



PEEL LAW ASSOCIATION'S 2023 JUDGES' NIGHT SPONSORSHIP PACKAGE

September 21, 2023 at 5:30 p.m. at the Mississauga Convention Centre
75 Derry Rd W, Mississauga, ON L5W 1G3

WHO WE ARE



The Peel Law Association (PLA) promotes, protects and advances the interests of its members by providing resources to enhance the practice of law in Peel.

The objectives of the Association are to:

- provide a library with a full range of up-to-date services and resources;
- provide and promote affordable, quality continuing legal education;
- promote civility in our profession;
- promote diversity and inclusivity in our Association and among its members;
- provide timely updates concerning matters of interest to its members;
- speak out on behalf of its members; and
- promote collegiality among its members by presenting a variety of social, recreational and networking opportunities.



OUR FUNDRAISING GOAL



In order to maintain the level of services that our members and visitors have come to expect from the PLA over the past 75 years, we are embarking on a campaign to raise funds for the upkeep and maintenance of our facilities, such as a much-needed facelift to the Library and Lounge.

The PLA Lounge and Library are situated at the A. Grenville and William Davis Courthouse, considered to be one of Canada's busiest courthouses. Our members need the space and the convenience of an area to research, recharge and when necessary, relax, and we want to be able to provide this to them.

This improvement project will be a sprint and not a race. Although it will be self-funded to a large extent, the PLA is reaching out to its members, visitors and other stakeholders for support to make this vision a reality.



JOIN OUR CAUSE



As a sign of our appreciation to the Bench of the Superior Court of Justice and the Ontario Court of Justice, the Peel Law Association hosts an annual Judges' Night. This premier event has been a major draw for lawyers and judges alike for over 35 years. Our registration last year exceeded all previous attendance records. This year, the Association will be hosting Judges' Night on Thursday, September 21, 2023 at the Mississauga Convention Centre.

As a valuable mentor, visitor or stakeholder, the Association seeks your contribution by way of sponsorship to fund the initiatives undertaken by the PLA.



EVENT SPONSOR LEVELS



Please join us on Thursday September 21, 2023 to support this important organization and make this event a success.

Below, we have outlined below the available sponsorship opportunities.

Attendance is limited to lawyers, articling students, NCA candidates and LPP students.

TICKETED SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$7,500

ONE EXCLUSIVE OPPORTUNITY

Two tables (8 tickets per table - 16 in total) each located in a premier location (near "centre stage") with company signage on the table.

Four full page ads in Peel Briefs.

SUPERIOR SPONSOR

\$3,750

UP TO FOUR OPPORTUNITIES

One table (8 tickets) each located in a premier location with company signage on table.

Three full page ads in Peel Briefs.

PROVINCIAL SPONSOR

\$1,875

UP TO FOUR OPPORTUNITIES

Package of 4 tickets (preferred seats facing stage) with company signage at the table.

Two full page ads in Peel Briefs.

SUPPORTING SPONSOR

\$1,000

UNLIMITED OPPORTUNITIES

Package of 2 tickets (preferred seats facing stage) with company signage at the table.

One full page ads in Peel Briefs.

In addition, each of these ticketed opportunities will offer:

- Sponsor recognition and Brand placement on display screens at Judges' Night and in the Program Book.
- Company profile with web link posted on all our Social Media platforms and website.
- Opportunity to include one item in PLA Swag Bag.

For more information, contact Jo-Ann McQuillan at 905-451-2924 OR eo@plalawyers.ca

DINING EXPERIENCE SPONSORSHIP OPPORTUNITIES



DESSERT STATION - \$2,500

This opportunity allows you to end Judges' Night with a memorable dessert and encourage mingling.

- Recognition at the dessert station and brand placement on display screens at Judges' Night and in the Program Book;
- *Two full page ads in Peel Briefs*

COCKTAILS - \$2,500

This opportunity allows all guests to have a free cocktail or mocktail of their choice - a great way to get the event started!

- Recognition on a special branded cocktail/mocktail ticket distributed to all guests
- *Two full page ads in Peel Briefs*

SWEET FAVOURS - \$2,500

This opportunity allows you to have guests take home sweet treats along with your branding.

- Name and logo on boxes of gourmet chocolates
- *Two full page ads in Peel Briefs*

In addition, each of these opportunities will also include:

- Sponsor recognition and Brand placement on display screens at Judges' Night and in the Program Book.
- Company profile with web link posted on all our Social Media platforms and website.
- Opportunity to include one item in PLA Swag Bag.



EVENT EXECUTION SPONSORSHIP OPPORTUNITIES



NETWORKING - \$2,500

This opportunity will allow our guests to network with colourful identification ribbons, facilitating ice-breaking and increasing interaction levels for guests overall.

- Branding on at registration desk (first point in guest journey) and brand placement on display screens at Judges' Night and in the Program Book.
- *Two full page ads in Peel Briefs*

MUSIC - \$1,500

Help us to create an unforgettable atmosphere and ambiance with tasteful live instrumental music.

- *One full page ad in Peel Briefs.*

PHOTOGRAPHY - \$2,000

This opportunity will allow us to capture the highlights and individuals enjoying Judges' Nights and create quality images for historical purposes.

- *Two full page ad in Peel Briefs.*

AUDIOVISUAL - \$5,500

This opportunity will allow us to deliver an audiovisual presentation screen and kiosk.

- *Four full page ads in Peel Briefs.*

STAGE DÉCOR - \$2,000

This opportunity will allow us to highlight the focal point of the evening - the stage - with elegant draping and lighting.

- *Two full page ads in Peel Briefs*

In addition, each of these opportunities will offer:

- Sponsor recognition and Brand placement on display screens at Judges' Night and in the Program Book.
- Company profile with web link posted on all our Social Media platforms and website.
- Opportunity to include one item in PLA Swag Bag.

OTHER PARTNERSHIP OPPORTUNITIES



SWAG BAGS - \$500

Looking for a more affordable price point? For \$500, your company can add some promotional merchandise or literature to our swag bags, which each guest will take home to enjoy after the event. We expect about between 170 and 200 guests. Swag bags will have PLA branding and participants will be accepted on a first come, first served basis.

Included in this level of sponsorship: *One half-page ad in Peel Briefs.*

Still looking for the right partnership opportunity?

Please reach out to us at eo@plawyers.ca so we can discuss customizing an opportunity or activation as unique as your company.



SPONSORSHIP TIERS



TIERS	AMOUNT	NUMBER AVAILABLE	TICKETS	DISPLAY SCREEN	SIGNAGE	SOCIAL MEDIA/ WEBSITE	PROGRAM	PEEL BRIEFS ADS
Presenting Sponsor	\$7,500	1	1	✓	Table	✓	✓	4 full page
Superior Sponsor	\$3,750	4	8	✓	Table	✓	✓	3 full page
Provincial Sponsor	\$1,875	4	4	✓	Table	✓	✓	2 full page
Supporting Sponsor	\$1,000	Unlimited	2	✓	Table	✓	✓	1 full page
Dessert Station	\$2,500	1	-	✓	Station	✓	✓	2 full page
Cocktails	\$2,500	1	-	✓	Tickets/ Bar	✓	✓	2 full page
Sweets	\$2,500	1	-	✓	Box	✓	✓	2 full page
Music	\$1,500	1	-	✓	✓	✓	✓	1 full page
Networking	\$2,500	1	-	✓	Front desk	✓	✓	2 full page
Audiovisual	\$5,500	1	-	✓	✓	✓	✓	4 full page
Stage Décor	\$2,000	1	-	✓	Stage	✓	✓	2 full page
Photographer	\$2,000	1	-	✓	✓	✓	✓	2 full page
Swag Bag	\$500	Unlimited	-	✓	✓	✓	✓	1 half page

For more information, contact Jo-Ann McQuillan at 905-451-2924 OR eo@plalawyers.ca

BE IN GOOD COMPANY



CHECK OUT OUR 2022 SPONSORS

