine Bulletin, website and e-flyers
- ❑ Attendance at the event
- ❑ Speaking opportunities depending on event
- ❑ Photo opportunity
- ❑ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram

Golf Event

Next date to be confirmed

Ladbroke Park Golf Club, Poolhead Lane, Tanworth in Arden, Solihull, B94 5ED



This event gives you the opportunity to network by joining the event with a team and includes breakfast and dinner as well as a charity auction. Teams include members from Solicitors firms and Barristers' Chambers as well as colleagues from the business sector. There is the opportunity to network at the start and the end of the event with numbers reaching around 50.

- ☐ A team of 4 players
- ☐ Includes a bacon roll at tee off and a dinner in the evening
- ☐ Logo included on all event marketing
- ☐ Marketing that is distributed to the Membership database of over 4500 contacts
- ☐ Featured logo on the website on event page
- ☐ Marketing to include sponsor logo and a click through to sponsor website
- ☐ Display stands and banners in venue
- ☐ Pre and post event publicity in the Society's magazine the Bulletin, website and across the social media
- ☐ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram
- ☐ Photo in the magazine and on the website
- ☐ Networking opportunities throughout the day
- ☐ Prizes given out at the end of the day

Cost = £800 plus VAT

N.B. Other sporting events available – please see event list and ask for further details

- **Football**
- **Cricket**
- **It's a Knockout**

Legal Eagles Quiz with BTSS and BSG

The Legal Eagles Quiz takes place regularly with over 120 people in attendance. Joining forces with the Birmingham Solicitors' Group and the Birmingham Trainees Solicitors' Society, this event promises to be a sell-out.

Sponsorship packages range from £700 to £1000 plus VAT depending on number of sponsors and include opportunities below:



- ❑ Logo included on invitation for the evening
- ❑ Marketing that is distributed to the BLS database as well as marketing sent to other organisations the BTSS and BSG where applicable
- ❑ Featured logo on the website on event page
- ❑ Marketing to include sponsor logo and a click through to sponsor website
- ❑ Display stands and banners in venue
- ❑ Pre and post event publicity in each Society's magazine Bulletin, website and/or e-flyers
- ❑ Attendance at the event
- ❑ Speaking opportunities depending on event
- ❑ Prize draw
- ❑ Photo opportunity
- ❑ Social Media coverage across 4 platforms – LinkedIn, Twitter, Facebook and Instagram

Gold Sponsorship 12-month package

Participating as a Gold sponsor offers you an excellent opportunity to position your company as one of our top tier supporters of BLS and its members with a range of benefits in a value-providing package.

- ❑ Sponsorship and attendance at the Society's two flagship events, the Legal Awards and the Annual dinner
- ❑ Featured logo/link on the Birmingham Law Society Website in a prominent position as a Gold sponsor
- ❑ Logo featured in "The Bulletin" in a prominent position as a Gold sponsor in 6 issues a year.
- ❑ Editorial/advert opportunity in "The Bulletin"
- ❑ Seminar/Event opportunity in the year by arrangement with Birmingham Law Society Office
- ❑ Lunch with the President and Director of Operations
- ❑ 2 mailshots per year via the Birmingham Law Society mailing system
- ❑ Free Invitations to all networking events and opportunity to purchase tickets at other membership events at the Membership rate if not included in this package
- ❑ no other entity in Gold sponsors business sector to be a Gold Sponsor without their prior agreement
- ❑ no other entity in Gold sponsors business sector to be invited to sponsor an Event without offering first refusal to you as a Gold sponsor
- ❑ PR strategy plan for the duration of the package
- ❑ Coverage on Social Media as part of the PR Strategy shared across 4 platforms, LinkedIn, Twitter, Facebook and Instagram

Events included in Gold package:

- ❑ The Birmingham Law Society Legal Awards Event category sponsor:
 - Pre and post event publicity in the Society's magazine Bulletin, website, e-mailer/e-flyers and in press
 - A table of 10 at the Awards
 - Information displayed on table
 - Featured logo and advert in the programme on the chosen category page
 - Logo branded on the Main Screen when your chosen category occurs
 - Company branded on the Award trophy
 - Sponsor announces winner and presents Award on the night
 - Photo opportunities with Media Wall
 - Feature in the bulletin magazine after the event as a Gold sponsor with photo of award being presented.
 - Photo opportunities with Media Wall
- ❑ The Annual Dinner:
 - Logo in the programme and on the ticket for the evening as a Gold sponsor
 - Display stands and banners in the venue including logo on the screens
 - Pre and post event publicity in the Society's magazine "The Bulletin", the website and via e-mailers/e-flyers
 - Table of 10 at the dinner
 - Information displayed on table
 - Business Prize draw opportunity
 - Photo opportunities with Media Wall

Cost = £12,000 + VAT per year