



2020 Kick-Off Reception

NORTHEAST SPONSORSHIP COMMITTEE

Description:

The Northeast region's Sponsorship Committee plays an important role in the Chapter's financial picture and serves the nation's most sought after markets – New York, New Jersey, Philadelphia and Boston. The mission of the sponsorship committee is to match legal services suppliers with their target audience – namely, in-house marketers at every level for firms with presence in the region. The Sponsorship Committee is responsible for generating revenue to offset the cost of programming, networking and SIG-based events, and to provide for financial liquidity that in turn is used to serve our membership with the resources and support needed to provide their organizations with cutting-edge marketing support.

The Sponsorship Committee provides valuable information on the services and merchandise provided by sponsors and actively works to help integrate our sponsors into our community.

Accomplishments in 2019:

- Raised more than \$185,000 in sponsorship between the local events and the conference
- Connected 50+ sponsors with over 2,300 attendees at local and regional events

Meeting Dates:

We have regular conference calls to coordinate responsibilities – and do chat regularly throughout the week by email or phone.

Chairs Contact Information:

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