

# Tennessee Defense Lawyers Association



## 2018 Sponsorship Opportunities

### *Who We Are*

The **Tennessee Defense Lawyers Association** is a group of lawyers primarily engaged in civil defense litigation, who have the opportunity to exchange ideas, techniques and information through our association. We also strive to improve trial practice by supporting high standards for litigation practice and courtroom manners within the adversarial system of jurisprudence.

### *Our Growth*

TDLA takes pride in its ability to maximize your business's exposure to our growing membership of defense attorneys in Tennessee. The exceptional growth of TDLA and its sponsors over the past few years is a testament to our ability to work cohesively with our partners. TDLA will host our 2018 Annual meeting in the fall.

### *Our Sponsors*

You are receiving this information because one or more of our Board Members have recommended your business as a dependable, professional vendor worthy to gain more exposure with our membership.



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# About Tennessee Defense Lawyers Association

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Founded over 50 years ago, TDLA offers several events and opportunities throughout the year for your business to benefit from your sponsorship. With our growing membership today across the state, our growth is a direct result of partnership with our member firms and partners.

## ***Annual Meeting***

Our TDLA Annual Meeting is held in the fall, usually at one of the major cities in Tennessee. We draw many of our Past President's and TDLA members from across the state.

## ***Newsletters & TDLA Journal Magazine***

TDLA offers a monthly newsletter to its members featuring the latest TDLA news and legal updates. This is sent as an e-blast to members as well as posted on our website at [www.tdla.net](http://www.tdla.net), where past and present editions may be viewed at anytime. We also offer a bi-annual magazine which contains articles authored mostly by our members.

## ***Website and Emails***

At TDLA we recognize the growing need for easier and faster ways to communicate and connect with our members. The TDLA website is a wonderful resource of useful tools for our defense attorneys. Through the website, members may find a directory of Preferred Vendors, legal updates and email colleagues inquiring about experts, points of law, venues, judges, etc.

## ***CLE Seminars and Webinars***

TDLA hosts many CLE accredited webinars throughout the year to benefit our members. Many are hosted by our sub-committees representing Employment Law & Workers' Compensation, Tort Law, Professional Negligence & Healthcare and Young Lawyers.

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# PRIME “All Events” SPONSOR

\$7,500

*(ONE Sponsor only)*

## *Benefits*

- First right of refusal as a TDLA “Prime Sponsor” (Limited to three years)
- Opportunity to present to Board of Directors (once annually)
- Opportunity to Present/Provide a Speaker at Fall AND Spring Meeting/Seminar (once annually) on a substantive, non-advertorial subject.
- Opportunity to attend one Young Lawyer Cocktail Reception in city of your choice.
- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Journal magazine (once annually)
- Opportunity for a Prime full page ad in Journal magazine (both issues)
- Opportunity to present one substantive, non-advertorial Webinar
- A full page ad included in Four (4) of the TDLA monthly Newsletters (8 1/2” x 11”, full color ad)
- Exhibitor at Fall Meeting/Seminar, which includes:
  - ~ Prime placement of exhibit space at Annual Meeting
  - ~ Attendance of three (3) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
  - ~ Exhibitor table (6 ft.) and table cover
  - ~ A list of seminar attendees
  - ~ Lodging at TDLA member rate
  - ~ Recognition as a Presenting Sponsor in handout materials and throughout seminar
- Listed in all TDLA publications and on TDLA website along with our TDLA logo, and link to Sponsor website
- Named a “TDLA Prime Provider”



# Presenting Sponsors

\$5,000

*(Limited Availability; Also limited to One of Each business type)*

## *Benefits*

- First right of refusal as a TDLA “Presenting Sponsor” (Limited to three years)
- Opportunity to Present/Provide a Speaker at Fall OR Spring Meeting/Seminar (once annually) on a substantive, non-advertorial subject.
- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Journal magazine (once annually)
- Opportunity for a regular full page ad in Journal magazine (both issues annually)
- Opportunity for a half page ad included in Four (4) of the TDLA monthly Newsletters (8 1/2” x 11”, full color ad)
- Exhibitor at Fall Meeting/Seminar, which includes:
  - ~ Prime placement of exhibit space at Annual Meeting
  - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
  - ~ Exhibitor table (6 ft.) and table cover
  - ~ A list of seminar attendees
  - ~ Lodging at TDLA member rate
  - ~ Recognition as a Presenting Sponsor throughout seminar
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website
- Named a “TDLA Preferred Provider”



# Title Sponsors

\$3,000

*(Unlimited Available; Limited to One of Each Type of Sponsor Business)*

## *Benefits*

- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Newsletter (once annually)
- Opportunity to place a half page ad in Two (2) of the TDLA Newsletters.
- Exhibitor at Fall Meeting/Seminar, which includes:
  - ~ Preferred placement exhibit space at the Annual Meeting
  - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
  - ~ Exhibitor table (6 ft.) and table cover
  - ~ A list of seminar attendees
  - ~ Lodging at TDLA member rate
  - ~ Recognition as a Title Sponsor throughout seminar
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website
- Named a “TDLA Preferred Provider”



## Patron Sponsors

\$1,500

*(Unlimited Sponsorships Available)*

### *Benefits*

- Exhibitor at Fall Meeting/Seminar, which includes:
  - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
  - ~ Exhibitor table (6 ft.) and table cover
  - ~ A list of seminar attendees
  - ~ Lodging at TDLA member rate
  - ~ Recognition as a Patron Sponsor in handout materials and throughout seminar
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website

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## Friends of TDLA Sponsors

\$750

*(Unlimited Sponsorships Available)*

### *Benefits*

- Listed in all TDLA publications and on TDLA website, with link to Sponsor website

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# Expand Your Brand With ~ a la carte Opportunities ~

*First Come, First Serve!*

## **TDLA Journal Magazine Ads**

*(printed bi-annually for entire membership and Judges in Tennessee)*

**Prime Full page ad** (inside front cover\* or inside back cover\*) **\$500/ 1 issue**  
-or Save!- **\$900/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

**Full page ad** .....**\$450/ 1 issue**  
-or Save!- **\$800/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

**Half Page ad** .....**\$250/ 1 issue**  
-or Save!- **\$450/ 2 issues**

- Ad is 8.5" x 5.5", Full Color, Full bleed

**Quarter page ad** ..... **\$125/ 1 issue**  
-or Save!- **\$175/ 2 issues**

- Ad is 4.25" x 5.5", Full Color, Full bleed

## **CLE Sponsorship**

**Seminar or Webinar** opportunity to present One-hour substantive, non-advertorial CLE program which TDLA will advertise to membership. Details TBD. *(one available per vendor)*.....**\$500**

## **Cocktail Hour Sponsorships**

**Annual Meeting Hospitality Suite**.....**\$1,500**  
Sponsor our hospitality suite at the TDLA Annual Fall Meeting *(two available-not same business type)*

**Young Lawyers Member Reception**.....**\$300**  
*(one available per vendor)* Two-hour cocktail reception in Tennessee city of your choice for Young Lawyer Members and prospective Young Lawyer Members only

## **Breakfast, Break and Golf Lunch Sponsors**

**Breakfast Sponsor** *(2 available) at Annual Meeting* .....**\$300**

**Break Sponsor** *(2 available) at Annual Meeting*.....**\$300**

**Golf Lunch Sponsor** *(1 available) at Annual Meeting Golf Tourney..***\$300**

\* Prime Full Page Ad placement depends on Prime Sponsor location for one issue.



# Tennessee Defense Lawyers Association 2018 Sponsor Commitment Form

*\* 2018 Sponsorships run from January 1, 2018 to December 31, 2018\**

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Website:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Business Type:** *(i.e. Forensic Engineering/ Consulting, Court Reporting, Investigation, Insurance, etc.)*

**Attendee #1:** \_\_\_\_\_

**Attendee #2:** \_\_\_\_\_

*(Limit 2 attendees per company; additional representatives are \$100 each)*

**Participation Level:** *(First Come, First Serve)*

**a la carte Opportunity Level(s):** *(First Come, First Serve)*

**Total Investment:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

Please make your check payable to **Tennessee Defense Lawyers Association** and Remit to:  
**TDLA**

**Attn: Mary Gadd, Executive Director**  
**Post Office Box 282**  
**Lookout Mountain, Tennessee 37350**

**Questions?** Email or call Mary Gadd, *TDLA Executive Director* at  
office@tdla.net or call 423.314.2285

***A Note about TDLA Sponsorship and Ads:*** 2018 TDLA sponsorships run from January 1, 2018 to December 31, 2018. The Tennessee Defense Lawyers Association welcomes advertisements, sponsorships and exhibits from individuals or companies seeking to reach members of TDLA. The policy of TDLA is to accept such advertisements, sponsorships and exhibits that are not illegal or elicit and are not contrary to the interest or aims of the TDLA. Subject to this policy, the TDLA retains the discretion to reject any sponsorship or advertisement, which it regards as potentially distasteful to TDLA members. By signing this Commitment Form you agree to our sponsorship agreement. TDLA Sponsorships are first come, first serve. Thank you!