

Evaluating sponsorship opportunities

Questions to ask

- Is this a good sales and networking opportunity?
- Will lawyers attend?
- Is a lawyer on the board?
- Did the request come from a client?
- What kind of advertising opportunity goes with it? A full, or part of a, page in the program?
- How do they mention this level of sponsorship from the podium?
- Are your law and accounting firm competitors involved? If so, should you pass or do you have to be included?
- Could you "own" this event because no competitors are involved?
- Will they guarantee exclusivity to you and no other law firms if you sponsor at a high level?

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