

SPONSORSHIP OPPORTUNITIES



THE NINTH ANNUAL
LAW ROCKS
NEW YORK CITY

OCTOBER 17, 2024 | BOWERY BALLROOM

lawrocks.org | sponsorship@lawrocks.org | 213-259-3110

New York, we love you!

Our NYC concert plays to a sell-out crowd of legal professionals at what is consistently our highest-fundraising tour date of the year! This year, for the first time, the annual event is being held at the legendary Bowery Ballroom, and will bring the NYC legal community together to rock out and give back. Law Rocks NYC events have raised over \$1.4 million, with \$387K raised in 2023 alone.

Our mission is to promote music education for underprivileged youth and raise funds for local nonprofit organizations by combining the power of music and the generosity of the global legal community.

We accomplish our mission through epic battle of the band fundraising concerts in cities across the globe that star legal professionals-turned-rock stars.

Founded in London in 2009, Law Rocks now tours to 29 cities around the world and has raised over \$7 million. Law Rocks gives lawyers the chance to be rock stars for a night while benefitting their favorite nonprofit.

SPONSORSHIP OPPORTUNITIES ⚡ THE NINTH ANNUAL LAW ROCKS NEW YORK CITY



***"Playing at Law Rocks, literally, has been one of the highlights of my legal career - so much fun!!
What a great way to give back to the community in a meaningful way."***

-Perrie M. Weiner, Partner in Charge, Baker McKenzie - Los Angeles Offices

Rocking out on the same Bowery stage where everyone from Metallica to Red Hot Chili Peppers played? It doesn't get much cooler than that, and creates the ideal environment for an unforgettable, epic night. Sponsorship of Law Rocks New York City offers companies the opportunity to build brand awareness and connect with the local legal community in a fun, fresh way. Through Law Rocks' strong web presence and prominent recognition in-person at the concert, sponsors gain exposure to a highly desirable demographic of successful industry-leading professionals at a charity event that is cool, competitive, and growing every year.





LAW ROCKS NEW YORK CITY **BY THE NUMBERS**

* Based on 2023 event.

9

BANDS OF
LAWYERS
WHO ROCK

13

LAW FIRMS/
COMPANIES
PARTICIPATING

1K

CONCERT
ATTENDEES

8K

FOLLOWERS/
SUBSCRIBERS

10K

PAGE VIEWS
OF EVENT SITE

52K+

IMPRESSIONS
FOR TOP
EVENT SPONSORS





WE BELIEVE IN THE POWER OF MUSIC.

THE MUSIC MATTERS GRANT

A key component of Law Rocks' mission is to promote music education for underserved youth. In 2023, Law Rocks began offering a new grant at each Law Rocks show: **the Music Matters grant**. This grant is given to a local nonprofit that supports youth music education.

Sponsorships are tax-deductible donations to Law Rocks. In addition to underwriting our events, sponsorship funds support our Music Matters grants, which help benefiting organizations fund initiatives like year-round programming and tuition-free music education opportunities for underserved youth.

YOUR SPONSORSHIP HELPS FUND GRANTS FOR AMAZING ORGANIZATIONS LIKE THESE:



The People's Music School



SPONSOR BENEFITS

In appreciation of your support, your brand will receive special perks and exposure. Detail regarding the benefits included at each level are available on the chart of benefits on the next page.

ON THE WEB

- Logo placement on event page (10K views)
- Mention on official press release
- Logo on eblasts to local legal professionals (5K recipients)
- Logo on sponsor shout out post on LinkedIn (3K followers)
- Dedicated mention on LinkedIn for your brand (3K followers)
- Logo on year-end Bass Line
- Opportunity to send a pre- and post-event email to attendees (1,000 attendees)
- Opportunity to send branded content on social platforms

AT THE CONCERT

- VIP and GA tickets for your company and guests
- Logo placement on official event programs
- Verbal onstage recognition by emcee
- Logo on slideshow on digital displays
- Logo placement on pull-up banner at entrance
- Opportunity to present a branded video on screen at event
- Priority timeslot consideration (for bands, see application)



EVENT SPONSORSHIP

Logo size and order is based on sponsor level; in every use Hall of Fame sponsor logos are first and largest, and so on.

Sponsor Benefit	Hall of Fame \$15,000 52,000+ impressions	Rockstar \$10,000 47,000+ impressions	Headliner \$7,500 40,000+ impressions	Platinum \$5,000 34,000+ impressions	Gold \$2,500 21,000+ impressions
ON THE WEB					
Logo on event page: lawrocks.org/nyc (10K views)	X	X	X	X	X
Mention on official press release	X	X	X	X	X
Logo on eblast(s) to local legal professionals (5K recipients)	All (4+)	All (4+)	XAll (4+)	3X	1X
Logo on sponsor shout out on LinkedIn (3K followers)	X	X	X	X	
Logo on year-end Bass Line (quarterly newsletter to 30K)	X	X			
Dedicated LinkedIn mention for your brand (3K followers)	X				
AT THE CONCERT					
GA tickets	25	20	14	10	6
VIP tickets (incl. pre-party w/food and open bar, VIP seating)	15	10	8	5	2
Logo on official event programs	X	X	X	X	X
Verbal onstage recognition by emcee	3X	2X	2X	1X	1X
Logo on slideshow on digital displays at event	X	X	X	X	X
Logo placement on pull-up banner at entrance	X	X			
Opportunity to show promotional video on screen	1:00				
Priority timeslot consideration (for bands, see application)	X				

SPECIAL OPPORTUNITIES

Don't need as many tickets but want more exposure for your brand? We offer the following special opportunities that will set you apart. Each includes many of the above benefits as well. Email sponsorship@lawrocks.org to learn more!

Exclusive VIP Sponsor - logo on VIP wristband, step and repeat, table tents, and more

Presenting Above-Title Sponsor - ensure your brand is noticed first with above-title placement

Audience Experience Sponsor - branded content sent to audience pre- and post- event, posted on social

Wristband Sponsor - logo featured on all attendee wristbands

Custom Sponsorship - for brands who need an option tailored specifically to their marketing goals

THE NINTH ANNUAL LAW ROCKS NEW YORK CITY (2024)

SPONSORSHIP COMMITMENT FORM

CONTACT INFORMATION

Company: _____ Phone: _____

Sponsorship Contact: _____ Email: _____

Address: _____

City, State Zip: _____

Email tickets to: Sponsorship Contact above the following contact:

Ticket Contact: _____ Email: _____

Mail acknowledgment letter to: Sponsorship Contact Ticket Contact the following contact:

Acknowledgment Letter Contact: _____

Address: _____

City, State Zip: _____

SPONSORSHIP LEVEL SELECTION

CONCERT SPONSORSHIP		
X	TYPE	AMOUNT
	Hall of Fame	\$15,000
	Rock Star	\$10,000
	Headliner	\$7,500
	Platinum	\$5,000
	Gold	\$2,500
	Special/Custom	

BAND SELECTION

Is this sponsorship in support of a participating band?

No Yes: _____
(Band Name)

PAYMENT

- Enclosed is a check made payable to Law Rocks Inc.
- Email us a PDF invoice us and we'll mail a check.
- Email us an online invoice to pay via credit card (fees apply).

Send checks and completed form to:
Law Rocks Inc.
18645 Sherman Way, Suite 211
Reseda, CA 91335

NOTES/SPECIAL REQUESTS _____

Please email completed form and high resolution logo package to: sponsorship@lawrocks.org.

Deadline for inclusion on printed materials: Oct. 4th | Deadline for inclusion on digital displays: Oct. 11th

Law Rocks Inc. is recognized as a non-profit corporation and qualified charity under IRS 501(c)(3). Tax ID #45-3264456. Sponsorships are tax-deductible contributions. For federal income tax purposes, you can deduct as a charitable contribution the price of each VIP ticket less its fair market value. We estimate the fair market value of each VIP ticket to be \$100.