



# PRO BONO GOING PUBLIC

FREE LEGAL  
ADVICE-A-THON

SURREY / VANCOUVER



## SPONSORSHIP PACKAGE

### PRO BONO GOING PUBLIC 2018

This September, APB will hold its annual free legal advice-a-thon to raise awareness and much needed funds for the provision of pro bono legal services in BC. We hope that with your support we can make this year's event our most successful one yet! In each **Pro Bono Going Public** location, volunteer lawyers will work in one-hour shifts throughout the day to advise individual clients in an open-air clinic setting. Clients will be low-and modest-income individuals, including homeless people who may otherwise have limited access to traditional free legal advice clinics. Most clients will have pre-scheduled appointments, while others will simply drop in for free legal advice on a wide range of issues.

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#### Dates

September 5, 2018  
September 7, 2018  
September 12, 2018  
September 14, 2018

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#### Locations

City Hall Plaza, Surrey  
Victory Square Park, Vancouver  
Art Gallery - North Plaza, Vancouver  
Telephone Clinic, BC - Wide

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#### Times

10:00 am – 2:00 pm  
10:00 am – 4:00 pm  
10:00 am – 4:00 pm  
2:00 pm – 4:00 pm

All funds raised for Pro Bono Going Public will go directly toward supporting APB programs. Our hope is that each volunteer lawyer will raise an amount equal to or above their billable hour rate. Our ultimate goals are to serve the public, to spread awareness concerning lawyers' efforts to increase access to justice, and to raise \$75,000 or more for our vital programs. We can achieve our goals with your support.

Print and television news media will attend all open-air clinics in order to publicize the pro bono services provided by BC's lawyers, to demonstrate the support of sponsoring organizations and to spread awareness of the pro bono services and resources available throughout BC.

## BENEFITS OF SPONSORSHIP

Sponsorship of Pro Bono Going Public is an excellent opportunity to tailor a visibility program that positions your firm, organization or company as a committed leader in supporting access to justice initiatives in BC. Sponsorship packages range from \$500 to \$5,000. We can help you to find a level of sponsorship that is best for your firm, organization or company, or we would be happy to customize a package for you.

SPONSORSHIP LEVEL	TITLE SPONSOR \$5,000	SUPREME COURT \$2,500	APPEAL COURT \$1,000	TRIAL COURT \$500
<b>Logo on PBGP Website</b>	Logo hyperlinked	Logo hyperlinked	Logo	Logo
<b>Logo in All Event Publicity</b> Repeated mentions through social media	▲	▲	▲	▲
<b>Logo on 5x7 Table Signs</b> At all event locations	▲	▲	▲	▲
<b>Logo on Event Banners</b> At all event locations	▲	▲	▲	▲
<b>Recognition in APB Website &amp; social media platforms</b>	▲	▲	▲	▲
<b>Profile on PBGP Website</b>	200 word	150 word	100 word	
<b>Marketing Material</b> Opportunity to provide sample product/literature at all events	▲	▲	▲	
<b>Logo on PBGP Homepage</b>	▲	▲		
<b>“Thank You” in Local Newspaper</b>	▲	▲		
<b>Media Coverage</b>	▲			
<b>Positioning as Title Sponsor</b>	▲			

SPONSORSHIP PURCHASED

## SPONSORSHIP LEVELS

Notes: Logo size and placement prominence will be relative to sponsorship level (e.g. Title Sponsor will be the largest size and placed at the top).

- > As an event sponsor, the company/firm will be permitted to promote itself as a sponsor of Pro Bono Going Public in all forms of advertising and communication until December 31, 2018.
- > Sponsors must supply their logo to APB in digital format (eps, jpg, tif) in the highest resolution.
- > Tailored packages can also be developed to meet any specific requirements and marketing objectives your company/law firm may have.



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FREE LEGAL ADVICE

## SPONSORSHIP FORM

PLEASE COMPLETE THIS FORM AND RETURN TO ANNIE BARIC,  
ACCESS PRO BONO OPERATIONS COORDINATOR, BY FAX, EMAIL OR MAIL.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address: \_\_\_\_\_

### SPONSORSHIP COMMITMENT

Title Sponsor – \$ 5,000.00 \$ ~~SPONSORSHIP PURCHASED~~

Supreme Court Sponsor – \$ 2,500.00 \$ \_\_\_\_\_

Appeal Court Sponsor – \$ 1,000.00 \$ \_\_\_\_\_

Trial Court Sponsor – \$ 500.00 \$ \_\_\_\_\_

\_\_\_\_\_ (firm name) would be pleased to support  
Pro Bono Going Public by providing \_\_\_\_\_ (#) of lawyers from our firm to  
volunteer at the \_\_\_\_\_ (city location) open-air legal advice clinic.

### CONTACT INFORMATION

(Please make all cheques payable to 'Access Pro Bono Society of BC')

**Annie Baric**

*Operations Coordinator*

Phone: 604-482-3195 ext 1501 / Fax: 604-893-8934 / abaric@accessprobono.ca

Access Pro Bono, 300 – 845 Cambie Street, Vancouver, BC V6B 4Z9 / accessprobono.ca

FOR EVENT DETAILS, PLEASE VISIT [WWW.ADVICE-A-THON.CA](http://WWW.ADVICE-A-THON.CA)