

PARTNERSHIP

OPPORTUNITY

WHO ARE THE NSW YOUNG LAWYERS?

Founded more than 50 years ago, NSW Young Lawyers is constituted by 15 substantive committees, a law students committee, an Executive Council of 15 members, (including five office bearers) and it has over 15,000 members, many of whom are actively engaged in the work of the organisation and its committees.

NSW Young Lawyers forms part of the Law Society of NSW, who with over 24,000 members is the largest membership association for solicitors in Australia.

A forum to shape and influence debate on the legal and social issues affecting the legal profession as well as offering various networking opportunities.

NSW Young Lawyers represent, the largest collective group of young lawyers and law students nationally, and we provide a platform for our members to influence debate on issues that affect both the profession and the community.

Membership of NSW Young Lawyers is free and automatic for lawyers under the age of 36 or who have been admitted for less than five years, as well as law students.

NSW Young Lawyers provides a platform to:

- influence debate on issues that affect the profession and the community;
- network with like-minded individuals experiencing similar career progression;
- gain knowledge from peers and mentors; and
- source a range of exclusive and relevant commercial benefits and services.

MAJOR EVENTS



WHAT ARE MY BENEFITS?

The development of our sponsor program is a significant investment for NSW Young Lawyers and understandably we undertake substantial due diligence before committing to a new partnership.

In return, we offer not only a high profile and trusted brand and access to a membership base of over 15,000, we also provide highly effective communication channels (print and electronic) and marketing capability, with access to market data and a long term commitment.

The benefits available to your organisation include:

- Increased awareness of your brand / product service within an influential and intelligent consumer base
- Promotional opportunities through web placement, social media channels and digital advertising
- Exclusive face to face networking at NSW Young Lawyers events
- The ability to highlight credibility or expertise through content driven marketing or presentations

ACCESS TO
15,000+
MEMBERS

INFLUENTIAL
MEMBER BASE

HIGH PROFILE
BRAND

ENGAGED
AUDIENCE

MAJOR EVENTS continued

YOUNG PROFESSIONALS BALL

(Annual professional charity ball)

SEPTEMBER

ATTENDANCE: 350+

STATE OF THE PROFESSION

(Address from the Patron)

OCTOBER/SEPTEMBER

ATTENDANCE: 80-100

ANNUAL ASSEMBLY

NOVEMBER

ATTENDANCE: 100

BOARD READY EVENT

AUGUST

ATTENDANCE: 80-100

SPORTS DAY

(Athletics Competition day
between law firms)

OCTOBER

ATTENDANCE: 200+

MCCALLUM MEDAL COMPETITION

(Annual public speaking event)

NOVEMBER

ATTENDANCE: 80-100

ANNUAL ASSEMBLY GALA DINNER

NOVEMBER

ATTENDANCE: 130

OUR CHANNELS

NSW Young Lawyers communicates with its members on a regular basis through a range of events (social and educational), online communication (website, mobile app and E-Newsletters), social media (Facebook, Twitter and LinkedIn) and meetings (committee and executive level).

'debrief' E-Newsletter

ACCESS TO
15,000+
MEMBERS



Debrief is NSW Young Lawyers' quarterly e-newsletter, distributed to over 15,000 members.

The content is sourced from all our committees and features articles, updates, upcoming events and information.

Website

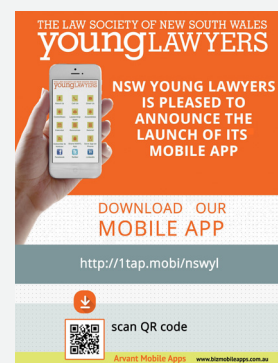
OVER
10,000
MONTHLY VIEWS



The NSW Young Lawyers website plays a large role in the promotion of benefits to members. The website is a resource widely used by both our members and the public with over 10,000 page views a month which will gain maximum exposure for your business.

Mobile App

ACCESS TO
15,000+
MEMBERS



In late 2013, NSW Young Lawyers launched its Mobile App. The App is web-based, making it easily accessible from almost any smartphone or tablet device. It is free and there is no need to download the App from the Apple App Store or Google Play Store.

The App aims to engage members by keeping them informed about the services, activities, and events held by NSW Young Lawyers.

OUR CHANNELS continued

Direct Mail / Electronic Mail

MARKET DIRECT TO MEMBERS

BOARD READY DISCOVER HOW LAWYERS CAN GET A SEAT ON A BOARD - AND WHY THEY SHOULD WANT TO.

Join us for a rare insight into the fundamentals on boards from some of Australia's leading directors, tailored specifically for an audience of lawyers.

This Q&A event has been designed to uncover the experiences of boards to young male and female lawyers who have little to no experience of participating on boards, but a keen interest in better understanding this area. We will uncover the fundamentals in terms of the skills required for directorship, the role a lawyer can play and what you can start doing today to be more attractive to a board down the track. This could be one of the most valuable events you attend this year!

DATE: Thursday 18 November 2015
Time: 5pm - 7.30pm
Cost: \$15
MC: Claire Rowland, Managing Director of Women on Boards
Notes: The Law Society of NSW (Level 17, 170 Phillip Street, Sydney 2000)
REGISTER: <http://www.younglawyers.com.au/boards-ready>

PANELISTS

Steve Hedges CEO Chairman of the Cancer Council NSW Director of the Cancer Council NSW Chairman of the Rugby Union Players Association	Alexandra Ross Company secretary and general counsel of Renaissance Society Director of The Law Society of NSW Non-executive director of PPSA	Caroline Walker Chair of Banking Office, Norton Rose Fulbright Australia Former company secretary and general counsel of Bank of Asia
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NSW Young Lawyers is a not-for-profit organisation. All proceeds from this event will go to the NSW Young Lawyers Foundation. For more information, please contact: info@younglawyers.com.au or 02 9551 1111.

Platinum sponsor will be able to market directly to members (using our email lists) at time of the Sponsorship Launch as well as throughout the year to support key marketing campaigns.

All direct mail campaigns are fully funded by the sponsorship partners.

Social Media

OVER 2,000 USERS

facebook

NSW Young Lawyers is on Facebook.
To connect with NSW Young Lawyers, sign up for Facebook today.

NSW Young Lawyers
18,968 likes · 123 talking about this · 1 web site

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It's Friday!
Like · Comment · Share

NEW SOLICITORS' RULES OUT NOW
Like · Comment · Share

NSW Young Lawyers have Facebook, Twitter and LinkedIn pages that are used for promoting all events and keeping members up to date with any relevant information on a regular basis (these platforms are segmented, based on area of practice).



15 Committees

UP TO 800 PEOPLE PER COMMITTEE

NSW Young Lawyers has 15 committees focused on different areas of the law that meet on a monthly basis.

Through these committees, members can:

- Get involved in a range of fulfilling and rewarding projects;
- Increase expertise in a practice area by monitoring, and reporting on key legal developments;
- Help shape the law through writing submissions on proposed policy or law reform;
- Create and implement projects for the benefit of the community;
- Networking with like-minded professionals to raise your profile and increase career opportunities;
- Meet high profile members of the profession and the business community;
- Improve public speaking skills;
- Develop leadership skills by becoming a leader of a project or a sub-committee, and
- Meet new people and have fun.

CURRENT PUBLICATIONS

NSW Young Lawyers committees are active in producing a range of publications for both solicitors and the wider community.

For solicitors



Several committees of NSW Young Lawyers have researched and written free guides, helpful booklets and pamphlets aimed at both young and new practitioners. Several of these guides have won national awards, and many are moving to online-publication formats to complement print publication.

For the community



NSW Young Lawyers has researched and written several publications for the community, which aim to make the law and legal concepts accessible.

Committee related



Our committees additionally produce publications and submissions relating to their work, which are posted on the Law Society website and distributed to young legal professionals across the State.

PLATINUM SPONSORSHIP (Only one Platinum Sponsorship available)

Platinum sponsorship will give your organisation premium exposure to all our members and all NSW Young Lawyers' Major Events. Premium advertising is suitable for any business looking to increase brand awareness as you will receive naming rights at the Golden Gavel event as well as many other benefits. As a Platinum Sponsor you will become an integral part of NSW Young Lawyers and we will promote your brand to the fullest extent possible.

PROMOTIONAL OPPORTUNITY FOR FLAGSHIP EVENTS	VALUE (PER ANNUM)*
Event – Golden Gavel <ul style="list-style-type: none"> • Naming Rights of the People's Choice Award • Announcing the winner of the People's Choice Award • The inclusion of your logo on the event invitation and promotional material as our primary sponsor • Logo and acknowledgement on menus • Logo on PowerPoint at event • Display of a stand-alone corporate banner throughout event • Leaflets on Table • Recognition as sponsor at the event by MC • 4 x tickets (2 at VIP table) 	\$10,000
Event – Young Professional Charity Ball <ul style="list-style-type: none"> • Display of a stand-alone corporate banner throughout event • Opportunity to address dinner delegates • Recognition as sponsor at the event by MC • 2 x tickets at VIP Table at event 	\$5,000
Direct mail/electronic direct mail <ul style="list-style-type: none"> • One (1) EDM per annum- co-branded campaign push. 	\$5,000
NSW Young Lawyers Website <ul style="list-style-type: none"> • Permanent placement on the NSW Young Lawyers home page of the website, plus links to sponsor's website • Logo on Social Media pages • Logo on invitation and flyers for major events 	\$9,000 (\$750pm x 12 months)
NSW Young Lawyers Mobile App <ul style="list-style-type: none"> • Logo and Banner placement on front page and event page of the NSW Young Lawyers app 	\$5,000
Debrief <ul style="list-style-type: none"> • Quarterly editorial features, minimum of four (4) guaranteed per year 	\$6,000 (\$1,500 per feature)
Other Promotional opportunities <ul style="list-style-type: none"> • Branded flyers and or merchandise to be included with our monthly handouts for newly admitted lawyers (Law Society to approve on a case by case basis) 	Value add
Total Value (GST exc)	\$40,000
* Note: "Value" represents commercial or market value, if channel were taken individually	

GOLD SPONSORSHIP

Gold Sponsorship will give your organisation high exposure across our members at one of our flagship events. You will receive a variety of opportunities to promote and network your business by being part of the event.

In return for your investment you will receive the following benefits:

PROMOTIONAL OPPORTUNITY	VALUE (PER ANNUM)*
Major Event <ul style="list-style-type: none">• Main sponsor of major event• Social Media Exposure• The inclusion of your logo on the event invitation and promotional material as our primary sponsor• Logo and acknowledgement on website• Logo on PowerPoint at event• Display of a stand-alone corporate banner throughout event• Recognition as sponsor at the event by MC• 2 x tickets to the event	\$5,000
The NSW Young Lawyers website <ul style="list-style-type: none">• Logo on Events page on NSW Young Lawyers website• Logo on Social Media pages when advertising for events	\$3,000
Debrief <ul style="list-style-type: none">• Logo will appear in Debrief for sponsoring the event	\$2,000
Total Value (GST exc)	\$10,000

* Note: "Value" represents commercial or market value, if channel were taken individually

SILVER SPONSORSHIP

Silver Sponsorship will give your organisation high exposure to members within a particular committee. You will receive a variety of opportunities to promote and network your business by being part of the committee.

In return for your investment you will receive the following benefits:

PROMOTIONAL OPPORTUNITY	VALUE (PER ANNUM)*
Committee Event <ul style="list-style-type: none">• Social Media Exposure relating to committee event• The inclusion of your logo on the committee event invitation and promotional material• Logo on PowerPoint at event• Display of a stand-alone corporate banner throughout event• Recognition as sponsor at the event by MC• 1 x tickets to the event• Opportunity to give door prize at the event	\$3,000
The NSW Young Lawyers website <ul style="list-style-type: none">• Logo on Events page on NSW Young Lawyers website• Logo on Social Media pages when advertising for event's above	\$1,000
Debrief <ul style="list-style-type: none">• Logo will appear in Debrief for sponsoring the event	\$1,000
Total Value (GST exc)	\$5,000

* Note: "Value" represents commercial or market value, if channel were taken individually

We believe these three packages reflect the value of the significant marketing and promotional opportunities that we are able to provide to your organisation through access to our flagship events and unique membership base.

CONTACT

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and Graduates

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