

Georgia Defense Lawyers Association

# **SPONSORSHIP PROGRAM**



**Georgia Defense  
Lawyers Association**

Advancing the Civil Defense Bar<sup>®</sup>

# 2015

JANUARY TO DECEMBER

# About the GDLA

Founded 48 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 almost 800 civil defense attorney members across the state of Georgia. The GDLA is proud to have been honored in 2012 by DRI as the nation's "Outstanding Defense Organization."

## **Annual Meeting**

The GDLA Annual Meeting is slated for June 11-14, 2015, at Hammock Beach Resort in Palm Coast, Florida, voted #1 Resort in Florida by *Travel + Leisure* for 2014. This conference features a blockbuster CLE program and extensive exhibit hall of our sponsors, golf and tennis tournaments, and networking opportunities at social events 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 it an invaluable practice tool. The *Georgia Defense Lawyer* was honored by the State Bar of Georgia four years in a row (2011-2014) with a Best Newsletter Award, recognizing excellence in communications by a voluntary bar.

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

The GDLA website is be a resource of useful tools for defense attorneys, including: a tort reform database; brief bank; membership database; 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 blast e-mail relates to a Platinum sponsor's industry, the GDLA Executive Director seeks to connect the member and sponsor. In the Members Only area, all sponsors are included in a directory listing with links to the company's website.

## **CLE Seminars & Webinars**

The GDLA hosts a number of continuing legal education seminars, either 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, private investigators, 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 — **\$3,500 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) — **\$6,000 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) — **\$3,000 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA Web site — **\$1,000 value**
- Opportunity to conduct a CLE seminar for GDLA members; sponsor bears cost of publicity (e-mail or print brochure), food and beverage, room rental, CLE credits, printed materials, etc.) — **\$2,500 value**
- Opportunity to conduct one promotional mailing to GDLA membership† — **\$1,000 value**

\* Includes the following passes for company reps only; spouse guest cannot be counted as a company rep:

- Two passes to exhibit area (includes breakfast and breaks each day)
- 6’ skirted table in exhibit area
- Two passes to Welcome Reception
- Two passes to President’s Reception
- Two passes to Closing Reception & Dinner
- Tennis and golf events not included
- Additional rep(s), and/or spouse/guests will be charged separately for social/food and beverage events, as well as golf and tennis

† 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**

# 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 — **\$3,500 value\***
- A half-page, 4-color ad in all three issues of the GDLA newsletter — **\$4,500 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA website — **\$1,000 value**

\* Includes the following for company rep only:

- One pass to exhibit area for company rep only (includes breakfast and breaks each day)
- Skirted table in exhibit area
- One pass to Welcome Reception
- One invitation to private President’s Reception
- One pass to Closing Reception & Dinner
- Tennis and golf events not included
- Additional rep(s), and/or spouse/guests will be charged separately for social/food and beverage events, as well as golf and tennis

† 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**.

**A NOTE ABOUT ALL SPONSORSHIPS AND ADS:** *The Georgia Defense Lawyers Association welcomes advertisements, sponsorships and exhibits from individuals or companies seeking 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 quarter 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 — **\$1,000 value**

## Cost

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



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## Contact

For additional information, please contact:

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