

Georgia Defense Lawyers Association

# SPONSORSHIP PROGRAM



*Advancing the  
Civil Defense Bar®*

**2012**  
JANUARY TO DECEMBER

# About the GDLA

Founded 44 years ago, the Georgia Defense Lawyers Association (GDLA) today offers those businesses that provide products and services to the legal profession an opportunity to present their message, on a continuing basis, to more than 600 civil defense attorney members across the state of Georgia.

## **Annual Meeting**

The GDLA Annual Meeting is slated for June 7-10, 2012, at the Ponte Vedra (Florida) Inn & Club. This conference features a blockbuster CLE program and extensive exhibit hall, golf and tennis tournaments, and countless networking opportunities at social gatherings each evening.

## **Newsletter**

The GDLA publishes the *Georgia Defense Lawyer* three times per year. Recent case law developments, legislative updates, practice tips, association news, member news, and more make the newsletter an invaluable practice tool for Georgia's defense bar. The *Georgia Defense Lawyer* was honored by the State Bar of Georgia in 2011 with a Best Newsletter Award, recognizing excellence in communication by a voluntary bar association.

## **Website & Blast E-mail System**

GDLA launched a new website in 2010 that continues to be a resource of useful tools for defense attorneys, including: a tort reform database; brief bank; searchable membership database; sponsors/resources directory; calendar of events; and more. Through the website, members can send a blast e-mail to their colleagues inquiring about experts, points of law, judges, venues, etc. In cases where a member's inquiry relates to a Platinum sponsor's field/industry, the GDLA Executive Director seeks to connect the member and sponsor.

## **CLE Seminars & Webinars**

The GDLA hosts a number of continuing legal education seminars, both live or via web. Our Platinum sponsors have the opportunity to offer a CLE seminar to our members, working with our Education Committee to select a topic/speaker(s) and format (date/location/length).

# Sponsorship Details

Sponsorships run January 1 to December 31 annually. We offer three sponsorship levels: Platinum, Gold and Silver. Each presents a unique opportunity to showcase your company to an audience of consumers who use the tools you offer daily. Whether it's professional liability insurance, jury consultants, court reporters, expert witness research, accident reconstructionist, practice management software, copy services or other resources, our lawyer members are always searching for the best tools to support their practices; they are routinely loyal to our sponsors.

# Platinum Sponsorship

## Benefits

- Leads from GDLA blast e-mail system if/when inquiries relate to your industry arise (see “About the GDLA” for more information)
- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA)
- Exhibitor status at the GDLA Annual Meeting in the exhibitors’ area — **\$2,000 value\***
- A full-page ad in all three issues of the GDLA newsletter. Right of first refusal to inside cover, inside back cover or back cover position (first-come, first-served with other Platinum sponsors) — **\$4,500 value**
- Opportunity to include one article in a GDLA newsletter (must be substantive and not advertorial; subject to approval and/or editing | 1,200 word limit) — **\$1,500 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA Web site — **\$750 value**
- Opportunity to conduct a CLE seminar for GDLA members (sponsor bears cost of publicity — e-mail and/or print brochure — food and beverage, room rental, CLE credits, printed materials, etc.) — **\$1,500 value**
- Opportunity to conduct one promotional mailing to GDLA membership† — **\$1,000 value**
- Opportunity to include promotional materials and/or provide a complimentary gift to attendees of GDLA Trial Academy (to be included with attendee check-in packets) — **\$250 value**

\* Includes the following:

- Two passes to exhibit area for company reps only, not spouse/guest (includes breakfast and breaks each day)
- Skirted table in exhibit area
- Two passes to Welcome Cocktail Party
- Two invitations to private President’s Reception for sponsors and speakers
- Two passes to Closing Reception
- Two passes to Closing Dinner
- Opportunity to provide promotional materials and/or a complimentary gift to attendees of GDLA Annual Meeting
- Tennis and golf events available at attendee registration cost; guests beyond two sponsor passes will pay guest fee for social/food and beverage events

† Sponsor will provide promotional materials, envelopes and cost of postage and mailing service. GDLA will arrange mailing services in order to keep its membership list secure.

## Cost

- GDLA’s Platinum Sponsor fee is **\$5,000.00** per year

# Gold Sponsorship

## Benefits

- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA)
- Exhibitor status at the GDLA Annual Meeting in the exhibitors’ area — **\$2,000 value\***
- A half-page, 4-color ad in all three issues of the GDLA newsletter — **\$3,000 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA website — **\$750 value**
- Opportunity to conduct one promotional mailing to GDLA membership† — **\$1,000 value**

\* Includes the following:

- Two passes to exhibit area for company reps only, not spouse/guest (includes breakfast and breaks each day)
- Skirted table in exhibit area
- Two passes to Welcome Reception
- Two invitations to private President’s Reception for sponsors and speakers
- Two passes to Closing Reception
- Two passes to Closing Dinner
- Opportunity to provide promotional materials and/or a complimentary gift to attendees of GDLA Annual Meeting
- Tennis and golf events available at attendee registration cost; guests beyond two sponsor passes will pay guest fee for social/food and beverage events

† Sponsor will provide promotional materials, envelopes and cost of postage and mailing service. GDLA will arrange mailing services in order to keep its membership list secure.

## Cost

- GDLA's Gold Sponsor fee is **\$3,500.00** per year.

**A NOTE ABOUT ALL SPONSORSHIPS AND ADS:** *The Georgia Defense Lawyers Association welcomes advertisements, sponsorships and exhibits from individuals or companies wishing to reach members of GDLA. The policy of the GDLA is to accept such advertisements, sponsorships and exhibits that are not illegal or elicit and are not contrary to the interest or aims of the GDLA. Subject to this policy, the GDLA retains the discretion to reject any sponsorship or advertisement, which it regards as potentially distasteful to GDLA members.*

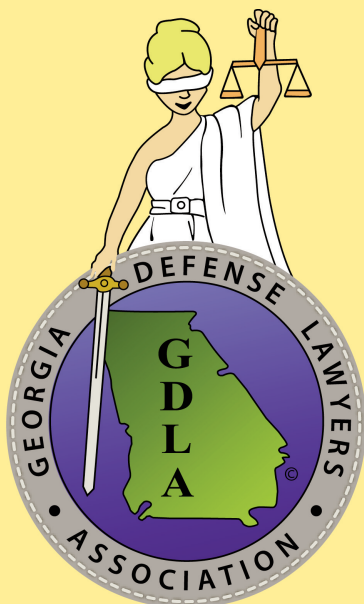
# Silver Sponsorship

## Benefits

- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA).
- A half-page, 4-color ad in all three issues of the GDLA newsletter — **\$3,000 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA website — **\$750 value**
- Opportunity to include promotional materials and/or provide a complimentary gift to attendees of GDLA Trial Academy (to be included with attendee check-in packets) — **\$250 value**

## Cost

- GDLA's Silver Sponsor fee is **\$2,000.00** per year.



***Advancing the  
Civil Defense Bar®***

## Contact

For additional information,  
please contact:

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