

SCWLA SPONSORSHIP GUIDELINES, POLICY AND APPROVAL PROCESS

The mission of the South Carolina Women Lawyers Association (SCWLA) is to enhance the status, influence and effectiveness of women lawyers in the State of South Carolina. Our goals are to

- encourage and promote the advancement of women in the profession of law;
- provide opportunities for the development of collegiality and mentoring among women lawyers;
- enhance the professional lives of women lawyers;
- increase the number of women in the judiciary; and
- provide a forum to consider and address issues unique to women in the legal profession.

SCWLA proudly supports activities in South Carolina that support its mission and further its goals.

Each year, SCWLA receives numerous requests to sponsor events, including dinners; award, judicial investiture, and other receptions; and advertisements in programs. Although careful consideration is given to all requests, please be advised that our funds are limited, and we regret that we are unable to fulfill every request.

We ask that organizations submit requests a minimum of 10-12 weeks prior to the date of the event. All requests for sponsorship must be accompanied by a completed Sponsorship Request Form.

The following guidelines describe our submission and review process for all requests:

Sponsorship Criteria

Consideration for sponsorships will be based on the following:

- The degree to which the organization or event relates to the mission of SCWLA.
- Benefit to South Carolina women lawyers in general and members of SCWLA more specifically.
- Except for Leadership South Carolina for which SCWLA's sponsorship allows for one SCWLA member is chosen to receive an award comprised of a scholarship to participate in the program, SCWLA does not support individual participation in a fundraising event or activity for the sole benefit of individual, such as registration fees, equipment or uniforms, trips, etc.
- SCWLA will only consider contributions to or sponsorships for events conducted by charitable and nonprofit organizations.
- Requesting organizations must be in good standing and have a positive community image.
- Donations and sponsorships are NOT automatically renewed or assumed. Each submission is evaluated on a first time basis and will not be approved based upon a prior year's participation.

The organization/event must meet the above criteria and answer "yes" to at least one of the questions below. Preference will be given to requests where the answer is "yes" to more than one question.

1. Does the organization or event/activity encourage, promote, or recognize the advancement of women in the profession of law?
2. Will the sponsorship provide SCWLA members with an opportunity?
3. Will the sponsorship provide SCWLA with an opportunity to communicate our message?

If this minimum requirement is met, then the following guidelines will be used to help further determine how to allocate limited sponsorship dollars:

- Value: The event/activity provides good promotional value for the dollars invested. A maximum of one request per calendar year will be fulfilled per organization.
- Geographic Reach/Size of Audience: The event/activity reaches a desirable target audience. The larger the target audience reached, the better value provided.
- Public Relations: Participation in the event will leave a good impression within the community.
- On-Site Involvement: There is an opportunity for on-site involvement by SCWLA and/or SCWLA members at the event.
- Recognition of SCWLA members: SCWLA wishes to provide the broadest support for its members that it can and, to increase the ability to support events honoring SCWLA members, will not ordinarily sponsor multiple events that honor the same person(s).

Review and Approval Process

- All organizations approaching SCWLA for sponsorship must complete the Sponsorship Request Form.
- We ask that organizations submit requests 10-12 weeks prior to the date of the event. Requests that are received less than 10 weeks in advance of the deadline for making a decision risk being excluded from consideration.
- Sponsorship requests will be reviewed by our Executive Committee and Finance Committee on a monthly basis, and we will contact you with our decision. Please be advised that we may not be able to fulfill every sponsorship request we receive, even if the request meets our criteria.
- Questions about our sponsorship process and criteria may be directed to our Finance Committee.

HOW TO SUBMIT A SPONSORSHIP REQUEST

1. Review our sponsorship criteria above.
2. Complete the Sponsorship Request Form.
3. Submit the form along with a cover letter on event/organization letterhead, along with any supporting materials and documentation.

Submit Sponsorship Requests to:

SCWLA - Sponsorship Request
P.O. Box 11910
Columbia, SC 29211-1910

OR

Executivedirector@scwla.org

Please do not submit by more than one method.