



# Become a Sponsor

## SPONSORSHIP LEVELS

	JUSTICE CHAMPION	JUSTICE ADVOCATE	JUSTICE LEADER	JUSTICE PROTECTOR
	\$10,000	\$5,000	\$2,500	\$1,000
<b>EVENT BENEFITS</b>				
Color Ad in Digital Program Book <sup>1</sup>	✓	✓	✓	✓
Logo & Name on Event Website <sup>2</sup>	✓	✓	✓	✓
Logo & Name as Corporate Partners on communitylegal.org <sup>3</sup>	✓	✓	✓	✓
Logo & Name on all Event Email Communications	✓	✓	✓	
Logo & Name in Mailed Collateral for Event	✓	✓		
Recognition on Presentation Screen during Event	✓	✓	✓	
Recognition in Event Speaking Points	✓			
Included in Press for Event	✓			
Included in all Social Media Posts Promoting the Event	✓	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>				
Recognition in Annual Report by Sponsorship level (mailed to 3,500 homes/businesses)	✓	✓	✓	✓
Sponsor Profile in one CLA Email Newsletter (sent to 3,500)	✓			
Exclusively Curated Sponsor Profile to be Posted to Social Media Platforms (following of 3,200) <sup>4</sup>	✓	✓	✓	

See next page for notes.



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## SPONSORSHIP DETAILS

### 1. Color Advertisement in Digital Program Book

Justice Champion and Justice Advocate level sponsors will receive a full page advertisement. Justice Leader level sponsors will receive a 1/2 page advertisement. Justice Protector level sponsors will receive a 1/4 page advertisement.

### 2. Logo or Name on Event Website

<https://p2p.onecause.com/cla70>

Sponsor logo and/or name will be listed in the sponsorship section of the front page of the "70 Years of Fighting for Justice" campaign page ([p2p.onecause.com/cla70](https://p2p.onecause.com/cla70)). This page will be shared in all digital communications distributed by Community Legal Aid, linked on CLA's main website, and viewed by all attendees registering for the 70th anniversary event.

### 3. Logo or Name Featured as Corporate Partner at [www.communitylegal.org](http://www.communitylegal.org)

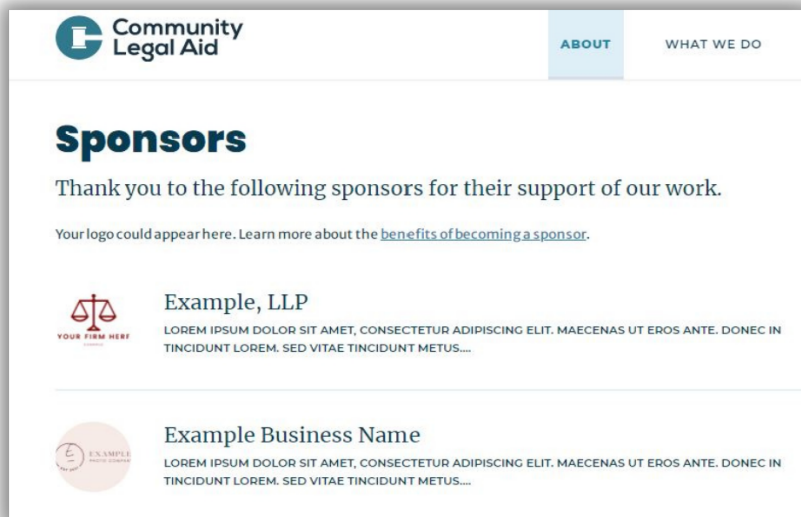
Sponsor logo, name, and profile will be listed as a corporate partner in the "70 Years of Fighting for Justice" section of CLA's main website, and linked in all digital communications.

[www.communitylegal.org/about/70-years/sponsors](http://www.communitylegal.org/about/70-years/sponsors)

### 4. Sponsor Profile Posted to Social Media

A profile, including the sponsor's name, logo, website, and social media accounts will be posted on CLA's Facebook, Instagram, LinkedIn, and Twitter.

*A personalized spotlight on our social media.*



*Your business name promoted on our website*



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## SPONSORSHIP COMMITMENT

*Please return by OCTOBER 1, 2021*

**REGISTER ONLINE:**

[p2p.onecause.com/cla70/event/sponsorship](http://p2p.onecause.com/cla70/event/sponsorship)



**Place a check mark in the box with your desired Sponsor Level of Support:**

- Justice Champion - \$10,000
- Justice Advocate - \$5,000
- Justice Leader - \$2,500
- Justice Protector - \$1,000

Business Name: .....

Contact Person .....

Address: .....

City/State/ZIP: .....

Work Phone: ..... Cell Phone: .....

E-mail: ..... Website: .....

Facebook: ..... Instagram: .....

LinkedIn: ..... Twitter: .....

### Note for All Sponsors:

- Please complete and return this form and payment to: Laura Hancock Barry, Community Legal Aid, 405 Main Street, Worcester, MA 01608.
- All Sponsorship levels are first come first serve. Space is limited and fills up quickly. The earlier we receive your Sponsorship form, the sooner we may start outreach noting your involvement.
- You will be contacted once this form and donation have been received for: logo, program placement, etc., for your desired Sponsorship level. Please email any files (300 dpi jpeg format preferred) to [donorrelations@cla-ma.org](mailto:donorrelations@cla-ma.org).
- Questions? Please email Laura at [lhbarry@cla-ma.org](mailto:lhbarry@cla-ma.org).