

# SPONSORSHIP OPPORTUNITIES

## THE 13TH ANNUAL **LAW ROCKS** **LOS ANGELES**

MARCH 22-23, 2024 / WHISKY A GO GO



# SPONSORSHIP OPPORTUNITIES ⚡ THE 13TH ANNUAL LAW ROCKS LOS ANGELES

## **Law Rocks loves Los Angeles!**

LA is Law Rocks' US hometown, and our Los Angeles concert plays to a sell-out crowd of legal professionals over back-to-back nights at the historic Whisky a Go Go. The annual event brings together the SoCal legal community to rock out and give back, often raising record-breaking funds in the process. Law Rocks Los Angeles events have raised over \$1.5 million, with \$253K raised in 2023 alone.

**Our mission** is to promote music education for underprivileged youth and raise funds for local nonprofit organizations by combining the power of music and the generosity of the global legal community.

**We accomplish our mission** through epic battle of the band fundraising concerts in cities across the globe that star legal professionals-turned-rock stars.

Founded in London in 2009, Law Rocks now tours to 28 cities around the world and has raised over \$6 million. Law Rocks gives lawyers the chance to be rock stars for a night while benefitting their favorite nonprofit.

# SPONSORSHIP OPPORTUNITIES ⚡ THE 13TH ANNUAL LAW ROCKS LOS ANGELES



***"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**

Rocking out on the same Whisky stage where The Doors and Led Zeppelin played? It doesn't get much cooler than that, and creates the ideal environment for an unforgettable, epic night. Sponsorship of Law Rocks LA 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.



# SPONSORSHIP OPPORTUNITIES ⚡ THE 13TH ANNUAL LAW ROCKS LOS ANGELES



## LAW ROCKS LOS ANGELES BY THE NUMBERS

\* Based on 2023 event.

13

BANDS OF  
LAWYERS  
WHO ROCK

23

LAW FIRMS/  
COMPANIES  
PARTICIPATING

1K

CONCERT  
ATTENDEES

6K

FOLLOWERS/  
SUBSCRIBERS

8K

PAGE VIEWS  
OF EVENT SITE

46K+

IMPRESSIONS  
FOR TOP  
EVENT SPONSORS \*





WE BELIEVE IN THE POWER OF MUSIC

## 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 things like year round programming and tuition-free music education opportunities for underserved youth.

YOUR SPONSORSHIP HELPS FUND GRANTS FOR AMAZING ORGANIZATIONS LIKE THESE:



The People's Music School



## SPONSOR BENEFITS

In appreciation of your support, your brand will receive amazing perks and exposure at Law Rocks LA. 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 (1K 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 46,000+ impressions	Rockstar \$10,000 36,000+ impressions	Headliner \$7,500 30,000+ impressions	Platinum \$5,000 25,000+ impressions	Gold \$2,500 12,000+ impressions
<b>ON THE WEB</b>					
Logo on event page: lawrocks.org/lax (8K views)	X	X	X	X	X
Mention on official press release	X	X	X	X	X
Logo on eblast(s) to local legal professionals (3K recipients)	All (4+)	All (4+)	XAll (4+)	2X	1X
Logo on sponsor shout out on LinkedIn (3K followers)	X	X	X	X	
Dedicated LinkedIn mention for your brand (3K followers)	X				
Logo on year-end Bass Line (quarterly newsletter to 30K)	X				
<b>AT THE CONCERT</b>					
GA tickets	30	20	15	10	6
VIP tickets (incl. pre-party w/food and open bar, VIP seating)	20	16	10	8	4
Logo on official event programs	X	X	X	X	X
Verbal onstage recognition by emcee	3X	2X	2X	1X	1X
Logo on slideshow on digital displays at event	X	X	X	X	X
Logo placement on pull-up banner at entrance	X	X			
Opportunity to show promotional video on screen	1:00				
Priority timeslot consideration (for bands, see application)	X				

## 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 [sponsorship@lawrocks.org](mailto:sponsorship@lawrocks.org) 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 first with above-title placement

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

**Stage Sponsor** - logo featured on Whisky stage all night long, opportunity to open the event

**Wristband Sponsor** - logo featured on all attendee wristbands

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

# THE 13TH ANNUAL LAW ROCKS LOS ANGELES (2024)

## SPONSORSHIP COMMITMENT FORM

### CONTACT INFORMATION

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsorship Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Email tickets to:  Sponsorship Contact above  the following contact:

Ticket Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Mail acknowledgment letter to:  Sponsorship Contact  Ticket Contact  the following contact:

Acknowledgment Letter Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

### SPONSORSHIP LEVEL SELECTION

CONCERT SPONSORSHIP		
X	TYPE	AMOUNT
	Hall of Fame	\$15,000
	Rock Star	\$10,000
	Headliner	\$7,500
	Platinum	\$5,000
	Gold	\$2,500
	Special/Custom	

### BAND SELECTION

Is this sponsorship in support of a participating band?

No  Yes: \_\_\_\_\_  
(Band Name)

### 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:  
Law Rocks Inc.  
PO Box 6061-195  
Sherman Oaks, CA 91423

### NOTES/SPECIAL REQUESTS \_\_\_\_\_

Please email completed form and high resolution logo to: [sponsorship@lawrocks.org](mailto:sponsorship@lawrocks.org)

lawrocks.org | [sponsorship@lawrocks.org](mailto:sponsorship@lawrocks.org) | (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.*