

PRO BONO GOING PUBLIC

SURREY / VANCOUVER / KELOWNA

FREE LEGAL
ADVICE-A-THON



SPONSORSHIP PACKAGE

PRO BONO GOING PUBLIC 2019

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.

DATES

September 4, 2019
September 6, 2019
September 10, 2019
September 13, 2019
September 17, 2019

LOCATIONS

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

TIMES













10:00 am – 2:00 pm
10:00 am – 4:00 pm
10:00 am – 2:00 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 \$750 to \$6,000. 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 \$6,000	SUPREME COURT \$3,000	APPEAL COURT \$1,500	TRIAL COURT \$750
Logo on PBGP Website	Logo hyperlinked	Logo hyperlinked	Logo	Logo
Logo in All Event Publicity Repeated mentions through social media				
Logo on 5x7 Table Signs At all event locations				
Logo on Event Banners At all event locations				
Recognition in APB Website & social media platforms				
Profile on PBGP Website	200 word	150 word	100 word	
Marketing Material Opportunity to provide sample product/literature at all events				
Logo on PBGP Homepage				
"Thank You" in Local Newspaper				
Media Coverage				
Positioning as Title Sponsor				

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, 2019.
- > 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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SPONSORSHIP FORM

Business Name: _____

City: _____ Postal Code: _____

Contact Name: _____

Phone Number _____

Address: _____

Email Address: _____

SPONSORSHIP COMMITMENT

Title Sponsor	\$ 6,000.00	\$ _____
Supreme Court Sponsor	\$ 3,000.00	\$ _____
Appeal Court Sponsor	\$ 1,500.00	\$ _____
Trial Court Sponsor	\$ 750.00	\$ _____

_____ (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

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