



BLACK LAW STUDENTS' ASSOCIATION OF CANADA
L'Association des Étudiants Noirs en Droit du Canada



2011-2012

SPONSORSHIP & ADVERTISEMENT GUIDE



21st Annual National Conference "Stronger Together"
February 16-19, 2012 ◆ **Windsor, Ontario**

www.blsacanada.ca

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The **Black Law Students' Association of Canada (BLSAC)** is a national, not-for-profit organization. Formed in 1991, BLSAC was established to identify and work towards the removal of systemic barriers facing Black people in relation to law school and the legal profession generally.



Since 1991, BLSAC has created programs that promote access to justice, legal education, mentorship and professional development.

The Black Law Students' Association of Canada

recognizes the essential role that we will play as lawyers in furthering the aspirations of our community and Canadian society as a whole. We are committed to supporting and enhancing the academic, professional and networking opportunities for Black law students in both official languages. We also recognize the need to 'pay it forward' and have a very active mentoring program for high school and university students interested in a legal career.

BLSAC's objectives are as follows:

- Promoting the interests of Black law students by providing research, resources, activities, forums, publications, networking and other services which address the concerns and needs of Black law students;
- Articulating and advancing the professional needs and goals of Black law students;
- Fostering and encouraging professional competence and legal excellence;
- Instilling in Black law students a greater awareness of and commitment to the needs of the Black community;
- Influencing law schools, the legal profession and associations to utilize their expertise to initiate change within the legal system that will make it more responsive to the needs and concerns of the Black community;
- Increasing access for Black students to legal education;
- Working with other organizations that have similar goals.

Every year a conference is organized by the national executive for Black law students, legal professionals and aspiring lawyers. It provides a needed forum to discuss and debate access to justice issues that still affect marginalized and racialized communities. It also offers resources, guidance and support to assist students and young lawyers in achieving their educational and career goals. We are confident that through critical discussion, education and mentorship, we will be able to create a larger body of Black professionals to break down the systemic barriers that still persist in legal education and the profession.

The next **Annual National Conference** will be held in Windsor (ON) on February 16-19, 2012.

- **Workshops and Panels.** BLSAC's workshops provide students with the practical tools they need to fulfill their career goals. The panels promote new and critical thinking about emerging legal issues, encourage professional competence and legal excellence, and help in identifying systemic barriers in the law and offering viable solutions.
- **Diversity Moot.** BLSAC members will be able to hone their advocacy and legal writing skills through a bilingual moot court competition headed by a body of academics and practitioners.
- **Community Outreach.** Members of community organizations are invited to attend the conference. BLSAC's goal is to enhance the public's knowledge of the law and create an ongoing dialogue between marginalized communities and the legal profession.
- **Networking and Mentorship Opportunities.** BLSAC offers mentors and specialized conference panels for high school students and other aspiring lawyers.

BLSAC hopes you will join us in strengthening the Black legal community, in promoting professional competence, in discussing access to justice issues and in encouraging overall growth in the legal profession. Opportunities for your involvement in the Conference and other BLSAC initiatives are outlined in this guide. We appreciate your commitment to diversity and are excited by the possibility of partnering with you this year.

Best regards,

Ashley Adams

BLSAC Treasurer 2011-2012

McGill University Faculty of Law

CONFERENCE HIGHLIGHTS

February 16-19, 2012 ♦ Windsor, Ontario

NETWORKING EVENTS & AWARDS

Thursday | Missing Pages. Historical Black tours through Windsor and Detroit (Underground Railroad and Motown).

Friday | Opening Ceremonies at Windsor Law. BLSAC welcomes Conference attendees, sponsors, speakers and honourees. Local talent will also be showcased.

Friday | Voices for Justice. Open Mic Night with BLSAC celebrating Black artists and social activism.

Saturday | Gala Night. Black tie affair where BLSAC announces the winners of the Diversity Moot Court Competition, presents the Best Chapter of the Year award and recognizes outstanding members of the Black Legal Community.

DIVERSITY MOOT COURT

Thursday - Saturday | Diversity Moot. BLSAC's 5th Annual Diversity Moot is now accredited by many Canadian law schools because it is overseen by a highly qualified body of academics and practitioners. Law students from across Canada are invited to participate in this bilingual moot and are selected based on their oral advocacy, writing and research skills.



Justice Irving Andre, Justice Kofi Barnes and Jennifer Scott serving as members of the Judiciary Hearing of Appeal at BLSAC's 2011 Moot Court.

PANELS AND WORKSHOPS

Friday | Solidarity Now. Trailblazers in the legal profession share their insights for a new generation of lawyers.

Friday | Judicial Clerkships. Former clerks impart strategies on securing positions.

Friday | Anti-Racist Legal Action. Looking at effective recourse mechanisms in racial discrimination cases.

Friday | Environmental Justice. From Haiti to Alberta, natural disasters and environmental degradation pose new challenges for emerging environmental lawyers.

Saturday | Law in Cyberspace. Looking at Social Media Offences since the emergence of social networking tools like YouTube and Facebook.

Saturday | University of Windsor Charter Project. Law students lead a discussion on the 30th anniversary of the Canadian Charter of Rights and Freedoms.

Saturday | Lawyers Gone Bad? Popular cultural texts continue to stigmatize the role of lawyers in Canadian society. A discussion of legal ethics and professional responsibility.

Saturday | Mock Law Class. A sneak preview for aspiring law students into the law classroom. Q & A with Black Law Students.

SPONSORSHIP OPPORTUNITIES & BENEFITS

NATIONAL CONFERENCE TITLE SPONSOR | \$25,000

- Sponsor message included in all-member emails
- Speaking opportunity at the Opening Ceremonies, the Keynote Lunches and the Gala
- Exclusive recognition at the Keynote Lunches on Friday and Saturday
- 10 all-access conference passes
- 2 reserved tables at the Gala and the Keynote Lunches
- Premiere logo placement in all Conference marketing materials
- 3 marketing items included in Conference package
- Logo/link placement on website (conference and sponsor tabs)
- Full page ad on inside front cover of the 2011-2012 BLSAC magazine
- Exclusive signage at the Gala
- Exclusive opportunity to choose a topic and panelists for a one-hour session at the conference
- Company name and logo listed as National Conference Title sponsor on official signage for the duration of the Conference and in the Conference Guide

DIAMOND SPONSOR | \$10,000

- 5 all-access conference passes
- 1 reserved table at the Gala and the Keynote Lunches
- Prominent logo placement in all Conference marketing materials
- Logo/link placement on website (sponsor tab)
- Full page ad in the 2011-2012 BLSAC magazine
- Company name and logo listed as Diamond sponsor on official signage for the duration of the Conference and in the Conference Guide
- 2 marketing items included in Conference package
- Speaking opportunity at the Gala

PLATINUM SPONSOR | \$5,000

- 3 all-access conference passes
- 1 reserved table at the Gala
- Logo placement in all Conference marketing materials
- Logo/link placement on website (sponsor tab)
- ½ page ad in the 2011-2012 BLSAC Magazine
- 2 marketing items included in Conference package
- Company name and logo listed as Platinum sponsor on official signage for the duration of the Conference and in the Conference Guide

GOLD SPONSOR | \$2,500

- 1 all-access conference pass
- 5 tickets to the Gala
- Logo placement in all Conference marketing materials
- Logo/link placement on website (sponsor tab)
- ¼ page ad in the 2011-2012 BLSAC Magazine
- Company name and logo listed as Gold sponsor on official signage for the duration of the Conference and in the Conference Guide
- 1 marketing item included in Conference package

SILVER SPONSOR | \$1,000

- 2 tickets to the Gala
- Logo placement in all Conference marketing materials
- Logo/link placement on website (sponsor tab)
- ¼ page ad in the 2011-2012 BLSAC Magazine
- Company name and logo listed as Silver sponsor on official signage for the duration of the Conference and in the Conference Guide
- 1 marketing item included in Conference package

ADDITIONAL OPPORTUNITIES FOR BLSAC'S SUPPORTERS



BRONZE SPONSOR | \$500

- Logo placement in all Conference marketing materials
- Logo/link placement on website (sponsor tab)
- Company name listed as Bronze sponsor in the 2011-2012 BLSAC Magazine
- Company name and logo listed as Bronze sponsor on official signage for the duration of the Conference and in the Conference Guide



DIVERSITY MOOT SPONSOR | \$5,000

- Company logo on all BLSAC Moot Court Competition Material
- Exclusive BLSAC Moot Court Competition signage
- Presentation of BLSAC Moot Court Competition awards at Gala
- 3 all-access conference passes
- Logo/link placement on website
- ½ page ad in the 2011-2012 BLSAC Magazine

SPONSOR A PRE-LAW STUDENT | \$60

Join us in opening the doors to success by offering pre-law students this unique opportunity to network with legal professionals in a collegial environment. BLSAC's National Conference offers high-school and university students panels specifically geared to their interests and needs. BLSAC also provides an exclusive conference mentorship program that pairs up pre-law students with law students and professionals for the duration of the Conference.

In some cases, BLSAC's National Conference may well be the only venue readily accessible to these students. Help these students by donating and/or by signing up as a mentor for the duration of the conference.

- Name included in sponsor list in the 2011-2012 BLSAC Magazine

VOICES FOR JUSTICE | \$200

Passionate about the Arts and social activism? Looking to network at a casual and enriching event? Please join us Friday for our Open Mic Night celebrating local artists.

- Name included in sponsor list in the 2011-2012 BLSAC Magazine
- Logo placement on event signage
- 2 tickets to "Voices for Justice"



ADVERTISEMENT OPPORTUNITIES

BLSAC's Magazine covers topics relating to the practice of law, access to justice issues and legal issues affecting the Black community. Conference attendees receive the magazine upon arrival. The magazine is also distributed nationally to law students, legal professionals, law schools, community organizations, firms and our other sponsors who could not attend the conference. Our advertisements thus have a greater reach within the community.

Place an advertisement in the 2011-2012 BLSAC Magazine to promote your organization's services, products or career opportunities. To consult last year's magazine, visit http://www.blsacanada.ca/blsac_english/magazine/BLSAC2011.pdf.

FULL PAGE | \$1,000

- Full page color advertisement in the 2011-2012 BLSAC Magazine that will be included in our Conference package and later distributed to our members who could not attend
- Company logo and website displayed in all Conference marketing materials
- Opportunity to include product sample in Conference package distributed to attendees upon arrival
- 1 Gala ticket

½ PAGE | \$500

- 1/2 page color advertisement in the 2011-2012 BLSAC Magazine that will be included in our Conference package and later distributed to our members who could not attend
- Company logo and website displayed in all Conference marketing materials
- Opportunity to include product sample in Conference package distributed to attendees upon arrival

¼ PAGE | \$250

- 1/4 page color advertisement in the 2011-2012 BLSAC Magazine that will be included in our Conference package and later distributed to our members who could not attend



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SPONSORSHIP AGREEMENT FORM

- YES. I/We welcome the opportunity to participate in the 21st Annual National Conference at the partnership level listed below.
- I/We cannot accept your invitation to participate as a sponsor, but we would like to support BLSAC's mission. Enclosed is a contribution of _____ .

- | | | |
|--------------------------|-----------------------------------|----------|
| <input type="checkbox"/> | National Conference Title Sponsor | \$25,000 |
| <input type="checkbox"/> | Diamond Sponsor | \$10,000 |
| <input type="checkbox"/> | Platinum Sponsor | \$5,000 |
| <input type="checkbox"/> | Gold Sponsor | \$2,500 |
| <input type="checkbox"/> | Silver Sponsor | \$1,000 |
| <input type="checkbox"/> | Bronze Sponsor | \$500 |
| <hr/> | | |
| <input type="checkbox"/> | Diversity Moot Court | \$5,000 |
| <input type="checkbox"/> | Voices for Justice | \$200 |
| <input type="checkbox"/> | Sponsor a Pre-Law Student | \$60 |
| <input type="checkbox"/> | Be a Conference Mentor | Free |

Total Sponsorship Reserved: \$ _____

Please mail your form and check payable to **Black Law Students' Association of Canada** to:

Black Law Students' Association of Canada
Attn: Te-Anna Bailey, BLSAC President
34 Felan Crescent
Etobicoke, Ontario
M9V 3A3

Your sponsorship must be received on or before December 15th 2011 to obtain full sponsorship benefits.

Company /Organization Name: _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Contact Name: _____

Phone: _____ **Fax:** _____

Email: _____

Signature: _____

Please direct sponsorship or advertisement questions to Ashley Adams, BLSAC Treasurer at ashley.adams@mail.mcgill.ca or (514)653-4226. You may also reach Te-Anna Bailey, BLSAC President, for any other questions at teannabailey@gmail.com or (226)280-1296.



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ADVERTISEMENT ORDER FORM

YES. I/We welcome the opportunity to advertise in BLSAC's 2011-2012 Magazine in the manner listed below.

- | | | |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | Full page | \$1,000 |
| <input type="checkbox"/> | ½ page | \$500 |
| <input type="checkbox"/> | ¼ page | \$250 |

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Black Law Students' Association of Canada
Attn: Te-Anna Bailey, BLSAC President
34 Felan Crescent
Etobicoke, Ontario
M9V 3A3

The advertisement and fee must be received on or before December 15th 2011.

Company /Organization Name: _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Contact Name: _____

Phone: _____ **Fax:** _____

Email: _____

Signature: _____

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