

Patron, the Honourable Virginia Bell AC

SPONSORSHIP & PROMOTIONAL GUIDELINES

WLANSW offer the following packages of sponsorship enabling the opportunity for either direct sponsorship of our organisation and/ or sponsorship of a designated event or series of forums which will be hosted by WLANSW. We would welcome the opportunity to further discuss your requirements. Included are guidelines for promotional opportunities and advertising.

SPONSORSHIP OF WLANSW

PLATINUM **\$7,500 plus gst**

As a Platinum sponsor, we will:

- Promote your organisation as a Platinum sponsor of WLANSW. We will not accept or consider sponsorship from any other organisation in your field or industry during the sponsorship period. Maximum of three Platinum sponsors. *
- Provide 2 complimentary tickets to all major events held by WLANSW during the 12 month sponsorship period including the opportunity to display promotional material, prominent signage and acknowledgment as a Platinum sponsor and supporter of WLANSW during the opening and/or closing addresses. *
- Provide the opportunity to present or co-host seminars promoting your industry and products. This would be dependent on your provision of a suitably experienced presenter and content.
- Your logo on our website, e-news bulletins and correspondence as a Platinum sponsor, a link to your website and promotional information regarding any exclusive packages or incentives your organisation may wish to offer to WLANSW members providing direct contact details to your organisation.

GOLD **\$4,000 plus gst**

As a Gold sponsor, we will

- Promote your organisation as a Gold sponsor of WLANSW. We will consider sponsorship from other organisations in your field or industry during the sponsorship period, however, we will consult with you prior to accepting any such offers. Maximum of five Gold sponsors. *
- Provide 2 complimentary tickets to 2 major events held by WLANSW during the 12 month sponsorship period including the opportunity to display promotional material, prominent signage and acknowledgement as a Gold sponsor and supporter of WLANSW during the opening and/or closing addresses.*
- Provide the opportunity to present or co-host seminars promoting your industry and products. This would be dependent on your provision of a suitably experienced presenter and content.
- Your logo on our website as a Gold sponsor, a link to your website and promotional information regarding any exclusive packages or incentives your organisation may wish to offer to WLANSW members providing direct contact details to your organisation.

SILVER **\$2,000 plus gst**

As a Silver sponsor we will

- Promote your organisation as a Silver sponsor of WLANSW on a non-exclusive basis in your field or industry. We will consider and accept sponsorship from other organisations in your field or industry during the sponsorship period; however, we will advise you prior to acceptance. Maximum of ten Silver sponsors.*
- Provide 2 complimentary tickets to 1 major event held by WLANSW during the 12 month sponsorship period including the opportunity to display promotional material, prominent signage and acknowledgement as a Silver sponsor and supporter of WLANSW during the opening and/or closing addresses.*

Principal Sponsor:



- Your logo on our website as a Silver sponsor, a link to your website and promotional information regarding your organisation providing direct contact details to your organisation.

**Please note that our biennial Awards will offer separate opportunities for sponsorship as detailed in our Awards Sponsorship Package. Similarly, our Event sponsorship opportunities have been developed to engage and involve our corporate members, catering to our wider membership base, and are offered as separate opportunities for sponsorship, as may other projects, programs or events developed in the future. Additional tickets to events may be purchased at member rates.*

NSW WOMEN LAWYERS' ACHIEVEMENT AWARDS

Our biennial Awards are supported by the Law Society of NSW, the NSW Bar Association, the Department of Justice, the Association of Corporate Counsel, Australia, and the Workplace Gender Equality Agency, recognise outstanding women lawyers who have achieved excellence in their area of practice, while advancing opportunities for women in the law. WLANSW hosts its biennial Awards Program recognising the outstanding achievements of women lawyers in NSW.

The awards presentation dinner events usually books out, and did so at our Awards in 2017 attracting over 500 people at Doltone House Hyde Park with guest speaker, the Honourable Chief Justice Susan Kiefel AC of the High Court of Australia. The Awards Prize Sponsorship was also sold-out, and attracted a Major Sponsor and a Media Sponsor. Our 2019 Awards dinner was also near capacity, and 2021 Awards dinner was unfortunately cancelled due to COVID, with online announcements and celebrations. Please refer to our Awards page on the website or contact our office for further information.

SPONSORSHIP OF WLANSW EVENTS

WLANSW is keen to promote high calibre professional networking events for its members. We invite sponsorship of these events which would include your company logo on the event flyer, complimentary tickets (number to be determined by the level of sponsorship and the type of event), the opportunity to display signage and promotional material at the event. Sponsorship may be in-kind (providing venue, catering, AV) or negotiated price depending on the type of event.

PROMOTION & ADVERTISING – enews, website, social media

1. Only those advertisements that relate to women lawyers practice will be published in our Enews without a fee. It is envisaged that the advertisements will be from organisations that are educational and/or are not-for-profit organisations. These must be provided in a suitable format, in brief and copy ready, and with URL web links preferably. Fees may be charged if WLANSW needs to spend time creating the advertising.
2. Commercial organisations or organisations that seek to advertise events, services or products that are not directly related to the practice of women lawyers will be charged a fee of \$100.00 for each placement, depending on the size of the ad.
3. The ad or article must be provided in a suitable format, in brief and copy ready, with URL web links preferably. An additional fee may be charged if WLANSW needs to spend time creating the advertising or if there is additional requirements.
4. The Executive can decide to waive the fee if there is an indirect benefit to women who practice as lawyers. There may be an agreement for a fee of in-kind such as complimentary conference tickets, access to a service, product or contra promotion.
5. WLANSW in its discretion may refuse to publish any advertisement, and will determine which promotional vehicle may be utilised ie, enews, website, various social media platforms. We do not send dedicated enews usually so if we do not receive your request in a timely manner, we may not be able to accommodate you.