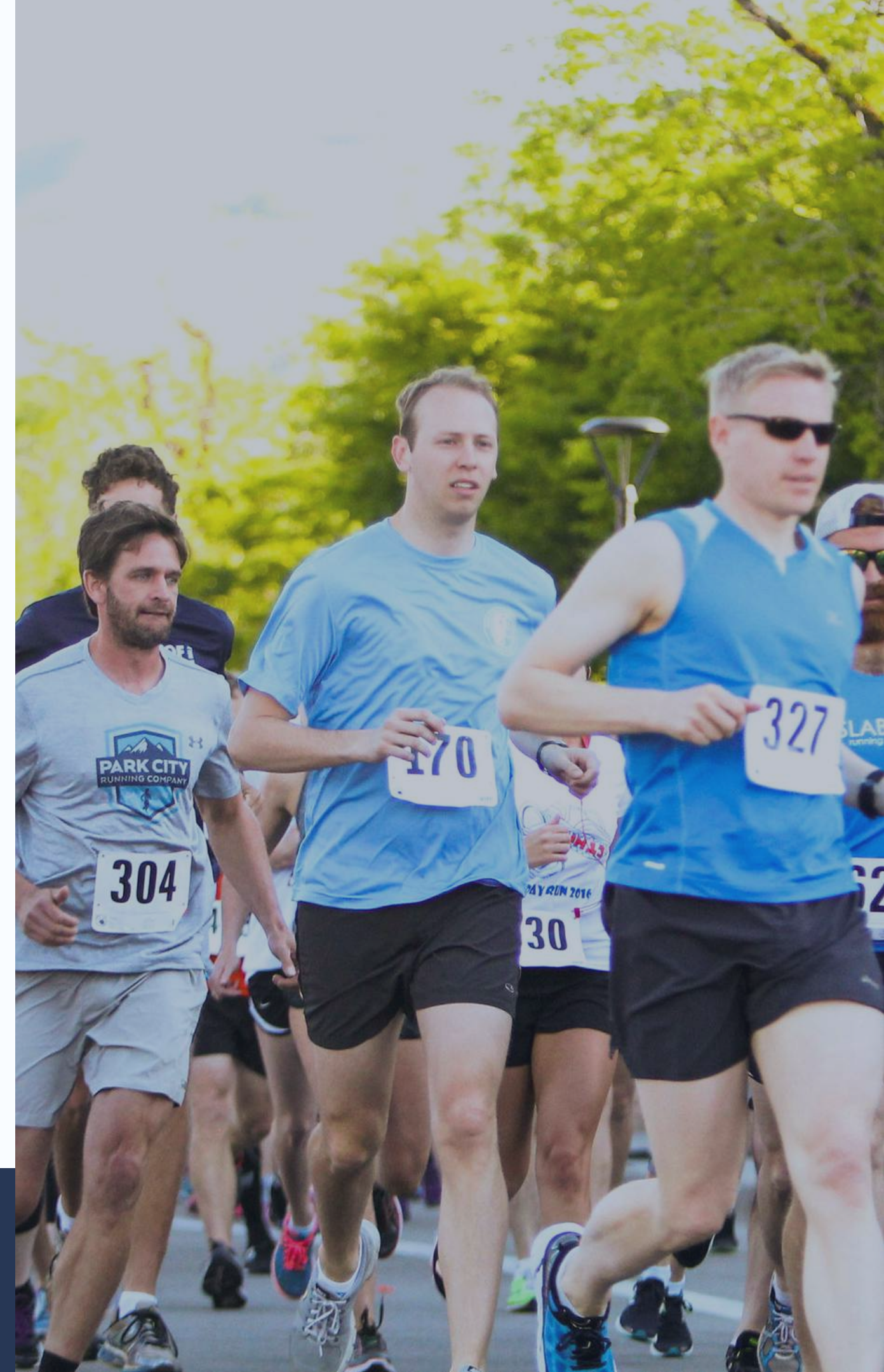




2020 SPONSORSHIP KIT

LAW DAY 5K RUN, WALK & ROLL

May 9, 2020



ABOUT US

WHY SUPPORT CIVIL LEGAL AID PROGRAMS IN UTAH?

“and Justice for all,” is a nationally recognized collaborative effort of Utah’s primary non-profit providers of legal aid—Legal Aid Society of Salt Lake, Utah Legal Services and the Disability Law Center. These agencies provide legal aid to some of Utah’s neediest individuals and families—those living in poverty, individuals trying to escape domestic violence, minorities, seniors and people with disabilities. Additionally, “and Justice for all” supports other Utah nonprofit organizations with civil legal programs addressing immigration, tribal law, and mediation in family law matters.



THE RACE

The Law Day 5K Run is a day of all ages fun celebrating the law and raising funds to benefit civil legal aid programs and services in Utah. Last year the legal community raised 40k+ to support utah families.

WHAT: An interactive race for all ages and abilities

WHEN: May 9, 2020

WHERE: Starting at the S.J. Quinney School of Law at the University of Utah and winding throughout the campus

AUDIENCE: Lawyers and other members of the legal community, their partners and family, as well as legislators, members of the judiciary and other community supporters.

EXPECTED ATTENDANCE: 1,500+ runners

SPONSORSHIP LEVELS

PLATINUM GAVEL "PRESENTING" SPONSOR \$10,000

- Complimentary registrations for up to twenty runners
- Lead logo placement in program distributed to 1,500+ registrants
- Lead logo and link on event web page
- Lead logo on ad printed in Utah Bar Journal (circulation over 10,800)
- Lead recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”
- Prominent logo on back of Law Day Run t-shirt given to each participant
- Lead logo placement on online registration form
- 6 ft table at event to market services
- Recognition in all press releases and media promotions
- Recognition at the opening and awards ceremonies
- Story on “and Justice for all” website & social media platforms



SPONSORSHIP LEVELS

GOLD GAVEL SPONSOR \$5,000

- Complimentary registrations for up to twenty runners
- Lead logo placement in program distributed to 1,500+ registrants
- Large logo and link on event web page
- Large logo on ad printed in Utah Bar Journal (circulation over 10,800)
- Recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”
- Large logo on back of Law Day Run t-shirt given to each participant
- Large logo placement on online registration form
- 6 ft table at event to market services



SPONSORSHIP LEVELS

SILVER GAVEL SPONSOR \$3,000

- Complimentary registrations for up to ten runners
- Logo in program distributed to 1,500+ registrants
- Logo and link on event web page
- Logo on ad printed in Utah Bar Journal (circulation over 10,800)
- Recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”
- Logo on back of Law Day Run t-shirt given to each participant
- Logo placement on online registration form



SPONSORSHIP LEVELS

BRONZE GAVEL SPONSOR \$2,000

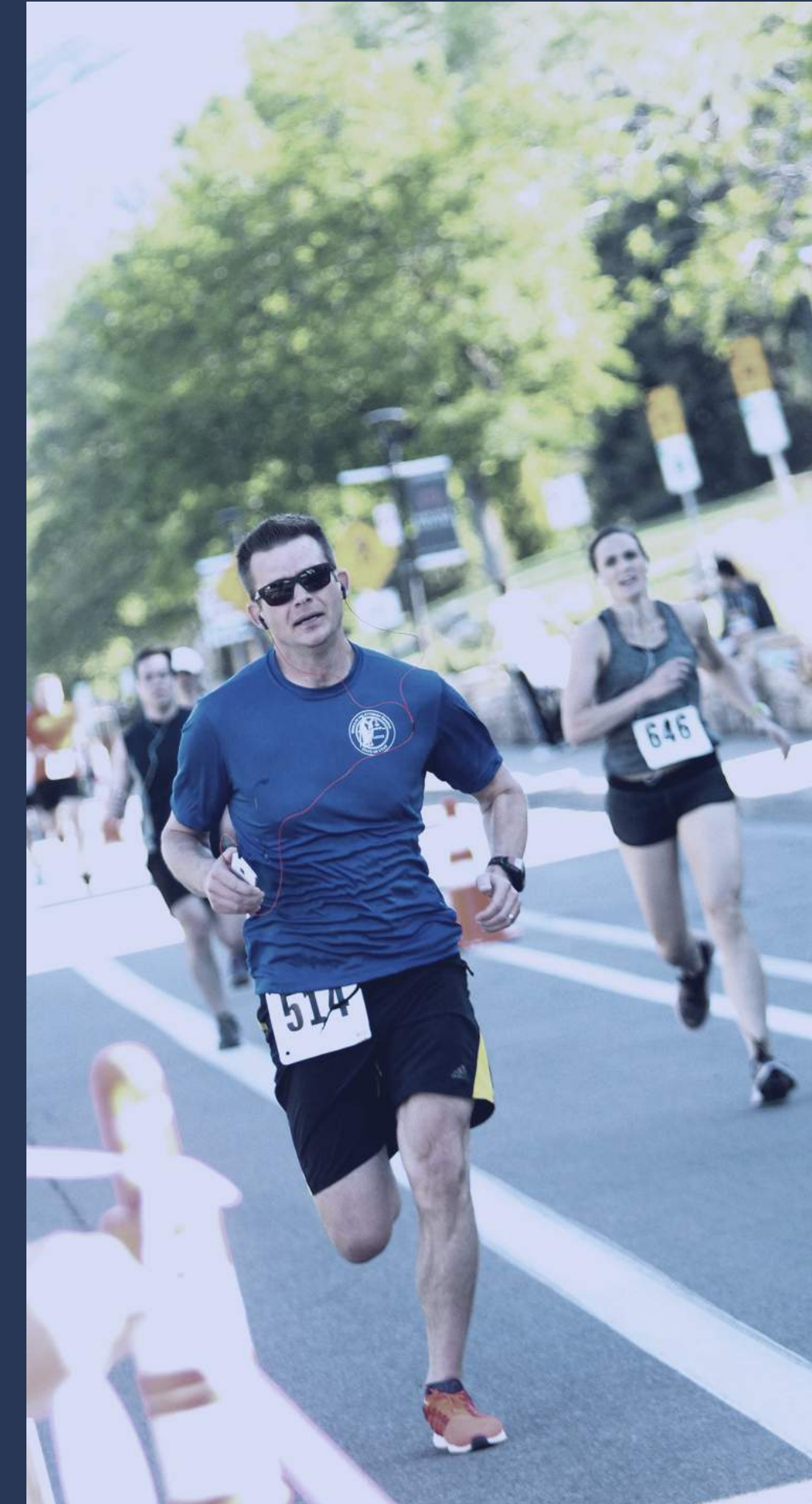
- Complimentary registrations for up to five runners
- Logo in program distributed to 1,500+ registrants
- Logo and link on event web page
- Logo on ad printed in Utah Bar Journal (circulation over 10,800)
- Recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”
- Logo on back of Law Day Run t-shirt given to each participant



SPONSORSHIP LEVELS

COPPER GAVEL SPONSOR \$1,500

- Logo in program distributed to 1,500+ registrants
- Logo and link on event web page
- Logo on ad printed in Utah Bar Journal (circulation over 10,800)
- Recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”
- Logo on back of Law Day Run t-shirt given to each participant



SPONSORSHIP LEVELS

CRYSTAL GAVEL SPONSOR \$750

- Name in program distributed to 1,500+ registrants
- Name and link on event web page
- Name on ad printed in Utah Bar Journal (circulation over 10,800)
- Recognition in Utah Bar Journal following race (circulation 10,800)
- Opportunity to include promotional material in runner “goodie bags”



SPONSORSHIP LEVELS

IN-KIND SPONSORS*

In-kind donors receive recognition for the value of the contribution at the corresponding sponsorship level (for instance a donation of \$750 worth of food would be credited at the Bronze Sponsor Level). In-kind donations are a great way to show off your product and services to potential customers!

In-Kind Needs:

- Audiovisual services for day of race
- Breakfast foods and beverages for day of race (1,200 - 1,700)
- Printing of all collateral
- Lunch for the annual Recruiters Luncheon (50 participants)
- Runner, Recruiter, and Speed Team Prizes
- Event packet stuffers distributed to all participants (1,500 - 1,700)
- Kid prizes, given to all participants under 14 (200-300)

*In-kind support will receive credit at corresponding sponsorship level.



WANT TO JOIN OUR EFFORTS?



PLEASE CONTACT

Kelly Striefel, Executive Director

"and Justice for all"

kelly@andjusticeforall.org

801-924-3182

Kevin Glade, Law Day Run Co-Chair

Ray Quinney & Nebeker

kglade@rqn.com

801-323-3325

Kim Blackburn, Law Day Run Co-Chair

Ray Quinney & Nebeker

kblackburn@rqn.com

801-323-3432

LAW DAY RUN SPONSOR SIGN-UP

CONTACT INFORMATION

BUSINESS NAME _____

CONTACT PERSON _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

EVENT SPONSORSHIP LEVELS

PLATINUM GAVEL (PRESENTING) \$10,000

GOLD GAVEL \$5,000

SILVER GAVEL \$3,000

BRONZE GAVEL \$2,000

COPPER GAVEL \$1,500

CRYSTAL GAVEL \$750

IN-KIND/OTHER \$ _____

PAYMENT

Enclosed is my check for \$ _____ payable to "and Justice for all"

Charge my contribution to:

VISA MASTERCARD AMEX DISCOVER CARD

Account Number _____

Exp. _____ Security Code _____

Signature _____

Complete and return to Kelly Striefel at kelly@andjusticeforall.org or call her at 801-924-3182. If your sponsorship benefits include logo placement, please send black and white logo in 300 dpi, eps or tif format by April 20, 2020. Thank you for your support!
