

Sponsorship Proposal

2019–2020

Introduction

The Edward Bramley Law Society has worked tirelessly over the past year to ensure there are endless opportunities for the entire student law body to enhance their employability. We aim to cater for our society members seeking opportunities as well as others studying under the School of Law. This year, we are also seeking to further widen our influence to Sheffield

University students who are interested in a career in the legal field but are not studying a law-related degree. These opportunities are related but not limited to careers, social events, sports, volunteering and mooting. This proposal will consider why your establishment can be mutually benefited by our goals to enhance student participation, through the explicit promotion of your firm.

—Megan McVey, President

—Sean Pearce, Vice-President

About us

The Edward Bramley Law Society is not only one of the UK's largest law societies, but also one of the most acclaimed. In 2017, we won the coveted Sheffield Students' Union Volunteering Award and were nominated for the LawCareers.net Mooting Award. In 2016 we were nominated for the LawCareers.net Student Law Society Awards, and were proud to bring home the award for 'Best Mooting Activities'. Prior to that, we beat Oxford University Law Society to win the 'Best Social Media Award' at the 2015 awards, and for two consecutive years we were nominated as Best Department Society at the University of Sheffield's annual Societies Awards.

We are a diverse and international society made up of undergraduates, postgraduates, home and international students. With access to over 1,000 students, we are one of the largest student-led societies in Europe. The

society is multifaceted, and in addition to an excellent range of academic and careers opportunities, we run sell-out social events, field winning sports teams and hold various charity events.

However, there is always room for improvement. Every year our committee members strive to build on previous committees' accomplishments. The steady growth of our two flagship events, Law Week and Charity Week, reflect our consistent progression and dedication to increasing opportunities within the Law School. This year we will continue to innovate, offer as many opportunities as possible, and hopefully bring home some more awards!

Welcome Day and Intro Week

Our society offers the very first Meet and Greet for first-year students during the University of Sheffield's Intro Week. We do this to help our new students navigate through what can be a challenging time in their lives as they enter university for the first time. Your firm can be involved in this.

On the first day of Intro Week we will be running a Welcome Event at Endcliffe Student Village, which houses 3,000 first year students. Sponsoring this event means that we can provide refreshments for our potential new members and create a lasting impression of our society. Putting your name to the event means you will be the first firm that new students see and the name they remember when considering which firm to involve themselves with. The sponsor of this event will have their name

publicised on promotional flyers, posters and social media. You will also be invited to send merchandise which we will distribute to new students at the event.

Suggested sponsorship: £300

The Eagle magazine

At the beginning of every academic year we publish our society magazine, *The Eagle*. The publication features articles, information about the law school, advice from past and present students, opinion pieces and contributions from our valued sponsors.

The Eagle is distributed in print, available for download via our website. It is widely circulated to thousands of people, including law students; staff; prospective students; and visitors to the school. Advertising in *The Eagle* is the perfect opportunity to introduce yourself to our wide readership, allowing them to learn more about your company.

We offer a range of packages, all open to negotiation and further discussion:



Primary sponsor: £800

Advertisement: £200

Double page spread: £400

Article plus advertisement: £400

Winter and Summer Balls

Every year we host two black tie events, the Summer and Winter Balls. Consistently the highlight of the social calendar with hundreds in attendance, the balls are guaranteed sell-outs.

We seek to make each year's balls more impressive than the last. With past themes including Winter Wonderland, New York, Narnia and The Circus, and this year's including a Secret Garden theme, we aim to impress!

As the largest event of the year, the ball is a fantastic sponsorship opportunity, and offers a great platform to reach a large audience.

This year's summer ball attracted a record 280 attendees.

Suggested sponsorship: from £1,000

Benefits for your firm:



- Option to be sole sponsor of the ball, with your firm name included in the event title
- Publicity on all promotional material including: tickets, posters and on social media
- Optional promotional publicity by email, newsletter and SMS text messaging
- Promotional firm material featured at the event

The Careers Dinner

The inaugural Careers Dinner proved an instant hit with students and firms alike, and is now a celebrated annual event. The event enables employers to meet enthusiastic and motivated candidates with a genuine interest in their firm. This provides representatives the opportunity to engage and interact with students on a more informal basis, whilst allowing students to introduce themselves, ask questions and learn more about the firm in a relaxed environment. Students gain a seat at the event through an application, which is reviewed by academic staff.

Suggested sponsorship: £500 per table

This will allow 2 representatives from your company to sit with 8-10 students. The event can be tailored to your needs and is open to negotiation.

Mooting and Plea Negotiation

Our society runs a number of different mooting competitions. Mooting forms a substantial element of the society, with our mooters competing in internal, external and varsity competitions. With intent to maximise the success of this sector, we recently introduced the Plea in Mitigation competition in order to cater for aspiring solicitors. In addition, we also run a bail application competition.

Last year, the Edward Bramley Law Society took part in the National Law School Trilegal Arbitration Mooting Competition in Bangalore

in India. This competition was highly publicised by the University of Sheffield School of Law, including in their newsletters.



We welcome the opportunity to sponsor any competitions and are open to suggestions and negotiation.

Suggested sponsorship: £200

Sport

Sports teams offer a fantastic sponsorship opportunity within the society. Our Sports Secretary (Anna Kitching), and Sports Captains (Louise Gillett



and Callum Badger) organise and run football, hockey and netball clubs. Sponsorship will allow the society to continue to offer regular training sessions, and compete in both internal and external tournaments.

The sponsor will be the sole sponsor of our Adidas football

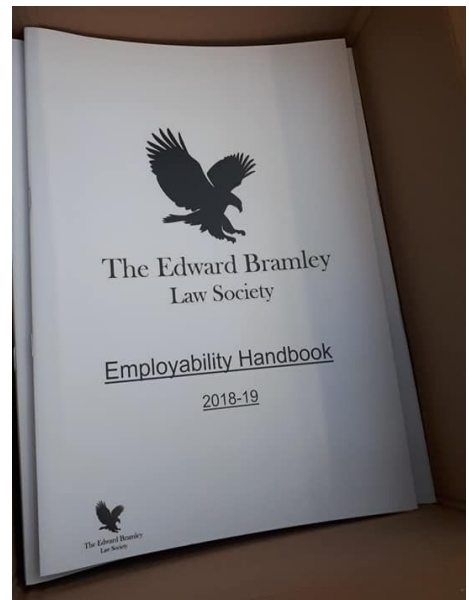
and netball kits.

Sponsorship open to negotiation.

Employability Handbook

You could call it our smaller, more tailored version of the Chambers Student Guide; the handbook is produced by our Careers Secretary and full of CV templates, interview tips and application hints.

We don't want our members to struggle or feel alone during one of the most crucial times of their lives, therefore each year we produce the Employability Handbook. As we include information and guidance for members on



securing their dream training contract, the Handbook is ripe for potential for your firm to be promoted to our members and the wider law student body.

Sponsoring the handbook provides the opportunity to work with our Careers Secretary to give valuable insight for our aspiring lawyers, while advertising your firm to its readers.

Suggested sponsorship: £300

Society Clothing

Our members asked us for hoodies so we designed and delivered them!

There are now students walking around campus in Ed Bram sponsored hoodies. We have hundreds of members and therefore a high demand for this clothing. As a sponsor of the Edward Bramley Law Society hoodies, your firm name and logo will be featured exclusively on the design - a great way to promote your firm not only to law students but also to those students spotting the hoodies around campus.

Sponsorship open to negotiation.

Law Week

Our annual Law Week is ever growing and creates a huge presence on campus, not just for law students, but also students from other disciplines, as well as staff.

The week consists of careers events, workshops and presentations – giving you the opportunity to promote your firm on campus to a large number of students. We welcome you to run careers events in Law Week and we are happy to discuss potential sponsorship packages for this.

We also host an array of social events that boast high attendance. The week concludes with our renowned Law's Got Talent, a lively event that even brings lecturers away from the office to act as guest judges.

Sponsorship of Law's Got Talent includes:

- Association with the most popular event of Law Week
- Your name and logo on all promotional material including tickets, posters, social media, website and email. We can also optionally promote your firm by SMS text messaging.
- The opportunity to judge the event and network

Sole sponsorship of Law Week includes:

- Having the week named after the main sponsor
- 2 allocated slots to run sessions during the week
- Promotion on all material and publicity as sole sponsor on all media
- The opportunity to supply merchandise to be distributed throughout the week



Sponsorship open to negotiation.

Charity Week

After four successful years, Charity Week has become an integral feature in the society's social calendar. In order to fundraise for our chosen charity, Edward Bramley hosts a busy week of events. Past events have included careers events, sports matches, game shows, moots and socials. We choose our charity based on a members' poll to enhance member engagement; last year's chosen organisation was Sheffield Mind.

Well-attended by law students and non-law students alike and taking place in the first week of November, it is an excellent time to publicise your firm as Vacation Scheme applications open.

There are a variety of sponsorship opportunities within this week, and prices vary accordingly. We invite you to run a careers event, sponsor an existing event or even sponsor the entire week.

Sole sponsor of Charity Week is negotiable and acquires the same benefits as Law Week. We will also make a donation to our chosen charity on your behalf. This really is a fantastic time to get involved with sponsorship, beneficial to your firm and all for a valuable cause.

Website, social media, newsletter and SMS

Much of our initial engagement with members is carried out online, providing you ample opportunity to promote your firm to the wider law student body.

We recognise that our online website may be the first port of call for new members. Our all-new responsive website features regular updates and news articles from the society. Ticket sales and membership sign-ups are also integrated into our site.

We want you to be a part of that – therefore, we invite your firm to sponsor our website. We can introduce your firm, link students to your site and add your logo for extra visibility.

Social media

The reach of social media cannot be understated, particularly when it comes to keeping updated at university. Our Facebook is ever growing and currently boasts over 2000 members, while our Twitter is officially award winning. Together, these make an excellent platform for you to advertise. We are happy to publicise any information you would like communicated- including deadlines, open days and upcoming events.

Newsletter

This year, every 6 weeks, the Edward Bramley Law Society will be emailing a society newsletter containing careers information, sponsored articles, and news bulletins to all of our members. We will also post the latest edition of our newsletter to the Law Student Community Facebook pages, which

reach all law students at the University of Sheffield. This is an ample opportunity for promotion at times in the year which are suited to your firm.

SMS text messaging

For the first time, we are delighted to be able to offer sponsors the opportunity to send sponsored text messages to our members. According to TxtLocal Ltd, one of the UK's leading SMS providers, more than 98% of text messages from brands or businesses are read (90% within three minutes). We would be delighted to offer such an opportunity, where engagement will almost certainly be higher than that of emails.

Interested in these opportunities? We will happily provide individual prices and benefits of each opportunity. If you are interested in multiple opportunities, we also offer an Online Sponsorship Package.

Smaller sponsorship options

In order for us to operate as a successful society, there are also smaller but no less important deals for firms to sponsor.

Membership fobs

When students sign up to the Edward Bramley Law Society, every member is given a membership card, which also functions as a key chain. This is a great opportunity for your company name to be circulated and seen.

Committee clothing

At the events we host, committee members will wear Edward Bramley

personalised polo tops and sweatshirts. These work as walking advertisements for your company and are a great opportunity for sponsorship, as they are also worn at open days for prospective students.

Afterword

It cannot be stressed enough how grateful we are for the support that our sponsors and partners provide us. The Edward Bramley Law Society is one of the biggest and best societies in the School of Law and at the University of Sheffield, with a special place in the hearts of both staff and students. We very much look forward to working with you during the 2019–2020 academic year and thank you for making all of our valuable work possible.