



Underwriting Sponsorship Opportunity

Event Date: June 1, 2022

Location: Indiana Roof Ballroom

Each year, *Indiana Lawyer* recognizes outstanding members of Indiana's legal community with the Leadership in Law Recognition Breakfast. Awards are presented in three categories: **Distinguished Barristers**, **Up & Coming Lawyers** and **Legal Support Stars**. Our 2022 Leadership in Law event also will include the presentation of our most prestigious honor: the **Indiana Lawyer Lifetime Achievement Award**. This award will recognize one individual whose contributions to the legal profession are so remarkable they merit singular recognition.

Distinguished Barristers are veteran lawyers whose leadership, both in the legal profession and in the community, has made a positive impact on our state. Recipients of this award demonstrate outstanding achievement in these key areas: achievement in law, involvement in the profession, involvement in and support of their community, and mentoring.

Up and Coming Lawyers are attorneys just out of the starting blocks. These lawyers also demonstrate achievement in law, involvement in the profession, involvement in and support of their community, and mentoring.

Legal Support Stars will recognize the people who truly make the legal profession function on a day-to-day basis. They are the nonlawyer assistants and legal support staff — paralegals, office managers, accountants, non-attorney clerks, marketing staff and others — without whom the work simply wouldn't get done.

The **Leadership in Law** supplement will insert into the **June 8, 2022** issue of *Indiana Lawyer* and the **June 10, 2022** issue of *Indianapolis Business Journal*, profiling all the 2022 honorees through biographies and photos. In addition, theindianalawyer.com and IBJ.com will host a landing page with all the current honorees. E-news alerts directing subscribers to these pages are sent out to all Indiana Lawyer Daily and IBJ Daily email subscribers.

The **Underwriting Sponsor of Leadership in Law** will receive the following:

- Sponsor mention – 1 minute video or 50-to-60-word message will be read by emcee
- Half page (4.75" wide x 13.25" tall or 10" wide x 6.5" tall), 4-color ad in the Leadership in Law Supplement which is inserted in the November 10, 2021 issue of *Indiana Lawyer* and the November 12, 2021 issue of *Indianapolis Business Journal*; additional copies of the supplement will be distributed at the event.
- Opportunity to distribute one (1) promotional item or one (1) piece of marketing collateral to all attendees
- Attendee list provided post event for follow up marketing
- Digital ads on theindianalawyer.com run of site 50,000 in second quarter
- One (1) table of ten (10) at the **Leadership in Law** event with corporate table signage
- Digital ads on event registration page at theindianalawyer.com April – May, 2022
- **Logo identification** on all applicable **Leadership in Law** marketing materials:
 - ✓ Minimum of four (4) full page 4-color promotional advertisements in *Indiana Lawyer*
 - ✓ One color promotional advertisement in *Indianapolis Business Journal*
 - ✓ Digital ads on theindianalawyer.com, IBJ.com and Indiana Lawyer e-mail publications when available
 - ✓ E-vite to all 5,000+ Indiana Lawyer e-news subscribers
 - ✓ Pre-event email sent to all event attendees
 - ✓ Signage at the Leadership in Law event
 - ✓ Event Program and Event Tickets
 - ✓ A half page "thank you" ad recognizing event/corporate table sponsors in the **Leadership in Law** Supplement
 - ✓ Logo on event registration page

Underwriting Sponsorship Investment: \$9,750 net