



the MIDDLESEX
LAW ASSOCIATION

2024 SPONSORSHIPS

Networking Social Events by Practice Area – 2 Hours

Sponsorship Level

- One sponsor level at \$500 + HST

Sponsor Focus

- The networking socials that each of the MLA practice area Committees host, offer event sponsorships focused on building collaboration, cooperation, and strong communications among a specific area of the bar. The MLA's practice areas include Corporate/Commercial, EDI/Professionalism, Real Estate, Small Firms/Sole Practitioners/In-house, Wills/Estates/Trusts.
- The MLA also offers signature events throughout the year that cross over many areas of the law, including Straight from the Bench Conference (*May*), Women's Networking Event, and Mentoring Event (for newer lawyers). These events also offer an exceptional opportunity to network with the Middlesex bar.

Conference Profile

- Networking events generally run for 2-2 ½ hours and take place off site at a restaurant/bar.
- Attendance at networking social events ranges from 30-50 individuals.

Sponsor Inclusions

- Associated meal/drink/catering is provided for 2 sponsor representatives (more by request).
- Sponsors will receive a list of registrants following the event.
- Venues generally allow for a pop-up banner and small table to display company information.

Sponsor Recognition

- All sponsors will be recognized in the following ways:
 - On the event registration page and MLA web page.
 - In weekly MLA updates to 950+ members.
 - On all MLA SM platforms – FB, X, and LinkedIn.
 - In Event follow-up story in the MLA's quarterly Snail newsletter.
 - On site – tent cards noting sponsor will be on each table and at registration/welcome area.
- Sponsors will be thanked and recognized as part of the event welcome and wrap-up.
- Sponsors will have dedicated time to liaise with attendees during the networking event.

