

SPONSORSHIP INFORMATION PACK



Legal Gateway



WHAT THE SPONSORS SAY

"We are proud to be a primary sponsor of the Legal Launch Pad, which is a key initiative in the Barclays Legal diversity agenda. We have found that the mentoring programming has been extremely rewarding both in terms of encouraging and developing the obvious talent of the students and helping our own staff increase their awareness and develop their mentoring skills."

Barclays

"We are delighted to support TCTL. It is important that we look for different ways to increase the awareness and understanding of students from non traditional backgrounds about a career in law including the routes in to the profession. This is an innovative approach to reach school children in a format that appeals to them."

Allen & Overy

"We have been delighted to sponsor the BLD Legal Launch Pad scheme and feel that the students participating in a DLA Piper placement have been bright, enthusiastic and dedicated individuals. We hope that they have gained as much from the scheme as we have".

DLA Piper

WHAT THE SPONSORS SAY

"At BPP Law School, we are at the heart of teaching and learning in law, and are committed to improving access to, and increasing the diversity of the legal profession. Our involvement with BLD has proved invaluable in the way in which we can extend and develop our outreach work to a wider community. It has been immensely satisfying to meet and engage with so many talented young people – and to watch them develop and mature through the TCTL initiative. The programme has captured the hearts and minds of our employees who have become involved, and has formed an important part of their personal development too. We are proud to be playing a part in shaping tomorrow's legal profession by helping today's young people."

BPP Law School

INTRODUCTION AND MISSION STATEMENT

BLD was launched in 2006 to make a real difference on diversity in the legal profession, with particular emphasis on those from black and ethnic minority backgrounds (BMEs).

Sponsorship is for the Legal Gateway Scheme, a diversity access scheme that encourages social mobility by raising aspirations and providing career development and opportunities largely to school children and undergraduates from disadvantaged backgrounds. Some of the opportunities within the scheme include mentoring, training workshops, work placements and events. The Scheme also benefits trainee solicitors, pupils barristers, undergraduates, postgraduates and paralegals as well as school children and others considering or pursuing legal careers.

BLD AIMS AND OBJECTIVES

- Highlight, promote and champion diversity within the legal profession in the UK and internationally.
- Showcase the wealth and breadth of talent of black and minority ethnic lawyers.
- Create a dynamic forum of information, career development and network opportunities.
- Be a tool for all organisations when formulating or reviewing their Equality and Diversity/Anti-Discrimination policies, especially on recruitment and the diversity of the lawyers or organisations

which have been, or are intended to be, instructed.

- Be a resource for lawyers, legal recruiters, job seekers, the public and those interested in pursuing careers in the law both within the UK and internationally.

LEGAL GATEWAY AIMS AND OBJECTIVES

- Educate and inform about the wide ranging opportunities in the legal profession
- Raise aspirations and empower participants
- Assist participants in making informed choices
- Provide inclusive BME recruitment and retention services
- Provide work experience

WHY BLD NEEDS SPONSORSHIP?

Whilst BLD is owned by Totally Management Ltd, a company limited by shares, it has social aims and objectives.

Most of our services is free to access as we try and ensure those services are inclusive and careful not to exclude any individual or organisation on financial grounds. Furthermore, it is free in order to achieve our primary aim of promoting and highlighting diversity and creating a forum of equality of opportunities.



WHAT THE SPONSORS SAY

"At Shoosmiths we are committed to diversity and we believe a key way to encourage diversity is through the Legal Launch Pad Programme. Whilst the programme gives applicants valuable insight, it offers us opportunities too: it helps us gain fresh perspectives, a better understanding of people from diverse backgrounds, and the chance to develop our own coaching, advisory, and people management skills."

Shoosmiths

"At Eversheds, our diversity and corporate responsibility agenda is focused around the theme of Unlocking Talent. The TCTL scheme provides a great opportunity for bright young people from non-traditional backgrounds to discover the different routes into law and realise that a career in the legal profession is within their reach. We are delighted to be a primary sponsor for the programme."

Eversheds

After involvement with various diversity initiatives over the years, we are more than ever convinced that programmes which focus on supporting young people in raising their aspirations and providing them with realistic assessments both of the options available to them and the skills needed to achieve those options are the most constructive way forward.

Freshfields Bruckhaus Deringer

Our long-term revenue stream will be from advertisements. However, in the short to medium term, the costs of the services, collating and providing information, premises, equipments, staffing and responding to written and telephone requests from students, lawyers, organisations and the general public will far outstrip any revenue. We therefore need sponsorship to meet our costs, including the following:

- Running and funding our Legal Gateway Scheme.
- Costs of collating and providing information.
- Website development/costs of updating/renewing site.
- Staffing costs.
- Office/premises costs.
- Equipments.
- Marketing and promotion (including printing and publication).
- Networking and other events.
- Career Advice and Guidance

KEY BENEFITS OF SPONSORSHIP

By agreeing to at least one of our Legal Gateway Programme, sponsors are enabling and empowering those assisted under the scheme as well as raising your firm or company's profile to this key audience. Support of this initiative will be a valuable contribution to your diversity agenda.

Other key benefits, depending on the level of sponsorship include:

- Taking part in the video podcasts (vodcasts)
- Headline banner on BLD's website
- Advertisement/listing in the Legal Gateway promotional brochures
- Logo on the Legal Gateway promotional brochures
- Logo on BLD E-Newsletters
- Listing as a sponsor on BLD's website
- Link to sponsor's website
- Logo on BLD event invites
- Literature in any event goody bags

BLD PRODUCTS AND SERVICES

BLD is a dynamic and interactive website delivering a range of invaluable information and services including:

Jobs and Career Development

- Recruitment services, including extensive and varied on-line job vacancies from the corporate sector to the public sector and the judiciary.
- Training workshops.
- Network events sponsored by some of the UK's largest law firms and organisations.
- Mentoring.

BLD Publications

- The annual Black Letter Law publication showcasing black and ethnic minorities and their contributions in the UK legal sector and beyond.



WHAT THE SPONSORS SAY

"Clifford Chance is pleased to support BLD and the TCTL programme in its aim to encourage wider participation in Law. The students we have met through the programme have been enthusiastic, well prepared and eager to learn more."

Clifford Chance

BLP's vision is to be the most respected law firm in London. We can only achieve this goal by recruiting and retaining top quality people and to do this we need access to the widest possible talent pool. We feel our involvement with the Legal Launch Pad programme is of great value in helping us to do so. We have been very impressed to date with the calibre of students that we have met through both the mentoring and work experience programmes.

Berwin Leighton Paisner

We have been highly impressed by the calibre of the students on the LLP programme, particularly those who have been allocated to Olswang over the past two years to gain work experience and mentoring from our trainees. Based on our experience we believe the programme's aim to develop and nurture its students' potential has been successfully realised and Olswang is proud to once again be involved with the LLP.

Olswang

WHAT THE SPONSORS SAY

"If we want our future to be in the hands of bright resourceful adults, we need to encourage bright resourceful children to be ambitious and to succeed. We are pleased that our sponsorship of the Today's Children Tomorrow's Lawyers programme identifies us with this aim."

Slaughter & May

At No5 Chambers we are proud to be the first and only Barristers' Chambers to support the Legal Launch Pad. We have recognised that investing in the future is paramount to the success of the Bar and have firmly rooted this within our strategy. Our programme will give students a valuable insight into the Bar and we trust it will encourage more applications.

No5 Chambers

"Beachcroft LLP is an open, dynamic and flexible place to work. We encourage people to develop, value their diversity and respect their differences. We are sponsoring the Legal Launch Pad programme as it shares our values and supports our desire to encourage a more diverse workforce which in turn strengthens and energises our business. We have been delighted at the enthusiasm, quality and ambition of the participants on the programme"

Beachcroft

- Quality monthly E-newsletters with regular expert contributions

BLD Gateway Scheme

- The Legal Gateway Scheme which includes mentoring, workshops, work placements and school visits.
- Network and other events.

On-line features

- Lawyer of the Month, featuring top UK lawyers in a variety of fields
- Lawyer-2-Lawyer Forum
- Search engine for lawyers and organisations according to their locality, specialisms or keywords
- Careers advice and guidance
- Lawyers, trainees and pupil case studies
- BLD publications can also be read online

BLD COVERAGE AND USERS

BLD places directory listings for UK organisations with at least one BME lawyer and individual BME lawyers in the UK, whether in private practice, public sector, commerce and industry, academia or other organisations, who are:

- Solicitors (on the roll, whether or not practising)
- Barristers (whether or not practising)
- Legal Executives – that is fellow members of the Institute of Legal Executives (ILEX)
- Licensed Conveyancers with full or limited licence
- Registered European Lawyers (REL)
- Registered Foreign Lawyers (RFL)

Others who do not belong to any of the above categories but who subscribe to and support the aims and objectives of BLD can also be listed.

BLD's targeted users include lawyers in the UK, worldwide businesses, government and public bodies, academic institutions within and outside the UK, undergraduates/postgraduates students considering or pursuing legal careers, charities and the not-for-profit sector (nfps), Bar/ Law Associations of other countries, particularly in the USA and Commonwealth countries and members of the general public.

SPONSORSHIP PACKAGES AND BENEFITS FOR THE LEGAL GATEWAY SCHEME



CURRENT PROGRAMMES



Is primarily targeted at ethnic minority and disadvantaged 14-17 year olds. However, it will benefit all children in this age group.



Is primarily targeted at ethnic minority and disadvantaged first and second year undergraduate students.

	THE LEGAL GATEWAY PRIMARY SPONSORSHIP* FROM £15,000 PER ANNUM PER PROGRAMME WITHIN THE SCHEME	THE LEGAL GATEWAY SECONDARY SPONSORSHIP** FROM £7,5,00 PER ANNUM PER PROGRAMME WITHIN THE SCHEME	THE LEGAL GATEWAY ASSOCIATE SPONSORSHIP*** FROM £5,000 PER ANNUM PER PROGRAMME WITHIN THE SCHEME
FEATURES			
Headline (large) banner on BLD website	✓	✓	✓
Logo on the top front cover of the relevant Legal Gateway promotional brochure and an 'In Association' endorsement.	✓		
Centre page spread advert/advertorial/editorial within the relevant Legal Gateway promotional brochure ****	✓		
Outside back cover advert within the relevant Legal Gateway promotional brochure ****	✓		
Inside front cover advert within the relevant Legal Gateway promotional brochure ****	✓		
Inside back cover advert within the relevant Legal Gateway promotional brochure ****	✓	✓	
Banner in E-Newsletters	✓	✓	
Full page advert in the relevant Legal Gateway promotional brochure	✓	✓	
Logo on bottom of front cover of the relevant Legal Gateway promotional brochure		✓	✓
Participate in BLD's video podcasts (vodcasts)	✓	✓	
Hyperlink to homepage on BLD website	✓	✓	✓
Listed as sponsors on BLD website	✓	✓	✓
Listed as sponsors on the relevant Legal Gateway promotional brochure	✓	✓	✓
Pre/post branding on the relevant Legal Gateway promotional materials	✓	✓	✓
Literature in relevant events goody bags	✓	✓	✓

* Provides venue for long term schemes and participates in the Legal Gateway Scheme, which includes hosting events, mentoring and coaching

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**** This is one of four available options and the choice is on a "first come, first served" basis.