



SPONSORSHIP OPPORTUNITIES





CLE PRESENTING SPONSOR

(1) AVAILABLE

- Recognition as a SXSW CLE Presenting Sponsor
- “Sponsored by” brand mention in title section of the CLE web page of sxsw.com, and on each non-sponsored schedule event entry in the SXSW mobile application for CLE session.
- Featured in a profile on the CLE web page, including your logo.
- A private reception for you, your guests, and SXSW conference CLE speakers that will then open up to registrants to attend as a industry happy hour; SXSW to manage including securing a venue, production, hospitality, and management of the speaker invitations and event listing on schedule.sxsw.com.
- Presenter Amplification Package with one (1) boosted Facebook post on the official SXSW Facebook account and one (1) tweet to the official SXSW Twitter account leading up to or during SXSW, date of which will be based on availability.
- Your logo featured on SXSW Conference CLE Session Room standing signage.
- A designated footprint within a SXSW CLE venue for you to make your own (think experiential branding, entertainment, food & beverage, etc. (continued)





CLE PRESENTING SPONSOR

- One (1) GOBO displayed in SXSW Conference CLE Session rooms (final placement determined by SXSW).
- Worker credentials for load in/load out.
- Event Schedule Listing(s) for daily Happy Hours or Coffee Breaks in your designated footprint.
- One (1) Tier 2 Digital Brand Page.
- 1 Partner Programmed Session in the CLE (if accepted).
- Lead retrieval license(s) for scanning SXSW registrant badges. Please note, you're only allowed to engage in Lead Retrieval activities within your SXSW-approved activity;
 - Information captured may include contact name, job title, company, email address, and location.
 - Registrants have the option to add the information they would like to share in their SXSW accounts.
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“...SXSW - by its very definition - is about breaking down boundaries, and stepping into the unknown. It's about trying to do something different...”

-Engadget





CLE SESSION SPONSOR

(1) AVAILABLE

As a distinguished sponsor for a singular session at SXSW CLE, your organization will receive an exclusive suite of recognition and promotional benefits tailored to highlight your support for that particular session. Here is how we will acknowledge your valuable contribution:

- Your brand will receive verbal acknowledgment and written credit as the provider of the session, ensuring that your support is recognized by all attendees.
- We will feature a "Sponsored by [Your Brand Name]" mention prominently in the title section of your sponsored CLE session's web page on sxsw.com, which will be viewed by all who explore the CLE schedule.

By sponsoring a single session, your organization gains specialized recognition that amplifies your brand's presence at one of the most coveted legal education events of the year—without the broader commitments of a full event sponsorship. This focused approach allows for a bespoke partnership that aligns with your marketing and outreach goals.



HAPPY HOUR

(3) AVAILABLE

Your favorite afternoon tradition is now a festival favorite. SXSW Happy Hours put a refreshing spin on networking and connect you with your preferred target audience. Create a casual, welcoming space for attendees to unwind while you showcase your brand. •

- SXSW to provide venue sourcing for the Happy Hour.
- Option to align the Happy Hour location with SXSW Conference Programming Tracks.
- An event listing with Happy Hour information and an image that will appear in the SXSW online and mobile app schedules.
- SXSW will connect you with the venue to purchase F&B of your choice





TRACK HAPPY HOUR

(1) AVAILABLE / \$45,000

Industry Happy Hours provide an opportunity to bring together professionals, executives, and industry leaders within a specific vertical tied to SXSW Conference & Festivals. While business networking percolates underneath the surface, guests enjoy the company of like-minded industry professionals over refreshing spirits. Featuring your brand in this space is ideal for any product, service or idea looking to reach a specific industry in attendance at SXSW.

- Recognition as presenter of an official SXSW Industry Happy Hour
- SXSW will secure the venue for the happy hour, provide hospitality, which may include light bites, and distribute drink tickets for attendees to meet-and-mingle.
- The happy hour will be listed on the SXSW schedule and the SXSW GO mobile app





COFFEE BREAKS

(12) STATIONS / \$36,000

Bold ideas are fueled by a bold brew. Coffee Breaks during the SXSW Conference & Festivals offer the perfect solution to a jam-packed schedule. Your brand will be seen by multiple attendees, giving your business an opportunity to showcase a product or service, offer promotional giveaways and display branding while recharging and connecting with SXSW attendees.

- Recognition as the host of an official SXSW Coffee Break.
- A schedule event listing that will be featured in the SXSW online schedule and mobile app.
- A venue search to support in finding the ideal space to align your brand with specific SXSW conference track's and targeted SXSW registrants.
- The contact information at the venue to place your catering order for the Coffee Break.
- Two (2) event tabletop tent signs featuring your name and logo* *Logo and other materials must be received by the deadline.

*Coffee breaks can be split into multiple sponsors or committed to a single sponsor.





MATERIALS SPONSOR

(1) AVAILABLE / \$15,000

A prime opportunity for businesses to enhance their visibility, as their name and logo can be prominently featured on these materials, ensuring consistent exposure throughout the entire week.

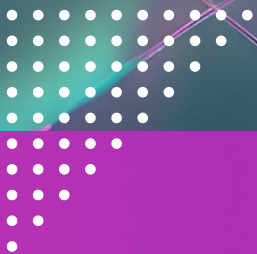




LEGAL RESOURCE CENTER

(1) AVAILABLE / \$15,000

Seize the opportunity to sponsor the Legal Resource Center at SXSW, a pivotal hub designed exclusively for attorneys. This sponsorship offers your brand a central role in empowering legal professionals with the latest resources, insights, and tools. As a sponsor, you'll gain prominent exposure, demonstrating your commitment to the legal community's growth and education. Engage with a diverse audience of legal experts, showcase your products or services, and position your company as a key supporter of legal excellence and innovation in a vibrant, collaborative environment. Elevate your brand's presence by becoming a cornerstone of this essential legal gathering.

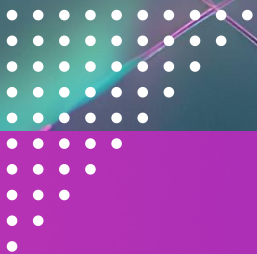




SOCIAL MEDIA CONTESTS

(1) AVAILABLE / \$12,000

Elevate your brand's presence and engagement at SXSW by sponsoring Social Media Contests targeted at the legal professional community. This exciting opportunity allows your brand to be at the center of interactive, buzz-generating activities online, connecting directly with attorneys and industry influencers. As a sponsor, your brand will be prominently featured in contest promotions, posts, and announcements, ensuring high visibility and engagement across various social media platforms. Leverage this dynamic platform to stimulate conversations, encourage participation, and create memorable experiences, all while significantly enhancing your brand's reach and impact within the legal sector.





DIGITAL PROGRAM

(1) AVAILABLE / \$15,000

Embrace a cutting-edge opportunity by becoming a Digital Sponsor at SXSW for an event specifically tailored for attorneys. This sponsorship positions your brand at the forefront of digital engagement, connecting you directly with legal professionals in a dynamic, tech-savvy environment. As a Digital Sponsor, your company will gain prominent visibility through various online platforms and digital channels associated with the event. From featured logos on event apps and websites to digital advertisements and sponsored content, your message will reach a wide, influential audience. Harness the power of digital branding and innovation to leave a lasting impression on the legal community at SXSW

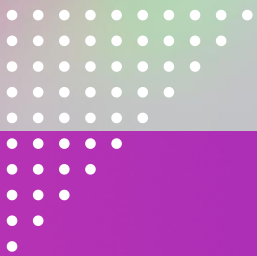
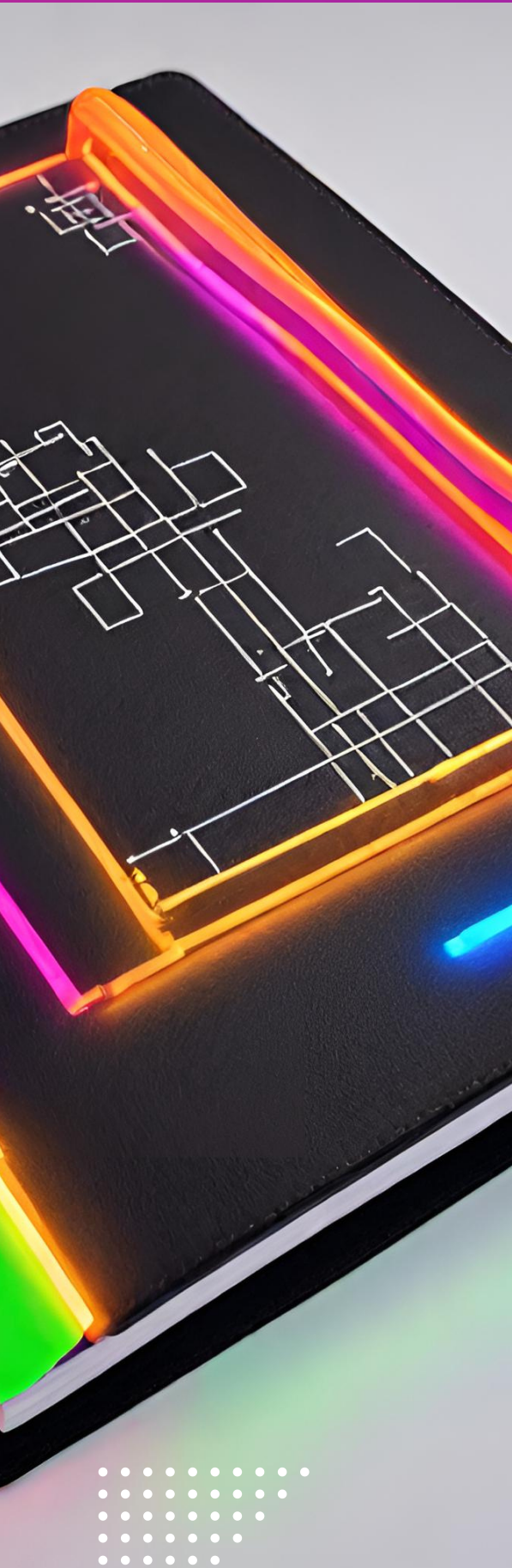




BRANDED NOTEBOOK SPONSOR

(1) AVAILABLE / \$10,000

Capitalize on a unique branding opportunity at SXSW by sponsoring Branded Notebooks, specifically tailored for the event's legal segment. These notebooks will serve as an essential tool for attorneys, accompanying them through keynotes, sessions, and networking events. As a sponsor, your logo will be prominently displayed on each notebook, offering continuous exposure as attendees take notes, jot down ideas, and plan their schedules. This tangible connection places your brand directly in the hands of decision-makers and influencers within the legal community, ensuring your message resonates beyond the event. Sponsor these Branded Notebooks and become an integral part of the attendees' SXSW experience.





VIRTUAL GIFT BAG

\$1500

Enhance your brand visibility by sponsoring a Virtual Gift Bag item at SXSW, specifically targeting the legal professional audience. This innovative sponsorship opportunity allows you to digitally deliver your branded content, special offers, or exclusive resources directly into the hands of every attending attorney. Your contribution to the Virtual Gift Bag ensures a direct and meaningful connection with participants, providing them with valuable tools or knowledge they can utilize in their professional journey. Capitalize on this unique, eco-friendly method to make a lasting impression, drive engagement, and position your brand as a forward-thinking leader at this premier event for legal experts.





IMPORTANT THINGS TO KNOW

- **Payment:** Full payment is due by March 1 if the contract is executed after February 1.
- **No Refunds:** We do not issue refunds.
- **No Transfer:** Any rights and or assets conveyed by our agreement cannot be transferred in any way.
- **Third-Party Sponsors:** Your contracted participation at SXSW is a deal between you and us, alone. If you desire third-party entities to be represented within your space, they must be submitted to us for approval. In most instances, fees will be attached to the approval of such third parties.
- **Banners:** SXSW reserves the right to hang a SXSW banner (including SXSW sponsor logos) in Event venues. You may not remove, relocate, alter or obscure the SXSW banner for any reason. No other logos, banners, or displays will be placed in front of or at the back of any stage platform without SXSW approval.
- **Trademark Use:** Your contract with SXSW may entitle you to limited use of the SXSW name and/or logo. These rights will vary based on your level of participation; **MAKE SURE** you read your trademark license (included in your contract) before using our marks.





CONTINUED

- **Outside Promotions:** Because our event takes place in most of downtown Austin, we aim to maintain oversight on all activities in and around the area to make sure they do not compete with or harm our event. If you have or are participating in any additional activities happening during SXSW, let us know. Please understand -- this is not meant to preclude or restrict your normal course of business.
- **Event Recording & Licensing:** If you plan to video record anything at SXSW, even if it's just for your internal use, we need you to fill out this form so that our media team can evaluate issues such as attendee safety, use of the SXSW brand, etc. Additional fees may apply if the recordings are used for commercial purposes. **ABSOLUTELY NO JIBS.**
- **Vehicle Marketing & Product Distribution:** The city of Austin strictly prohibits mobile billboards or vehicular product distributions within downtown Austin.
- **Laws & City Ordinances:** There may be city, state, or federal laws that apply to your SXSW participation. We'll work with you to aid your understanding of the applicable laws but it will ultimately be your responsibility to be in compliance.
- **Governing Law; Venue:** Since SXSW takes place in Austin, Texas, governing law for all contracts will be the state of Texas and venue will be Travis County.

