



Sponsorship and Membership Committee Playbook

I. Purpose and Goals

- A. The Committee has two purposes:
 - a. To solicit, promote, track, and monitor sponsorship of ENRLS events and media, and ENRLS support of non-ENRLS events.
 - b. To solicit, promote, maintain, and monitor Section memberships.
- B. The Committee's goals are to:
 - a. Maintain a level of ENRLS event sponsorship that provides supplemental revenue on par with current levels, which will fund ENRLS programs and operational costs.
 - b. Look for new sponsorship opportunities and corresponding revenue streams consistent with SBOT rules and policies and with ENRLS values and Council decision-making.
 - c. Increase Section membership or, at a minimum, maintain current levels of membership to the extent possible.

II. Sponsoring ENRLS Events and Media

- A. Texas Environmental Superconference
 - 1. Consultants
 - a. A total of 9 major consultant sponsors can be accommodated at the Four Seasons during the Superconference, spread out between Wednesday evening and Friday afternoon.
 - b. Lower sponsor positions are available with less recognition and no exhibit table benefit, in order to accommodate additional sponsor interest
 - 2. Law firms
 - a. The target range is to secure 15-20 firm sponsors (balancing space on brochure, website, sponsor recognition page for Law School Committee) to maintain a baseline level of support and exclusivity for law firms.
 - 3. Supporter or Underwriter
 - a. One supporter or underwriter can currently be accommodated.
 - 4. Presenters



- a. Multiple, nonpaying presenters can be associated with the Superconference. Traditionally, presenters have included the American Bar Association for example. Presenters will continue to be accommodated and not charged a fee for the names of their organizations to appear as presenters in Superconference materials.

B. Water Law Conference

1. Coordinate with Education Committee, Water Rights Conference Chair, to identify sponsorship opportunities

C. Website

1. Pursue opportunities for website sponsors.
 - a. Consider limits on number of sponsors, duration of sponsorship, etc.

III. EarthX as Sponsor

A. EarthX program in late April of each year

1. Work with EarthX liaison (e.g., Jeff Civins) to create a sponsorship opportunity for ENRLS to sponsor EarthX Law and Policy Conference

B. Other

IV. Sponsorship Levels - Superconference

A. Consultant

1. Wednesday Night Sponsor (1 available - \$2,500)
2. Thursday Reception Sponsor: (1 available - \$3,500)
3. Thursday Lunch Sponsor: (1 available - \$3,500 or 2 co-sponsors at \$2,500 each)
4. Friday Lunch Co-Sponsors (1 available - \$3,500 or 2 co-sponsors at \$2,500 each 2 available - \$2,500 per co-sponsor)
5. Thursday and Friday Morning/Afternoon Break Sponsors: (4 available - \$2,000 each)
6. Entry level sponsors (Friends of the Superconference): 4 proposed at \$500 each

B. Law firm

1. Sponsor Level - \$1,000

C. Supporter or Underwriter

1. \$5,000 to \$10,000



III. Sponsorship Benefits

A. Consultant

1. Wednesday Night Sponsor (\$2500):

- Business name recognition in the program as the sponsor of the Wednesday evening program
- Display table in the lobby Wednesday evening
- Business logo and website link included on ENRLS LinkedIn group page announcement, the ENRLS website home page while registration is ongoing for the Superconference, and on the ENRLS Superconference web page from June 1 to the following April 30.
- Business logo recognition in the sponsor section of the Superconference brochure
- Verbal recognition at the Superconference
- Business logo recognition on screens during Superconference breaks
- Signage at the program
- One reduced rate Superconference registrations

2. Thursday Reception Sponsor (\$3500):

- Business name recognition in the program as the sponsor of the Thursday evening reception
- Display table in the lobby for two days
- Business logo and website link included on ENRLS LinkedIn group page announcement, the ENRLS website home page while registration is ongoing for the Superconference, and on the ENRLS Superconference web page from June 1 to the following April 30
- Business logo recognition in the sponsor section of the Superconference brochure
- Verbal recognition at the Superconference
- Business logo recognition on screens during Superconference breaks
- Signage at the reception
- Four extra invitations to the reception
- Two reduced rate Superconference registrations

3. Thursday Lunch Sponsor and Friday Lunch Co-Sponsors (\$3500; \$2500 each):

- Business name recognition in the program as sponsor (or co-sponsor) of one luncheon



- Display table in the lobby for two days
 - Business logo and website link included on ENRLS LinkedIn group page announcement, the ENRLS website home page while registration is ongoing for the Superconference, and on the ENRLS Superconference web page from June 1 to the following April 30
 - Business logo recognition in the sponsor section of the Superconference brochure
 - Verbal recognition at the Superconference
 - Business logo recognition on screens during Superconference breaks
 - Signage at the entrance to lunch
 - One reduced rate Superconference registration per co-sponsor, or two per sponsor
4. Thursday and Friday Break Sponsors (\$2000 each):
- Business name recognition in the program as sponsor of breakfast, cookie, or ice cream break
 - Display table in lobby on day of sponsorship
 - Business logo and website link included on ENRLS LinkedIn group page announcement, the ENRLS website home page while registration is ongoing for the Superconference, and on the ENRLS Superconference web page from June 1 to the following April 30
 - Business logo recognition in the sponsor section of the Superconference brochure
 - Verbal recognition at the Superconference
 - Business logo recognition on screens during Superconference breaks
 - Signage in the lobby during the sponsored portion of program
 - One reduced rate Superconference registration
5. Friend of the Superconference (\$500 each)
- Business logo and website link included on ENRLS LinkedIn group page announcement, the ENRLS website home page while registration is ongoing for the 2017 Superconference, and on the ENRLS Superconference web page from June 1, 2017 to April 30, 2018
 - Business name recognition in the sponsor section of the online Superconference brochure
 - Verbal recognition at the Superconference
 - Business name recognition on screens during Superconference breaks
- B. Law firm (\$1000 each)



- Firm logo and website link included on ENRLS LinkedIn group page announcement and ENRLS Superconference web page from June 1 to the following April 30
- Firm name recognition in the sponsor section of the Superconference brochure;
- Firm logo on Superconference signage;
- Verbal recognition at the Superconference;
- Firm logo recognition on screens during Superconference breaks; and
- Two extra invitations to the Thursday night reception
- Recognition as a Law School Committee sponsor on the ENRLS website and during Law School Committee activities to the following April 30 (handout/projection of law firm sponsor logos at every function).

C. Supporter or Underwriter (\$5000-10,000)

- Logo and website link included on ENRLS Superconference web page from June 1 to the following April 30
- Prominent name recognition during Superconference
- Prominent logo on Superconference signage
- Verbal recognition at the Superconference;
- Prominent logo on screens during Superconference breaks; and
- Two free Superconference registrations

IV. Sponsorship Rules

A. Use of Sponsorship Funds

Consultant sponsorship funds are used to support and offset the costs related to the ENRLS primary annual education activity and fundraising event, the Superconference. Fifty percent of law firm sponsorship funds are also utilized to offset the costs related to the Superconference. The remaining fifty percent law firm sponsorship funds are used to help support ENRLS Law School Committee programs that include the Environmental Law Summer Internship Program, the Buck Wynn Law School Scholarship Program, and the Texas law school environmental issues/career panel program.

The sponsorship funds provide targeted support that allows ENRLS to utilize proceeds from Superconference registrations, membership dues, royalties, and other sources to support the programs noted above as well as other core functions associated with practice-related education and community engagement opportunities.



B. Sponsorship Funds Process

All Superconference sponsorship funds should be received by the State Bar of Texas (“SBOT”) Sections Accounting Manager on behalf of ENRLS by May 15th to allow for Superconference brochures to incorporate sponsor names/logos. Sponsorship checks should be submitted as follows: A scanned copy should be sent to the current ENRLS Treasurer and the original check should be sent to the SBOT Sections Accounting Manager (see Invoice template instructions).

If funds are not timely received, the Sponsorship Committee may provide reminders and other follow-up communications to sponsors to understand reasons for delay and options to submit funds late. Sponsorship Benefits noted in Section III are contingent upon timely receipt of sponsor funds, and delay in receipt more than 30 days shall be reviewed by the ENRLS Chair and Officers in consultation with the Sponsorship Committee.

If a sponsor fails to ultimately abide by its funding commitment in the present or prior year, the sponsor will forfeit its opportunity to participate as a sponsor for a year (as appropriate). The Sponsorship Committee shall provide the ENRLS Executive Committee a status report of any sponsors that are late in submitting funds or fail to submit funds and are not eligible to participate as sponsors for a year.

A. By May 15th all sponsors should:

- Confirm Sponsorship Committee has a valid logo from past sponsorship years; or
- Provide a valid and scalable company logo in electronic format for use in brochures, websites, and recognition materials (as appropriate).

V. **Sponsorship Process and Committee Timelines**

A. Superconference Sponsorship Process

1. Sponsorship Committee will review prior year sponsor lists to identify “early bird” sponsors that are interested in renewing their sponsorship. Sponsorship Committee shall provide the initial sponsor list for renewal to the ENRLS Executive Committee for review and to solicit any additional potential sponsors to include on the list.
2. Sponsorship Committee will send sponsorship solicitations, including a description of sponsorship terms and benefits, between March 1 and April 30, unless all sponsor slots are filled prior to April 30.



3. Once a sponsor confirms interest, Sponsorship Committee will promptly send a sponsorship invoice (see ENRLS template invoice for consultants and law firms and sample email) and request for logo (as noted above) to sponsors.
4. Sponsorship Committee will track solicitations and sponsors in a comprehensive tracking document (see Sponsorship Tracking Template) and provide the following support:
 - o Track and maintain a list of consultant (and related sponsorship levels) and law firm sponsors (sponsor name, representative contact, address, phone, email)
 - o Track receipt of sponsor funds (coordinate with ENRLS Treasurer and SBOT Sections Account Manager)
 - o Receive sponsor logos and maintain logos online through ENRLS website.
 - o Periodically provide sponsorship tracking report Chair, Treasurer, and Education Committee.

B. Follow-up for Superconference Sponsorships

1. Sponsorship Committee will review current and prior year sponsor participation data (3 years) to set a reasonable budget target for next year and submit it to the ENRLS Executive Committee for review.
2. By August 30, Sponsorship Committee will send survey questionnaires to sponsors to solicit feedback, and provide report to the ENRLS Executive Committee at the next quarterly meeting.
3. Sponsorship Committee will review list of law firm sponsors and develop or update a sponsor recognition document for use by the Law School Committee as part of school visits and environmental law/career panel programs. Document will utilize law firm logos on a single page in Adobe Acrobat (PDF) format and Microsoft Powerpoint (PPT) format and will be circulated to Law School Committee Co-Chairs, and ENRLS Officers by September 1.

B. Timeline

Action	Deadline
Begin sponsorship solicitation of last year's sponsors including providing sponsor level materials	March 1
Receive sponsor renewal commitments	March 17 (approx. 2 week early bird solicitation window)



Submit sponsor status tracking document to ENRLS Superconference Group	March 17, then bi-weekly through June 15
Contact other potential firms to fill open sponsor slots	March 17 through April 30
Conclude sponsorship solicitations	April 30
All logos due	May 15
All sponsorship funds due	May 15
Send sponsor survey questionnaire	August 30
Develop/update law firm sponsor page for Law School Committee (in PDF and PPT format) and submit to Law School Committee Co-Chairs, and ENRLS Officers	August 30

V. Membership

A. Renewals

1. Obtain information on Section membership for report at 4Q meeting – coordinate with Chair to obtain information.
 - a. Identify non-renewing members.
 - b. Send eBlast to non-renewing members asking them to rejoin – lawyers can join ENRLS at any time.
 1. Remind them what they get with membership.
2. Direct strategies to maintain and increase membership:
 - a. Renewal eBlast to ENRLS members in early May of each year (right after SBOT sends dues statement) – coordinate with Chair to have SBOT send eBlast.
 - b. Renewal reminder in late May of each year to remind ENRLS members to renew Section membership (dues due June 1) – coordinate with Chair to have SBOT send eBlast.
 1. Remind them what they get with membership
 2. Note that although dues are due on June 1, SBOT keeps old members in the system (for eblast emails, etc.) until June 30. SBOT continues to slowly collect dues through the end of August. About the last 20% continue to come in during June 30 – August 30.
 - c. Final “it’s not too late” renewal reminder eBlast in mid-July – (dues are delinquent after August 1 but are collected through end of August).
 1. Remind them what they get with membership, or phrase it in terms of what they lose for their \$30.



3. Indirect strategies to maintain and increase renewals:
 - a. Quarter-page add in April/May SBOT Bar Journal soliciting renewals and new members.
 - b. Conspicuous posting on ENRLS webpage soliciting membership and allowing for “one-click” link to SBOT Sections membership page.
 - c. Explore use of social media (e.g. Twitter) to solicit renewals and new membership.

B. Initiatives to Increase Membership

1. Promote and offer free membership to law students.
 - a. Discuss and promote during Law School visits – coordinate with Law School Committee.
 - b. Provide clear method for law school students to join section.
 - c. Ensure ENRLS website accommodates functionality for law school students to sign up for free membership.
 - d. Promote first-year lawyer free membership.
2. Promote and offer free membership to first-year lawyers.
 - a. Outreach to first-year lawyers to promote section membership.
 - b. Functionality for first-years lawyers to join for free.
 - c. Renewal effort to retain during subsequent paid years.
3. Membership promotion at Superconference and Water Law Conference
 - a. Recognize firms, agencies, etc. with most section members – work awards into Superconference – use it as a way to encourage membership.
 - b. Superconference – make it an option to become a member as part of registration.

C. Targeting other sections to recruit new members – cross membership.

D. Targeting Associate Memberships – consulting groups (Air and Waste Management, other Superconference Sponsors, etc.), NGOs, other groups.

Revision History

Rev. #	Date	Nature of Rev	Author
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STATE BAR of TEXAS
Environmental & Natural Resources Law Section

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2	June 11, 2019	Updates and revisions	M. Dillinger C. Sweeney