



SPONSORSHIP INFORMATION PACK

www.onlineBLD.com



WHAT THE SPONSORS SAY

"We really enjoyed meeting the students and were impressed by their enthusiasm and desire to learn more about a career in law. The TCTL programme is an important initiative for the Barclays Legal diversity agenda as it not only reaches out to these students but also has been a rewarding learning experience for us."
Barclays

"We have been delighted to be a primary sponsor of 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

"BPP Law School is committed to improving access to and increasing the diversity of the legal profession. BPP. Our relationship with BLD has been enormously rewarding on a number of levels. Firstly, it is hugely satisfying to meet and engage with so many talented young people and to watch them develop and mature through the BLD programmes. Secondly, however, BPP staff have learned much from this engagement and it has

WHAT THE SPONSORS SAY

formed an important part of the personal development of staff involved in the programme."
BPP Law School

"Allen & Overy is very pleased to sponsor the Legal Launch Pad, as part of our commitment to broaden access to the legal profession. We believe that the Legal Launch Pad is a fantastic way to enable young people to make an informed choice about pursuing a legal career."
Allen & Overy

"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

"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 LLP

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 (BME) background.

Sponsorship is for the Legal Gateway Scheme, a diversity access scheme that encourages social mobility by raising aspirations and providing career opportunities largely to school children and undergraduates from disadvantaged backgrounds. Some of the opportunities within the scheme include mentoring, training workshops, open day, career workshops, inter-school debates and work placements. The Scheme also benefits trainee solicitors, pupil 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 are 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



WHAT THE SPONSORS SAY

"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 LLP

"We are looking for bright, business-minded individuals with a positive approach and a drive to succeed. Therefore, to ensure we have access to the widest possible talent pool we work closely with the Legal Launch Pad programme which is valuable in helping us achieve our aims. 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 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

and creating a forum of equality of opportunities. Our long-term revenue stream will be from advertisements and membership. 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 schools, students, lawyers, organisations and the general public will far outstrip any revenue. We therefore need sponsorship in cash and/or kind 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

Key benefits to BLD sponsors are:

- Involvement in the sponsored programme
- Taking part in the video podcast (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
- Pre/post branding on the relevant events goody bags
- Branded goods in relevant events good bags

BLD PRODUCTS AND SERVICES

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

Jobs and Career Development

- Careers and Talent Management 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 ground-breaking Black Letter Law publication showcasing black and ethnic minorities and their contributions in the UK legal sector and beyond.
- Quality monthly E-newsletters with regular expert contributions



WHAT THE SPONSORS SAY

"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 three 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 be involved with the LLP programme."
Olswang

"BP Legal is delighted to support the Today's Children, Tomorrow's Lawyers programme managed through the Black Lawyers Directory (BLD) as a Secondary Sponsor. BP Legal has a strong commitment to diversity and inclusion among its staff and suppliers and the support for this programme is part of a wider set of initiatives in this regard."
BP

"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

WHAT THE SPONSORS SAY

"White & Case is delighted to continue to support the Legal Launch Pad Programme. We are proud to be a diverse, international organisation and consider the diversity of our teams of lawyers in London and across the worldwide firm to be one of our greatest strengths, vital to our ability to represent and advise clients. Legal Launch Pad reaches undergraduates at a crucial stage in their career helping them to compete at the highest levels and achieve their full potential. We consider their success to be our success"
White & Case

"We are delighted to be working with BLD on the Today's Children Tomorrow's Lawyers Children programme. We said at the launch that, 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. TCTL gives us a chance to offer that encouragement, provide information and refresh our own ideas."
Slaughter & May LLP

- Legal Gateway Scheme brochures

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 also has paid members and members gain a host of benefits that includes access to over ten premier BLD events, including CPD accredited training and workshops, access to the mentoring programme and up to 25% discount on our ground-breaking Black Letter Law publication.

FOR FURTHER INFORMATION CONTACT:

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SPONSORSHIP PACKAGES AND BENEFITS FOR THE LEGAL GATEWAY SCHEME



CURRENT PROGRAMMES



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



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



primarily targeted at ethnic primarily targeted at qualified lawyers, trainee solicitors, pupil barristers and paralegals

FEATURES

	THE LEGAL GATEWAY PRIMARY SPONSORSHIP FROM £30,000 PER ANNUM PER PROGRAMME WITHIN THE SCHEME	THE LEGAL GATEWAY SECONDARY SPONSORSHIP FROM £15,000 PER ANNUM PER PROGRAMME WITHIN THE SCHEME	THE LEGAL GATEWAY ASSOCIATE SPONSORSHIP FROM £10,000 PER ANNUM PER PROGRAMME WITHIN THE SCHEME
Prominent role and greater degree of flexibility and involvement in the programme	✓		
Writing the foreword in the promotional brochure (hard copy and online versions).	✓		
Headline (large) banner on BLD website	✓	✓	✓
Logo on the top front cover of the relevant promotional brochure and an 'In Association' endorsement	✓		
Centre page spread advert/adverbrial/editorial within the relevant promotional brochure (hard copy and online versions) ****	✓		
Outside back cover advert within the relevant promotional brochure (hard copy and online versions) ****	✓		
Inside front cover advert within the relevant promotional brochure (hard copy and online versions) ****	✓		
Inside back cover advert within the relevant promotional brochure (hard copy and online versions) ****	✓		
Banner in E-Newsletter	✓	✓	
Full page advert in the relevant promotional brochure (hard copy and online versions)	✓	✓	
Logo on bottom of front cover of the relevant promotional brochure (hard copy and online versions)		✓	✓
Approve scripts for the LLP video podcasts	✓		
Participate in any BLD's video podcasts (podcasts) for the programme	✓	✓	
Hyperlink to homepage on BLD website	✓	✓	✓
Listed as sponsors on BLD website (Legal Gateway/sponsors pages)	✓	✓	✓
Listed as sponsors on the relevant promotional brochure (hard copy and online versions)	✓	✓	✓
Pre/post branding on the relevant promotional materials	✓	✓	✓
Branded goods in relevant events goody bags	✓	✓	✓
Logo on relevant event invitation	✓	✓	✓

* 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.