



**LegalWeek**  
**BRITISH LEGAL AWARDS**  
**2019**

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Celebrating Achievement, Excellence & Innovation in the Legal Profession

Thursday, November 21, 2019 | London

**BUSINESS DEVELOPMENT PACK**

**The British Legal Awards are the leading awards for the UK's thriving business law community acting as a showcase for the achievements of one of the country's most successful sectors.**

Hosted by Legal Week in association with The City of London Law Society, this glittering awards ceremony is set to be attended by 1000 lawyers, representing the crème de la crème of the UK's legal community.

A defining feature of the awards is the credibility of the judging process as the winners are decided by an independent judging panel, chaired by Alasdair Douglas, chairman of the City of London Law Society. The panel is made up of general counsel and other senior members of the legal community, including several former law firm managing partners.

Those that attend the BLA are amongst the most affluent of lawyers with the awards average PEP being greater than £675,000 – which demonstrates the seniority of the lawyers your sponsorship campaign will reach.

# SPONSORSHIP OPPORTUNITIES

## PRE-EVENT

### CHAMPAGNE CATEGORY SPONSOR

Align your brand with one of our categories and take the opportunity to not only present the award to the winner but also assist in their celebrations by delivering a branded bottle of champagne to their table.

**£10,995 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

## AT THE EVENT

- One VIP (platinum) table of 10 in prime location
- Exclusive sponsorship of a high profile award category
- The award to be announced “in association with” the sponsor and be presented on stage by a sponsor representative, aligning you with those shortlisted
- The categories shall be fully and exclusively branded including; branding on ‘sponsor’s loop’ featured on all AV screens during your category and throughout the evening, and credits in script
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests
- The category winner will be presented with a magnum of champagne at their table with 10 glasses with sponsor branded ribbons on and a branded ice bucket.

## POST EVENT

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

### PRE-EVENT

### AT THE EVENT

### POST EVENT

#### **CATEGORY SPONSOR**

Align your brand with one of our categories and take the opportunity to present the award to the winner.

**£7,000 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- One half table of 5
- Exclusive sponsorship of a high profile award category
- The award to be announced “in association with” the sponsor and be presented on stage by a sponsor representative, aligning you with those shortlisted
- The categories shall be fully and exclusively branded including; branding on ‘sponsor’s loop’ featured on all AV screens during your category and throughout the evening, and credits in script
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

#### **DRINKS RECEPTION SPONSOR**

On arrival at the event your brand will be the first thing that our audience see. The drinks reception area is yours to own and there is also an opportunity to address the audience before they move through to dinner.

**£15,000 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Exclusive sponsorship of the Drinks Reception
- The Drinks Reception shall be fully and exclusively branded including;
- Branded champagne flute ribbons (to be created and provided by Legal Week)
- The exclusive opportunity to distribute branded literature/gifts on all tables/bar areas
- Branding on ‘sponsor’s loop’ featured on all AV screens throughout the evening and credits in script
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

### PRE-EVENT

### AT THE EVENT

### POST EVENT

#### VIP DRINKS RECEPTION

Prior to the event you will have the opportunity to cherry-pick guests to invite them to their own private drinks reception. This will provide you with a captive audience to network with ahead of the ceremony in your own branded area.

**£20,000 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Pre-event private area for your guests only
- One VIP (platinum) table of 10 in prime location
- Exclusive sponsorship of the VIP Drinks Reception
- The Drinks Reception shall be fully and exclusively branded including;
- The exclusive opportunity to distribute branded literature/gifts on all tables/bar areas
- Branding on 'sponsor's loop' featured on all AV screens throughout the evening, and credits in script
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests
- Invites sent to an Elite list, cherry-picked from attendee list

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

#### BRANDED PHOTO WALL

Your logo will feature on a backdrop that features in everyone's photos. Placed within the drinks reception area, guests will take home their picture with your branding conveniently placed in the background.

**£15,000+ VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Logo on photo wall, which will appear on all photos taken
- Branding on "sponsors loop" featured on all AV screens throughout the evening and credits in script
- One VIP (platinum) table of 10 in prime location
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

### PRE-EVENT

### AT THE EVENT

### POST EVENT

#### CLOAKROOM SPONSOR

Prominent branding around the cloakroom and tickets that each guest will hold onto for the evening. This package also allows an opportunity for you to create a goody bag for the guests to take away with them at the end of the evening.

**£15,995 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Sponsor logo to appear at the cloakroom area allowing prominent visibility when guests arrive
- Opportunity to provide goody bags for guests as they depart
- One VIP (platinum) table of 10 in prime location
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

#### BALLOON POP

Imagine walking into a room filled with balloons highlighting your brand! Each guest will have one fixed to the bag of their chair and will be invited by the host to pop them to see if a winning ticket is inside.

**£9,000 + VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Sponsor logo on balloons which will be affixed to the back of each chair as guests enter the room
- A competition can be run in conjunction with this opportunity to highlight your brand
- One VIP (platinum) table of 10 in prime location
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
- Listed as a sponsor throughout all post-event editorial

### PRE-EVENT

### AT THE EVENT

### POST EVENT

#### **TWITTER WALL SPONSOR**

The screens at the front of the room will run the twitter feed all evening with your logo sitting prominently beside it, carefully moderated by our editorial team. We can also run a twitter competition in conjunction with your brand.

**£10,000 +VAT**

- Sponsor logo and credits in all awards promotion
- Sponsor logo will be included in the extensive advertising and online campaigns, including being listed as a sponsor of that category throughout the marketing campaign, from now until the event
- Sponsor logo, 100 word profile and web link on awards website

- Sponsor logo will appear on twitter wall on all AV screens throughout the awards ceremony
- Competition can be run alongside your branding on twitter
- One VIP (platinum) table of 10 in prime location
- Sponsor to appear on the table plan and menu booklet
- Logo, company description and credits in awards programme distributed to all guests

- Use of the British Legal Awards logo on any promotional literature created by the sponsoring company
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FOR MORE INFORMATION,  
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