

# **The Law Society of NSW 2025 Law Students Careers Summit: Commercial opportunities**

Created by the Commercial Partnerships team

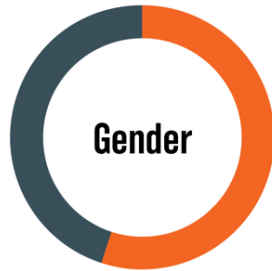
# Why support Law Society of NSW Events?

Bring your brand to life at one of the many in person, online and on demand events organised by the Law Society of NSW.

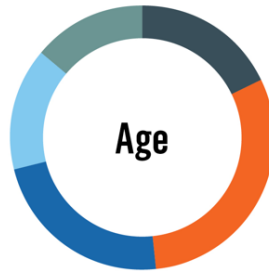
The Law Society offers a diverse portfolio of highly targeted events throughout the year that covers thought leadership, transformative law, innovation in the legal profession, professional development, young lawyers and graduate careers. Your brand exposure is amplified when aligned with the most suitable Law Society event to seamlessly integrate your messaging into the event's core topic and program content.

Our dedicated, agile and resourceful Commercial Partnerships team can construct an multi event partnership plan or advise on a singular event to optimise your brand ethos - achieving marketing objectives by positioning you within the right event context to maximise brand interaction, prestige, direct engagement and positive attendee data analytics.

# NSW Profession Profile



- Female 55%
- Male 45%



- Under 29 18%
- 30-39 31%
- 40-49 23%
- 50-59 15%
- 60+ 14%



- Private 67%
- Corporate 21%
- Government 12%



- City 50%
- Suburban 33%
- Country/Rural 11%
- Overseas 5%
- Interstate 1%

Source: Urbis 2023 Annual Profile of Solicitors NSW Final (4 June 2024)

# Law Students

The Law Society's strong focus in recent years on driving student membership has resulted in the significant growth of our student member cohort, with current numbers in the thousands, in parallel with the development and improvement of a range of new and existing student focused resources, events and programs. Through our close connections with Law School Deans and Faculty members across NSW, we are continuing to foster stronger relationships and further our service offerings to this cohort.

As the future of the legal profession, it is important that students are able to rely on the Law Society of NSW to have a strong, supportive presence for them to lay the foundations for a long and prosperous career. We are confident that in 2025, we will continue to see a rise in our student membership numbers which will, in turn, be of benefit to employers, as we again deliver a number of high-quality initiatives.

# 2025 Law Students Career Summit

*Open to law students from all years of study and across NSW, the Law Students Careers Summit provides a valuable opportunity for attendees to find out more about the career paths available to them, connect with employers from across the profession and level up their personal and professional skills through a range of on the day presentations and activation stations. Conveniently aligned with key recruitment periods, the Summit provides a unique opportunity to showcase your organisation and promote your recruitment initiatives.*

## **Event details:**

- 13 March 2025, 4pm – 8pm
- International Convention Centre, Darling Harbour
- Approximately 1000 student registrations
- Promotion to 2000+ student members and universities across NSW
- 38+ Exhibitors from across the profession



# Sponsorships available

## **Sponsorships available:**

- Stage Sponsor (includes naming rights to the stage): \$10,000 ex GST
- Tote bag Sponsor: \$10,000 ex GST
- Recruitment Hub Sponsor: \$10,000 ex GST
- Lanyard Sponsor: \$5,000 ex GST
- Headshot Sponsor: \$7,500 ex GST

## **Additional Exhibitor activation opportunities (3 hr package: 4pm - 7pm): \$3,000 ex GST:**

- Live Juice Station
- Live Popcorn Station
- Live Ice cream Station



# Inclusions – Stage Sponsor - \$10,000 ex GST

*The presentation stage provides a space for all attendees, alongside our exhibitors and other activation stations, to enjoy a series of expert led professional and personal development presentations, workshops and panel discussions.*

## **Pre-Event:**

- URL Linked Sponsor's logo on digital event invitation
- Acknowledgement as the Stage Sponsor on the 2025 Law Students Career Summit webpage and other promotional Law Society touchpoints
- Permission for Sponsor to reference themselves before the event as 'Proud supporter of 2025 Law Students Career Summit'

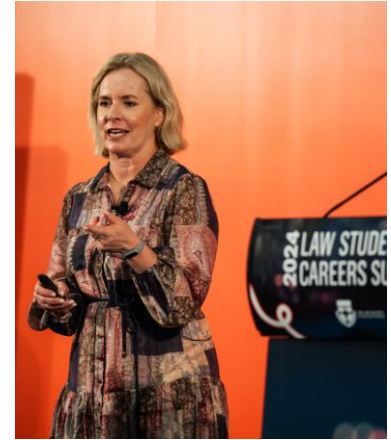
## **During Event:**

- Naming rights to the stage: 'The (Sponsor name) Stage'
- Acknowledgement and thankyou at the beginning and closing of the event program
- Opportunity to MC / facilitate all sessions
- Inclusion of Sponsor logo on stage branding
- A single booth for two company representatives to occupy with marketing collateral displayed: 3x3m Booth track lights and 1 four-amp GPO
- The opportunity to include in the event Tote Bag:
- One piece of promotional merchandise or one brochure / booklet

## **Post-Event:**

- Acknowledgement in post-event print and digital editorial coverage in Law Society publications, at the Law Society's sole discretion







# Inclusions – Recruitment Hub Sponsor - \$10,000 ex GST

*Our popular Recruitment Hub provides a unique opportunity for students to speak with, and seek feedback from, expert recruiters who can provide on-the-spot guidance for resumes and cover letters, as well as interview insights and useful advice on speaking with exhibitors.*

## **Pre-Event:**

- URL Linked Sponsor's logo on digital event invitation
- Acknowledgement as the Recruitment Hub Sponsor on the 2025 Law Students Career Summit webpage and other promotional Law Society touchpoints
- Permission for Sponsor to reference themselves before the event as 'Proud supporter of 2025 Law Students Career Summit'

## **During Event:**

- Naming rights to the area: 'The (Sponsor name) Recruitment Hub'
- Acknowledgement and thankyou at the beginning and closing of the event program
- Opportunity for your staff engage and network directly with attendees
- Inclusion of Sponsor logo on Hub branding
- A single booth for two company representatives to occupy with marketing collateral displayed: 3x3m Booth track lights and 1 four-amp GPO
- The opportunity to include in the event Tote Bag:
  - One piece of promotional merchandise or one brochure / booklet

## **Post-Event:**

- Acknowledgement in post-event print and digital editorial coverage in Law Society publications, at the Law Society's sole discretion

# Inclusions – Tote Bag Sponsor - \$10,000 ex GST



## **Pre-Event:**

- URL Linked Sponsor's logo on digital event invitation
- Acknowledgement as the Tote Bag Sponsor on the 2025 Law Students Career Summit webpage and other promotional Law Society touchpoints
- Permission for Sponsor to reference themselves before the event as 'Proud supporter of 2025 Law Students Career Summit'

## **During Event:**

- A single booth for two company representatives to occupy with marketing collateral displayed:
  - 3x3m Booth 2 track lights and 1 four-amp GPO
- Inclusion of your logo on an ethically sourced, high quality and reusable co-branded Tote Bag available to all attendees
- The opportunity to include in the co-branded Tote Bag:
  - One piece of promotional merchandise
  - One brochure / booklet

## **Post-Event:**

- Acknowledgement in post-event print and digital editorial coverage in Law Society publications, at the Law Society's sole discretion

# Inclusions – Headshot Sponsor - \$7,500 ex GST

*Our incredibly popular Professional Headshot Station gives attendees the chance to level up their personal branding and obtain professional headshots from a photographer on the day.*

## **Pre-Event:**

- URL Linked Sponsor's logo on digital event invitation
- Acknowledgement as the Headshot Sponsor on the 2025 Law Students Career Summit webpage and other promotional Law Society touchpoints
- Permission for Sponsor to reference themselves before the event as 'Proud supporter of 2025 Law Students Career Summit'

## **During Event:**

- A single booth for two company representatives to occupy with marketing collateral displayed:
  - 3x3m Booth 2 track lights and 1 four-amp GPO)
- Inclusion of Sponsor logo on headshot area signage
- Contact detail list for all attendees signed up for a headshot
- The opportunity to include in the co-branded Tote Bag:
  - One piece of promotional merchandise or one brochure / booklet

## **Post-Event:**

- Acknowledgement in post-event print and digital editorial coverage in Law Society publications, at the Law Society's sole discretion



# Inclusions – Lanyard Sponsor - \$5,000 ex GST

## **Pre-Event:**

- URL Linked Sponsor's logo on digital event invitation
- Acknowledgement as the Lanyard Sponsor on the 2025 Law Students Career Summit webpage and other promotional Law Society touchpoints
- Permission for Sponsor to reference themselves before the event as 'Proud supporter of 2025 Law Students Career Summit'

## **During Event:**

- A single booth for two company representatives to occupy with marketing collateral displayed:
  - 3x3m Booth 2 track lights and 1 four-amp GPO)
- Sponsor logo on attendee lanyards
- Inclusion of your logo on an ethically sourced, high quality and reusable co-branded Tote Bag available to all attendees
- The opportunity to include in the co-branded Tote Bag:
  - One piece of promotional merchandise
  - One brochure / booklet

## **Post-Event:**

- Acknowledgement in post-event print and digital editorial coverage in Law Society publications, at the Law Society's sole discretion

# Additional Exhibitor activation opportunities

*Elevate your presence by utilizing one of our exciting activations. Drive traffic to your Exhibitor space and offer a great segway into conversations with attendees.*

- Live Juice Station, Live Popcorn Station, Live Ice Cream Station (1 available of each)
  - 3-hour package from 4pm – 7pm
  - Selected branding on stations, where applicable and cups/food containers included in package
  - Stand service team member included in package

**TOTAL INVESTMENT: \$3,000 ex GST**

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OF NEW SOUTH WALES