



Legal Education  
Society of Alberta

# EVENT SPONSORSHIP

*Increase your exposure.  
Strengthen your brand.  
Grow your business.*

[LESA.org/sponsor](https://lesa.org/sponsor)

Your lifelong partner in continuing legal excellence

# BENEFITS

- Expand your reach in the legal community
- Interact with leaders from different practice areas
- Establish new contacts
- Build your brand reputation
- Strengthen your business
- Engage with lawyers from across the province
- 3 categories of events (with several sponsorship levels) to choose from

## LESA EVENT SPONSORSHIP

As a LESA event sponsor, you will benefit from exposure to a captive viewing audience and interact with 100's of potential new clients. Sponsors can choose between a range of events and sponsorship levels. Our program attendees come from across the province and practice in various areas of law, allowing you to strengthen your brand and expand your reach within the legal community.

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### Single-Day Events

**LUNCH: \$1,000/city**

**REFRESHMENTS: \$750/city**

**EXHIBITOR: \$500/city**

Programs typically run in two cities. Sponsor a single city, or both!

**PROGRAMS RUN SEPT-JUNE**

Single-day events typically run in Edmonton and Calgary with an average of more than 50 attendees in each city. Each city runs on a separate date, allowing you to sponsor a single city or both.

	LUNCH	REFRESHMENTS	EXHIBITOR
Your logo displayed on digital program reel	●	●	●
Your logo in digital program brochure	●		
Your logo on digital e-materials web page	●		
Social media recognition in advance of the program	●	●	
Verbal recognition from the podium at the program	●	●	
Exhibit space at the program	●	●	●

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## LESA Refresher

ANNUAL EVENT

PLATINUM: \$10,000

GOLD: \$7,500

SILVER: \$6,000

BRONZE: \$5,000

COPPER: \$4,000

EXHIBITOR: \$2,000

Our annual Refresher conference spans the course of 3 days. This highly anticipated event features a different area of law each year. With a diverse range of sponsorship levels, there are a range of opportunities to increase your company's exposure with members of the bar.

### ▶ PLATINUM \$10,000 (1 available)

*Sponsor the entire conference*

#### BENEFITS INCLUDE:

- Your logo printed on hard-copy brochure (mailed to approximately 10,000 Alberta lawyers)
- Your logo on conference online event page
- Your logo on attendee e-materials web page
- Your logo on conference signage displayed throughout
- Verbal recognition from the podium at conference commencement (each day)
- Your logo on digital conference brochure
- Your logo on all marketing emails (sent to over 1,000 Alberta lawyers)
- Social media recognition in advance of the conference
- Exhibit space at the conference
- Your logo displayed on digital conference reel

### ▶ GOLD \$7,500 (1 available)

*Sponsor the Saturday evening banquet*

#### BENEFITS INCLUDE:

- Your logo printed on the banquet tickets
- Your logo on conference online event page
- Your logo on signage displayed throughout the banquet
- Verbal recognition from the podium at conference commencement
- Your logo on digital conference brochure
- Your logo on all marketing emails (sent to over 1,000 Alberta lawyers)
- Social media recognition in advance of the conference
- Exhibit space at the conference
- Your logo displayed on digital conference reel

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2020 marks the 53<sup>rd</sup> consecutive year for LESA's Annual Refresher Conference.

**May 2–4, 2020**

LAKE LOUISE, ALBERTA

**53<sup>rd</sup> Annual Refresher:  
Wills & Estates**

## ▶ SILVER \$6,000 (1 available)

### *Sponsor the WiFi connection*

#### BENEFITS INCLUDE:

- Customizable WiFi network name and password
- Your logo printed on WiFi cards provided to all conference attendees
- Verbal recognition from the podium at conference commencement
- Your logo on digital conference brochure
- Your logo on all marketing emails (sent to over 1,000 Alberta lawyers)
- Social media recognition in advance of the conference
- Exhibit space at the conference
- Your logo displayed on digital conference reel

## ▶ BRONZE \$5,000 (1 available)

### *Sponsor the Friday evening reception*

#### BENEFITS INCLUDE:

- Customized drink tickets with your name and logo
- Your logo on signage displayed throughout the reception
- Your logo on digital conference brochure
- Your logo on all marketing emails (sent to over 1,000 Alberta lawyers)
- Social media recognition in advance of the conference
- Exhibit space at the conference
- Your logo displayed on digital conference reel

## ▶ COPPER \$4,000 (multiple available)

### *Sponsor a breakfast, lunch, or session*

#### BENEFITS INCLUDE:

- Your logo on signage displayed throughout the sponsored lunch, breakfast, or session
- Social media recognition in advance of the conference
- Exhibit space at the conference
- Your logo displayed on digital conference reel

## ▶ EXHIBITOR \$2,000 (multiple available)

### *Exhibit at the conference*

#### BENEFITS INCLUDE:

- Exhibit space at the conference
- Your logo displayed on digital conference reel

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## Special Events

Special events range from half-day programs, to evening social events, to multi-day programs. These events offer a unique opportunity to interact with a captive audience.

Contact us for more info | [carolyn.bernardin@lesa.org](mailto:carolyn.bernardin@lesa.org)



## APPLY ONLINE [LESA.org/sponsor](https://lesa.org/sponsor)

Visit [LESA.org/sponsor](https://lesa.org/sponsor) to view the full range of programs and events and to find information and details for each. Select the event you'd like to sponsor (including the city, if applicable), fill out the application form, and submit.

Application forms can be submitted online or emailed to Carolyn Bernardin at [carolyn.bernardin@lesa.org](mailto:carolyn.bernardin@lesa.org)

**QUESTIONS?** Contact Carolyn Bernardin at **780.969.3551**

*All sponsorship opportunities are subject to review. Application does not guarantee approval. If your sponsorship has been approved, LESA will contact you within 5 business days of application submission for payment.*