



BLACK LAWYERS DIRECTORY

highlighting and promoting diversity in law

SPONSORS' INFORMATION PACK

ABOUT BLD



BLD at www.onlineBLD.com is the UK's first online directory that provides free listing of UK individual black minority ethnic (BMEs) lawyers and UK organisations with at least one black minority ethnic lawyer, whether in private practice, commerce and industry, the public sector, academic institutions or other organisations. As an on-line service, BLD has a worldwide reach.

BLD is however more than just a profile of lawyers and organisations. It is a dynamic and interactive site where users can access information about: lawyers and organisations according to their locality, specialisms or keywords, career advice and guidance with case studies, news and events, legal jobs vacancies, Lawyer of the Month, Lawyer-2-Lawyer Forum and extensive links. We also have regular Newsletters.

Those not legible for listing can join our mailing list whatever they do and wherever in the world they may be by using our [Quick Email Registration](#).

OUR AIMS

- Highlight, promote and champion diversity within the legal profession in England and Wales and internationally.
- Showcase the wealth and breadth of talent of black minority ethnic lawyers.
- Create a dynamic forum of information, career development and network opportunities.
- Be an effective 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 an important tool and mechanism for lawyers, legal recruiters, job seekers, the public and those interested in pursuing careers in the law both within the UK and internationally.





WHAT OTHERS ARE SAYING ABOUT BLD

BLD has been featured in the Times, Legal Week, The Voice, International Bar Association E-Newsletter, the Independent Lawyer, Internet Newsletter for Lawyers, the Law Society Gazette, various Internet websites, amongst other publications. Below are just some of the statements of support for BLD:

“This is long overdue and is much welcomed.”

Courtenay Griffiths QC

"I called upon the legal profession to tackle the difficulties facing women and black and minority ethnic lawyers. The Black Lawyers Directory is the latest in what I hope will be an ongoing series of projects aimed at making the legal profession more representative of the society it serves. I wish it every success."

Bridget Prentice, Minister for Legal Services, Department for Constitutional Affairs

“This directory is long overdue and most welcomed as it will play a key role in ensuring diversity in all areas of our legal work”.

Gifty Edila, Director of Law and Administration, the Royal Borough of Kensington and Chelsea

“Herbert Smith is proud to be involved with BLD at its inception. We recognise that a diverse workforce is a vital ingredient in our commercial success. Our support for BLD is one of the steps we are taking to attract the brightest and best lawyers to the firm.”

John Lucy Head of HR at Herbert Smith

“The Directory should prove an invaluable resource to enable these aspiring and newly qualified lawyers to establish the successful and challenging careers that they deserve”

Richard de Friend, Director, College of Law London

“I support the Directory and its very laudable aims. Any move that promotes and highlights diversity in law needs to be supported. This support is particularly deserved because it has been created by Debo with much vision and enthusiasm”

Segun Osuntokun, Partner, DLA Piper Rudnick Gray Cary

“I support BLD and its aims. The directory will benefit our members.”

Sailesh Mehta, Chair of the Society of Asian Lawyers

“The concept is an excellent one”

Robert Halton, Global Human Resources Director, DLA Piper Rudnick Gray Cary

“For too long there has been a paucity of information about lawyers from the ethnic minorities and the diverse skills that they have to offer. This directory will change all that, bringing a wealth of accurate and up to date information directly to the consumers of legal services”

Oba Nsugbe QC

“I am very excited at the prospect of this directory coming to fruition. I am optimistic that it will become an invaluable source of information on black lawyers from all over the world”

Caroline Herbert, Chair Equality and Diversity Committee, Law Society of England and Wales



WHY WE NEED SPONSORSHIP

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

Registration and listing in the Directory is free to ensure that it is inclusive and does not exclude any individual or organisation on financial grounds. Furthermore, it is free to achieve our primary aim of promoting and highlighting diversity and creating a forum of equality of opportunities.

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 organisations and the general public will far outstrip any revenue. We therefore need sponsorship in cash or in kind to meet our costs, including the following:

- Costs of collating and providing information.
- Website development and the ongoing costs of updating and renewing the site.
- Staffing costs.
- Office/premises costs.
- Equipments.
- Marketing and promotion (including printing and publication).
- Networking and other events.



KEY BENEFITS OF SPONSORSHIP

The benefit to your organisation will depend on the sponsorship packages chosen (see below) but some of the key benefits are:

- PR and marketing tool, including:
 - Your banner on our website
 - Being listed as a sponsor in the Sponsorship link on our website
 - Your logo on our flyers
 - Your logo on our event invites
 - Your logo on our event programmes
 - Your literature in our event goody bags
 - Your logo on our stationery, including html emails and letterheads
 - Your logo on our E-Newsletter
 - Your banner at our events
 - Link in our website
 - Mention in our press releases
- Reaching a wide audience worldwide.
- Being seen, perceived and recognised as a progressive, innovative and forward thinking leader on diversity.
- Opportunity to be one of the original sponsor of this unique venture.



BLD SPONSORSHIP PACKAGES AND BENEFITS

Features	Platinum	Gold	Silver	Events (Sole/Major Sponsor)	Events (Co-Sponsor)	Flexi
Banner on website	✓			✓		
Link to BLD Site	✓	✓	✓	✓	✓	✓
Listed as a sponsor on the Sponsorship link on the site	✓	✓	✓	✓	✓	✓
Feature in our E-newsletter	✓	✓	✓	✓	✓	
Logo in our E-Newsletter	✓	✓		✓	✓	
Logo on our flyers/brochures	✓					
Logo on Stage set/presentation slides	✓	✓		✓	✓	
Logo on our event invites	✓			✓	✓	
Logo on our event programmes	✓			✓	✓	
Speak at event	✓			✓		
Mentioned in speech at event	✓	✓	✓	✓	✓	
Logo on our event goody bags	✓			✓	✓	
Logo on our stationery, including letterheads and HTML emails	✓	✓				
Mention/Quote in press releases, where apt	✓	✓		✓	✓	

BLD SPONSORSHIP PACKAGES AND COSTS

Name of Sponsorship package	Value in Cash or Kind
Platinum	From £5000.00
Gold	From £2750.00
Silver	From £1,500.00
Events (Sole/Major Sponsor)	From £5000
Events (Co-Sponsor)	From £2750.00
Flexi	From £500

The sponsorship package period is 12 months unless stated or otherwise agreed. For further information about sponsorship, please telephone Debo on her direct number 0845 601 8339 or email her at debo@onlineBLD.com.