# **SPONSORSHIP OPPORTUNITIES**







"Playing at Law Rocks, literally, has been one of the highlights of my legal career - so much fun!!

What a great way to give back to the community in a meaningful way."

-Perrie M. Weiner, Partner in Charge, Baker McKenzie - Los Angeles Offices

We give legal professionals a chance to be rockstars for the night while benefiting their favorite local nonprofit. This combination of rocking out plus giving back creates the ideal environment for an unforgettable, epic night. Sponsorship of Law Rocks San Francisco offers companies the opportunity to build brand awareness and connect with the local legal community in a fun, fresh way. Through Law Rocks' strong web presence and prominent recognition in-person at the concert, sponsors gain exposure to a highly desirable demographic of successful industry-leading professionals at a charity event that is cool, competitive, and growing every year.











# LAW ROCKS SAN FRANCISCO BY THE NUMBERS

\* Based on 2023 event.

8

**BANDS OF LAWYERS WHO ROCK**  15

LAW FIRMS/ **COMPANIES PARTICIPATING**  650

CONCERT **ATTENDEES**  **5K** 

**FOLLOWERS/** 

**8K** 

**PAGE VIEWS** SUBSCRIBERS OF EVENT SITE 45K+

**IMPRESSIONS FOR TOP EVENT SPONSORS** 









### THE MUSIC MATTERS GRANT

**A key component of Law Rocks' mission** is to promote music education for underserved youth. In 2023, Law Rocks began offering a new grant at each Law Rocks show: **the Music Matters grant**. This grant is given to a local nonprofit that supports youth music education.

Sponsorships are tax-deductible donations to Law Rocks. In addition to underwriting our events, sponsorship funds support our Music Matters grants, which help benefiting organizations fund initiatives like year-round programming and tuition-free music education opportunities for underserved youth.

### YOUR SPONSORSHIP HELPS FUND GRANTS FOR AMAZING ORGANIZATIONS LIKE THESE:













# **SPONSOR BENEFITS**

In appreciation of your support, your brand will receive amazing perks and exposure at Law Rocks SF. You can find a detailed chart of benefits on the next page.

#### ON THE WEB

- Logo placement on event page (8K views)
- Mention on official press release
- Logo on eblasts to local legal professionals (3K recipients)
- Logo on sponsor shout out post on LinkedIn (3K followers)
- Dedicated mention on LinkedIn for your brand (3K followers)
- Logo on year-end Bass Line
- Opportunity to send a pre- and post-event email to attendees (650 attendees)
- Opportunity to send branded content on social platforms

#### AT THE CONCERT

- · VIP and GA tickets for your company and guests
- Logo placement on official event programs
- Verbal onstage recognition by emcee
- Logo on slideshow on digital displays
- Logo placement on pull-up banner at entrance
- Opportunity to present a branded video on screen at event
- Priority timeslot consideration (for bands, see application)







### **EVENT SPONSORSHIP**

Logo size and order is based on sponsor level; in every use Hall of Fame sponsor logos are first and largest, and so on.

Sponsor Benefit	Hall of Fame \$15,000 45,000+ impressions	Rockstar \$10,000 34,000+ impressions	Headliner \$7,500 30,000+ impressions	Platinum \$5,000 24,000+ impressions	Gold \$2,500 9,000+ impressions
ON THE WEB		-			
Logo on event page: lawrocks.org/sfo (8K views)	х	Х	х	х	х
Mention on official press release		Х	Х	х	Х
Logo on eblast(s) to local legal professionals (3K recipients)	All (4+)	All (4+)	XAII (4+)	2X	1X
Logo on sponsor shout out on LinkedIn (3K followers)	х	Х	х	х	
Dedicated LinkedIn mention for your brand (3K followers)	х				
Logo on year-end Bass Line (newsletter issue opened by 6K)	х				
AT THE CONCERT	•		•	•	
GA tickets	30	20	15	10	6
VIP tickets (incl. pre-party w/food and open bar, VIP section)	20	16	10	8	4
Logo on official event programs	х	Х	Х	Х	Х
Verbal onstage recognition by emcee	зх	2X	2X	1X	1X
Logo on slideshow on digital displays at event	х	Х	Х	Х	Х
Logo placement on pull-up banner at entrance	х	Х			
Opportunity to show promotional video on screen	1:00				
Priority timeslot consideration (for bands, see application)	х				

### **SPECIAL OPPORTUNITIES**

Don't need as many tickets but want more exposure for your brand? We offer the following special opportunities that will set you apart. Each includes many of the above benefits as well. Email to learn more!

Exclusive VIP Sponsor - logo on VIP wristband, step and repeat, table tents, and more

Presenting Above-Title Sponsor - ensure your brand is noticed with above-title placement

Stage Sponsor - logo on either side of the Chapel stage all night long, opportunity to open the event

Audience Experience Sponsor - branded content sent to audience pre- and post event, posted on social

Custom Sponsorship - for brands who need an option tailored specifically to their marketing goals



### THE TENTH ANNUAL LAW ROCKS SAN FRANCISCO (2024)

#### SPONSORSHIP COMMITMENT FORM

#### **CONTACT INFORMATION**

Company:			Phone:		
Sponsorship Contact:			Email:		
Addr	ess:				
City,	State Zip:				
Emai	il tickets to: Spo	nsorship Contact	above  the following contact:		
Ticke	et Contact:		Email:		
Mail	acknowledgment let	ter to: Spon	sorship Contact		
Ackn	owledgment Letter (	Contact:			
Addr	ess:				
City,	State Zip:				
SPO	NSORSHIP LEVEL SEL	ECTION.	BAND SELECTION		
CON	CERT SPONSORSHIP		Is this sponsorship in support of a participating band?		
Х	TYPE				
		AMOUNT	□ No □ Yes:(Band Name)		
	Hall of Fame	\$15,000	□ No □ Yes:(Band Name)  PAYMENT		
	Hall of Fame Rock Star		□ No □ Yes:(Band Name)  PAYMENT □ Enclosed is a check made payable to Law Rocks Inc.		
		\$15,000	PAYMENT  ☐ Enclosed is a check made payable to Law Rocks Inc. ☐ Email us a PDF invoice us and we'll mail a check.		
	Rock Star	\$15,000 \$10,000	PAYMENT  ☐ Enclosed is a check made payable to Law Rocks Inc.  ☐ Email us a PDF invoice us and we'll mail a check.  ☐ Email us an online invoice to pay via credit card (fees apply)		
	Rock Star Headliner	\$15,000 \$10,000 \$7,500	PAYMENT  ☐ Enclosed is a check made payable to Law Rocks Inc. ☐ Email us a PDF invoice us and we'll mail a check. ☐ Email us an online invoice to pay via credit card (fees apply)  Send check and completed form to:		
	Rock Star  Headliner  Platinum	\$15,000 \$10,000 \$7,500 \$5,000	PAYMENT  ☐ Enclosed is a check made payable to Law Rocks Inc.  ☐ Email us a PDF invoice us and we'll mail a check.  ☐ Email us an online invoice to pay via credit card (fees apply)		

Please email completed form and high resolution logo to: <a href="mailto:sponsorship@lawrocks.org">sponsorship@lawrocks.org</a> | (213) 259-3110

Law Rocks Inc. is recognized as a non-profit corporation and qualified charity under IRS 501(c)(3). Tax ID #45-3264456. Sponsorships are tax-deductible contributions. For federal income tax purposes, you can deduct as a charitable contribution the price of each VIP ticket less its fair market value. We estimate the fair market value of each VIP ticket to be \$75.