2022 LAW DAY 5K
RUN WALK & ROLL

May 7, 2022
University of Utah
S.J. Quinney College of Law
383 South University Street | Salt Lake City
WHY BE A SPONSOR?

AUDIENCE
- Run attracts 1,000+ guests
- Estimated household income $100,000+
- 50%+ of guests are attorneys or members of judiciary
- Similar numbers of men and women
- Includes partners, CEOs and decision-makers from top law firms and corporations
- Great way to reach the legal and corporate communities

SPONSOR VISIBILITY

Direct Mail Annual Report | 7,578 readers
Email Blasts | 2,131 subscribers | 26% average open
Social Media Posts | 1,196 followers
Utah Bar Journal | 11,000 readers
Event Signage, Mentions & Materials | 1,800 impressions

“We are grateful for the chance to help families in our community in a way that allows us to network with decision-makers and get our brand in front of valuable potential customers. It’s a win-win for us.”
– Nancy Paull
Coldwell Banker
ABOUT "AND JUSTICE FOR ALL"

WHO IS "AND JUSTICE FOR ALL"?

"and Justice for all" was started in 1999 as a collaborative partnership between Utah's largest providers of civil legal aid—Utah Legal Services, Disability Law Center, and Legal Aid Society of Salt Lake. They undertook this collaboration with a mission to increase access to civil legal services for the disadvantaged and for individuals with disabilities in Utah.

The programs “and Justice for all” supports are vital to the success of our community. These programs serve clients like the family who unfairly lost its benefits and is one eviction notice away from being homeless, the person with a disability facing discrimination at work, and the mother caught in a cycle of domestic violence with nowhere else to turn.

2021 "AND JUSTICE FOR ALL" GRANT RECIPIENTS

Catholic Community Services Legal Immigration Program | DNA Navajo Legal Services | Holy Cross Ministries Legal Immigration Program | Immigration Legal Services | International Rescue Committee Utah | Mountain Mediation Center | People's Legal Aid | Timpanogos Legal Center | Utah Dispute Resolution | Volunteers of America Homeless Youth Legal Clinic
THE IMPACT OF OUR WORK

HELPING CLIENTS SOLVE CRITICAL LEGAL ISSUES

OUR PRIORITIES:

- Family safety and stability
- Safe, affordable housing
- Disability rights
- Consumer protection
- Education
- Protection of seniors & veterans
- Health care and government benefits
- Immigration
- Income security
- Native American issues

OUR COMMUNITY IMPACT:

- Total clients served in 2020: 24,225
- Return on $1 donation: $7.24
- Clients below the poverty level: 85%

GOOD STEWARDSHIP OF DONATIONS:

We know it’s important for you to you know that your donation is being used efficiently. You can feel good about donating to “and Justice for all” because 91.6 percent of our funds go directly to programs. Charity Navigator has awarded AjFA the highest possible rating of 4 stars.
"AND JUSTICE FOR ALL" LEADERSHIP

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2022 SPONSOR PACKAGES

SPONSOR LEVELS & BENEFITS

$10,000+ PLATINUM GAVEL (PRESENTING SPONSOR)

- Complimentary registrations for up to twenty runners
- Lead logo placement in program distributed to 1,000+ registrants
- Lead logo and link on event web page
- Lead logo on ad printed in Utah Bar Journal (circulation 11,000)
- Lead recognition in Utah Bar Journal following race (circulation 11,000)
- Opportunity to include promotional material in runner “goodie bags”
- Prominent logo on back of Law Day Run t-shirt given to each participant
- 6 ft table at event to market services
- Recognition in press releases and media promotions
- Recognition at the opening and awards ceremonies
- Thank you posts on social media platforms

$5,000 GOLD GAVEL

- 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 11,000)
- Recognition in Utah Bar Journal following race (circulation 11,000)
- 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

$3,000 SILVER GAVEL

- 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 11,000)
- Recognition in Utah Bar Journal following race (circulation 11,000)
- 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
2022 SPONSOR PACKAGES

SPONSOR LEVELS & BENEFITS

$2,500 BRONZE GAVEL

• 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 11,000)
• Recognition in Utah Bar Journal following race (circulation 11,000)
• Opportunity to include promotional material in runner “goodie bags”
• Logo on back of Law Day Run t-shirt given to each participant

$1,500 COPPER GAVEL

• 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 11,000)
• Recognition in Utah Bar Journal following race (circulation 11,000)
• Opportunity to include promotional material in runner “goodie bags”
• Logo on back of Law Day Run t-shirt given to each participant

$750 CRYSTAL GAVEL

• 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 11,000)
• Recognition in Utah Bar Journal following race (circulation 11,000)
• Opportunity to include promotional material in runner “goodie bags”

IN KIND SPONSORSHIP

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!
SPONSOR SIGN-UP FORM

CONTACT INFORMATION

BUSINESS NAME _____________________________

CONTACT PERSON __________________________

MAILING ADDRESS __________________________

CITY/STATE/ZIP _____________________________

PHONE _______________ E-MAIL _______________________

EVENT SPONSORSHIP LEVELS

O PLATINUM GAVEL (PRESENTING) $10,000
O GOLD GAVEL $5,000
O SILVER GAVEL $3,000
O BRONZE GAVEL $2,500
O COPPER GAVEL $1,500
O CRYSTAL GAVEL $750
O INKIND ___________
O OTHER $_________

PAYMENT

O Enclosed is my check for $_______ payable to “and Justice for all”

O Charge my contribution to:
   O VISA  O MASTERCARD  O AMEX  O DISCOVER CARD

Account Number______________________________

Exp.___________  Security Code___________

Signature_____________________________________

Complete and return to Staci Duke at staci@andjusticeforall.org or call her at 801-924-3169. If your sponsorship benefits include logo placement, please send logo in 300 dpi, eps or tif format. Thank you for your support!