

Tennessee Defense Lawyers Association



2017 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 2017 Annual meeting in Memphis. We hope you will join us at our Annual Meeting in September 2017.

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.



About Tennessee Defense Lawyers Association

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. In 2017, it will be held in Memphis. 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, 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.



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 to Board of Directors (once annually)
- 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 Prime full page ad in Journal magazine (once annually)
- 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 two 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, 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 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 in handout materials and throughout seminar
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website
- Named a “TDLA Preferred Provider”



Patron Sponsors

\$1,000

(Unlimited Sponsorships Available)

Benefits

- Exhibitor at Fall Meeting/Seminar, which includes:
 - ~ Attendance of two 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

Friends of TDLA Sponsors

\$500

(Unlimited Sponsorships Available)

Benefits

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



Expand Your Brand With ~ a la carte Opportunities ~

First Come, First Serve!

TDLA Journal Magazine Ads

(printed bi-annually for entire membership)

Prime Full page ad (inside front cover* or inside back cover*) **\$450/ 1 issue**
-or Save!- \$850/ 2 issues

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

Full page ad **\$400/ 1 issue**
-or Save!- \$750/ 2 issues

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

Half Page ad **\$200/ 1 issue**
-or Save!- \$350/ 2 issues

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

Quarter page ad **\$100/ 1 issue**
-or Save!- \$150/ 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 *(one available)*..... **\$1,500**
One hour cocktail reception Friday night at the TDLA Annual Fall Meeting

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 Presenting Sponsor(s) location for one issue.



Tennessee Defense Lawyers Association

2017 Sponsor Commitment Form

* 2017 Sponsorships run from January 1, 2017 to December 31, 2017 *

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: 2016 TDLA sponsorships run from January 1, 2017 to December 31, 2017. 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!