

PRO BONO GOING PUBLIC 2011

FREE LEGAL ADVICE-A-THON

VANCOUVER • KELOWNA • VICTORIA



SPONSORSHIP PACKAGE

PRO BONO GOING PUBLIC 2011

In September 2011, over 70 volunteer lawyers will participate in our 4th annual free legal advice-a-thon to raise awareness and funds for the provision of pro bono legal services in BC. In each **Pro Bono Going Public 2011** location, volunteer lawyers will work in one-hour shifts throughout the day to advise individual clients in an open-air clinic setting. Clients will be low- and modest-income individuals, including homeless people who may otherwise have limited access to traditional free legal advice clinics. Most clients will have pre-scheduled appointments, while others will simply drop in for free legal advice on a wide range of issues.

Dates

September 9, 2011
 September 13, 2011
 September 16, 2011

Locations

Victory Square Park, Vancouver BC
 City Park, Kelowna BC
 Centennial Square, Victoria BC

Times

10:00 am – 5:00 pm
 10:00 am – 3:00 pm
 10:00 am – 2:00 pm

All funds raised for **Pro Bono Going Public 2011** will go directly toward supporting Access Pro Bono programs. Our hope is that each volunteer lawyer will raise an amount equal to or above their billable hour rate. Our ultimate goals are to serve the public, to spread awareness concerning lawyers' efforts to increase access to justice, and to raise \$35,000 or more for our vital programs. We can achieve our goals with your support.

Print and television news media will attend all three open-air clinics in order to publicize the pro bono services provided by BC's lawyers, to demonstrate the support of sponsoring organizations and to spread awareness of the pro bono services and resources available throughout BC. Last year's event attracted the media attention of several media outlets, including Global TV (Vancouver and Kelowna), CBC Radio, CFAX, CKNW, The Vancouver Sun, The Vancouver Courier, The Times Colonist, and The Westender.

BENEFITS OF SPONSORSHIP

Sponsorship of **Pro Bono Going Public 2011** is an excellent opportunity to tailor a visibility program that positions your firm, organization or company as a committed leader in supporting access to justice initiatives in BC. Sponsorship packages range from \$500 to \$10,000. We can help you to find a level of sponsorship that is best for your firm, organization or company, or we would be happy to customize a package for you.

SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	TITLE SPONSOR \$10,000	SUPREME COURT \$5,000	APPEAL COURT \$2,000	TRIAL COURT \$500
Logo on PBGP Website	Logo-hyperlinked	Logo-hyperlinked	Logo	Logo
Logo in All Event Publicity (repeated mentions through social media)	✓	✓	✓	✓
Logo on 5X7 Table Signs (at all three event locations)	✓	✓	✓	✓
Logo on Event Banners (at all three event locations)	✓	✓	✓	✓
Recognition in APB Newsletter and New APB Website	✓	✓	✓	✓
Profile on PBGP Website	200 word	150 word	100 word	
Marketing Material (opportunity to provide sample product/literature at all three events)	✓	✓	✓	
Logo on PBGP Homepage	✓	✓		
“Thank You” in Local Newspaper	✓	✓		
Media Coverage	✓			
Positioning as Title Sponsor	✓			

Notes: Logo size and placement prominence will be relative to sponsorship level (e.g. Title Sponsor will be the largest size and placed at the top).

- As an event sponsor, the company/firm will be permitted to promote itself as a sponsor of **Pro Bono Going Public 2011** in all forms of advertising and communication until December 31, 2011.
- Sponsors must supply their logo to APB in digital format (eps, jpg, tif) in the highest resolution.
- Tailored packages can also be developed to meet any specific requirements and marketing objectives your company/law firm may have.

