

HOW-TO PARTNERSHIPS PACKET

Guidelines and Tips for McGill Law Clubs



Introduction

This How-to sponsorship package is meant to help McGill Law Clubs establish their own partnership platforms and facilitate cooperation between Clubs as well as the numerous partners seeking to gain a foothold in our legal community.

You will also find a number of tools and tips to ensure that your club is successful in its pursuit of finding partnerships in various forms where McGill holds an imperative place in the local, national and international legal community.

Although we have the utmost faith in our various clubs to act appropriately, we have established a number of rules for clubs to follow to ensure that Clubs, Partners and the LSA can work efficiently as well as collaboratively.

In this packet you will find:

1. The Rules and Guidelines that govern pursuing partnerships under the LSA.
2. Advice, tips and tricks that the LSA have found useful in our partnerships.
3. LSA templates for our partnership's packages.

On behalf of the LSA, we wish you the very best in finding partnerships in our legal community where if you should have any questions or concerns please do not hesitate to contact VP-Clubs (vp-clubs.lsa@mail.mcgill.ca) and/or VP-Partnerships (vp-partnerships.lsa@mail.mcgill.ca) as we are here to support our Clubs community.

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Important Rules and Guidelines

Rules

- 1) Soliciting Sponsors is prohibited for clubs between the dates of May 1st and August 1st.
- 2) Aggressive, hostile, or vexatious behavior, on the part of Clubs, reported by partners will not be tolerated.
- 3) Clubs must indicate a partnership primary contact, if a Club decides to pursue partnerships, to the LSA VP-Clubs & VP-Partnerships via email so to ensure clear communication lines between the LSA and our various clubs.
- 4) Clubs must also be forthcoming in their partnerships where information such as the name of the partner as well as amount of contributions will be transparent information that is reasonably available upon request from the LSA executive.

A breach of these rules may result in penalties against your LSA Club funding where a decision is subject to review by the LSA executive & require consent from the LSA President as well as a majority of the LSA executive.

Guidelines

- Remember that when you are soliciting partnerships you are representing, not only yourselves and your clubs, but also McGill Law, the Montréal legal community and the LSA as our subsidiary.
- Although partners may not always be the easiest to deal with, you must maintain professionalism in your interactions with partners whereas should you find yourselves dealing with a combative partner or are having serious difficulties please reach out to VP-Clubs, VP-Partnerships and/or, in serious cases, the LSA President.
- Reputation is highly important when soliciting partnerships where your actions as a club will reflect on other clubs, the LSA, McGill Law as a whole and the partners' relations with these organizations for future years. If you decide to pursue partnerships ensure you reach out as well as respond appropriately, accurately and in a timely fashion.
- Partners will make character assessments on not only your club based on your conduct, but also yourselves as future lawyers where poor conduct may impact future opportunities for both your club and you.

Advice, Tips and Tricks from the LSA

Essentials

- Unless language of choice is known, it is always best to conduct outreach in both English and French for ease of access given the variety of French & English within our legal community.
- Do not overwhelm partners, especially large known partners such as firms, as they most likely are dealing with a variety of requests from multiple sources.
- Do not just ask for contributions, instead offer deliverables that partners can tangibly justify at their meetings. Such as providing exposure, being involved in a charitable event or offering something of proper value for the amount you are asking.
- Dealing with partners can be a balancing act of many variables that can be quite stressful so ensure you are reaching out to partners sustainably to not leave partners without a response. It may also be good to have multiple people on partnerships or a backup contact to monitor the conversation.
- Ensure you are keeping track of your partnerships in regards to contact information, deliverables promised as well as amounts gained from them as it will be important information for invoicing as well as accuracy in coordinating partnered events/activities.
- Be careful not to let respondent emails fall into your spam folders. Yes, it happens.

Helpful Advice

- It is always better to have quality over quantity in your partnerships packages/proposals where partners who receive many requests will not want to read through a 30-page package.
- Look beyond the shiny household name companies as, more often than not, there are more partnerships to be made in targeting small-medium enterprises rather than the larger ones.
- It is recommended that outreach be done on a Clubs email account to ensure that future Club partnerships have access to the prior years information as well as to not overwhelm a student's personal email account.
- Retain institutional memory, in things like transition reports, on what worked well and what did not work well to ensure improvement can be done the following year.
- Pricing for events should be reasonable; there is no hard and fast rule but it is always better to start moderate and increase should there be substantial interest.

LSA Templates for Partnerships Packages

Types of Partnerships

It is important to note that the LSA is a large multifaceted student government where what we do with our extensive partnerships packages often will not work best for clubs. It is recommended that clubs make a 1–5-page package when reaching out to potential partners. These are just some examples to help you think about partnerships.

Opening Remarks + Contact Information

DEAR MCGILL PARTNER,

The McGill Law Students Association (LSA) is a student-run non-profit organization at the McGill Faculty of Law that represents more than 600 future jurists.

By partnering with organizations like yours, the LSA is able to organize opportunities for our students and the legal community to interact in a welcoming environment. The channels that we provide for reaching McGill Law students are invaluable for showcasing your organization and its brand. To such ends, the LSA can offer you a variety of sponsorship opportunities adapted to your needs.

Moreover, your generous financial contribution will ensure the quality of McGill Law's student life by providing the LSA with the means to support student-led initiatives that render our faculty unique and our students well-rounded.

For more information regarding sponsorship opportunities, please contact Liam Dodge, LSA Vice President of Partnerships. Please note that the Career Development Office (CDO) manages recruitment and professional development activities for McGill's Faculty of Law. The LSA regularly partners with the CDO, the McGill Business Law Association (MBLA) and other student clubs for certain activities.

We invite you to review this sponsorship package for opportunities to support the LSA. On behalf of the McGill LSA executive, thank you for considering supporting our organization for the 2023-2024 academic year. We look forward to hearing from you and please do not hesitate to reach out with any questions.

Warm regards,

Liam Dodge
B.C.L./J.D. Candidate
LSA VP Partnerships
vp-partnerships.lsa@mail.mcgill.ca

Single Event Sponsorships

FACULTY-WIDE EVENTS

Moka Mondays

Moka Mondays are a very popular weekly informal event where students can grab a free coffee in the Chancellor Day Hall atrium to refuel. The event will take place Mondays from 1:00-2:30PM, when no classes are held, ensuring many students can attend.

Deliverables: As the event sponsor, your name will be featured in the event's title and your banner will be present for each Moka Monday you sponsor. We encourage you to bring members of your team so students can get to know you and your industry better. It is a great way to network with students, gain exposure as well as provide much needed caffeine to your potential new generation of hires. Last Moka Monday is the last Monday of January.

Right of First Refusal: BLG

\$1,700 per semester

\$500 per month

\$200 per Individual



Sponsored Coffeehouse

A McGill Law tradition since 1987, Coffeehouses are one of the most well-attended events at the Faculty. These gatherings are held every Thursday between 4:30 and 7:30 PM.

Deliverables: Sponsoring a Coffeehouse is one of the best ways to reach a wide range of McGill Law students and leave a lasting impression. As a sponsor, the evening is yours to design and personalize to your liking. This includes choosing the music, food, drinks and decorations. We encourage you to bring members of your team to interact with our students, as well as promotional material to distribute and present. This covers costs for the alcohol permit, promotions including your firm's name and the venue at the Faculty. The LSA will also provide assistance in managing and setting up the event.

\$500 per event, excluding food/drink

Sports Team Sponsor

For the first time this year we are partnering with the McGill Sports Law Club and Intramural teams to provide sponsorship opportunities for our championship winning Intramurals teams. From Basketball and Soccer to Hockey and Waterpolo have your name on our law teams jerseys as they compete against other teams.

Deliverables: Have a tagged team post thanking our sponsor as well as have your logos/names on the teams jerseys.

Tiered Sponsorships

ORIENTATION & FROSH

The Grande finale of frosh activities where 1Ls will dive into a night of dancing and fine eating during this Beach themed ball to fit our frosh theme of "Law-Watch: Alerte sur Peel"

This is a great opportunity to get high visibility as our final ball night is one of our most attended Frosh Events!

Silver Sponsor

Deliverables: As a silver sponsor you will be tagged in our post, have your banner at the event, as well as give out an award with your company name!

\$1,500

OR

Gold Sponsor

Deliverables: As a gold sponsor you will be tagged in our post, have your banner present as well as be able to announce who are the Best Lifeguards who will then make it onto the Law-watch Lifeguards team

\$3,000

OR

Diamond Sponsor

Deliverables: As our primary sponsor of the evening, you'll be tagged in our post, have your banner present, have the prom be named after you as well as you will be invited to give a speech at the beginning of the evening. The costs of the event are to cover the venue, dinner, drinks, music, etc. in order to provide a formal event for out new students.

Right of first Refusal: BLG

\$4,000



Open Ended Sponsorships



Event Suggestions

Some of our event suggestions include:

- Workout Sessions
- Food Truck Lunch
- Wine Tasting
- Meet and Greet
- Atrium Snack Session
- Mont Royal Hikes
- Breakfasts on Campus

Be Creative!

Personalized Events

As you know we encourage sponsors to get involved in student life in any way they can. This section is dedicated to sponsors who want to contribute to student life in their own unique ways and is a chance for you to be creative in how you contribute to our community. Please reach out if you are interested in creating such an event and we will do our very best to ensure it is a success.

We are excited to hear your ideas!

Prices and Deliverables Vary on Event



Publicity Opportunities



Logo in the Brief

All students receive the LSA's staple newsletter, The Brief, every week during the school year. This newsletter is a must-read for all McGill Law students as it includes essential information regarding student and academic life, lists upcoming events, and informs students of career-related postings.

Deliverable: We offer the exclusive opportunity to have your logo featured on each and every one of those emails. This is the perfect option for a business looking to maximize its repeated exposure across the faculty to future jurists.

\$1,650 per semester



LSA Video Trailer

The LSA will introduce its dynamic team of 10 executives to the new 1Ls in a captivating 2 minute video trailer. This short video clip will be shared on all social media platforms (Facebook, Instagram, Twitter, LinkedIn) and is expected to get large viewership. Add your firm logo during the length of the video and in the credits.

Deliverables: High student exposure and visibility on our social networks

\$300



Advertisement in the Brief

Do you have an upcoming event or a promotion that you would like to advertise to our entire student body?

Deliverable: The LSA offers you the prime opportunity to include a short advertisement in our

Concluding Remarks

Trust Yourselfes

- Although we are always here to help support our clubs, we will, often, not know the particulars of your club better than you do whereas the best person to sell your clubs to partners is you & your team.

This is a Collaborative Endeavor

- We all know group projects can be a drag, but all clubs, McGill Law and the LSA are all part of the same interconnected team when it comes to partnerships where when something happens to one of us it happens to all of us. This goes for both good and bad where we all need to do our part to uplift each other to ensure it's a successful year for all as well as avoid tarnishing our collective reputation.

You are not Alone

- There is a community of people around you who want to see you succeed and are here to support you. Whether it's your clubs team members, the leader/s of your club or the LSA executive, make sure to utilize this network as we all know pursuing partnerships is not an easy position, but as a team it is more than doable.

On behalf of the LSA, we wish you the very best in finding partnerships in our legal community where if you should have any questions or concerns please do not hesitate to contact VP-Clubs (vp-clubs.lsa@mail.mcgill.ca) and/or VP-Partnerships (vp-partnerships.lsa@mail.mcgill.ca) as we are here to support our Clubs community.

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