

A person is holding a large, light purple circular sign in front of their face. The sign features a white smiley face outline and the text "the retreat" in a white, lowercase, sans-serif font. The person is wearing a pink top and a plaid skirt. The background is an outdoor setting with a gravel path, a stone wall, and greenery.

the retreat

## **Sponsorship Prospectus**

**The Retreat (an actual in person event)  
Friday 4 & Saturday 5 November 2022!**

# COME JOIN US FOR THE RETREAT!

## What is 'The Retreat' you ask?

Well, it is the most colourful event in #lawland!

The Retreat is a dynamic event for boutique law firm owners, leaders, entrepreneurs and decision-making legal professionals from small to large-sized law firms to discover and build law businesses that will succeed now and into the future. The Retreat will enable learning and practical takeaways for attendees to implement in their law firms. With the thrill and burnout of growing the thriving law firm – Brisbane Family Law Centre – the team at Happy Lawyer Happy Life are pleased to present to you our highly anticipated two-day signature conference that is happening in person this year event titled “The Retreat”.

Designed specially to inspire, educate and inform leading law experts from across Australia, this retreat brings together a community of like-minded legal professionals in a fun and educative environment. The Retreat has become an important forum for the law community to exchange information on the latest developments and solutions for running law firms in a sustainable way.



# EVENT PROGRAM OUTLINE

The Retreat will be held Friday 4 & Saturday 5 November 2022,  
at Peppers Salt Resort and Spa, Kingscliff, NSW.

Attended by like-minded legal professionals, law firm owners and entrepreneurs, the Retreat will provide an opportunity to:

- ★ **INSPIRE AND EDUCATE** those who attend and showcase strategies and systems for business growth to lead them through the stages of the business life cycle;
- ★ **SHARE** the experiences from other law firm owners of doing business differently.
- ★ **LEARN** from industry leaders in law & outside of our profession on topics for running a modern legal practice;.
- ★ **DISCUSS** strategies and ideas on how to build law businesses and sustain growth; and
- ★ **NETWORK** with industry leaders in the law and meet leaders who are in the next stage of the business lifecycle so attendees can explore and expand on ideas as they generate in the room.

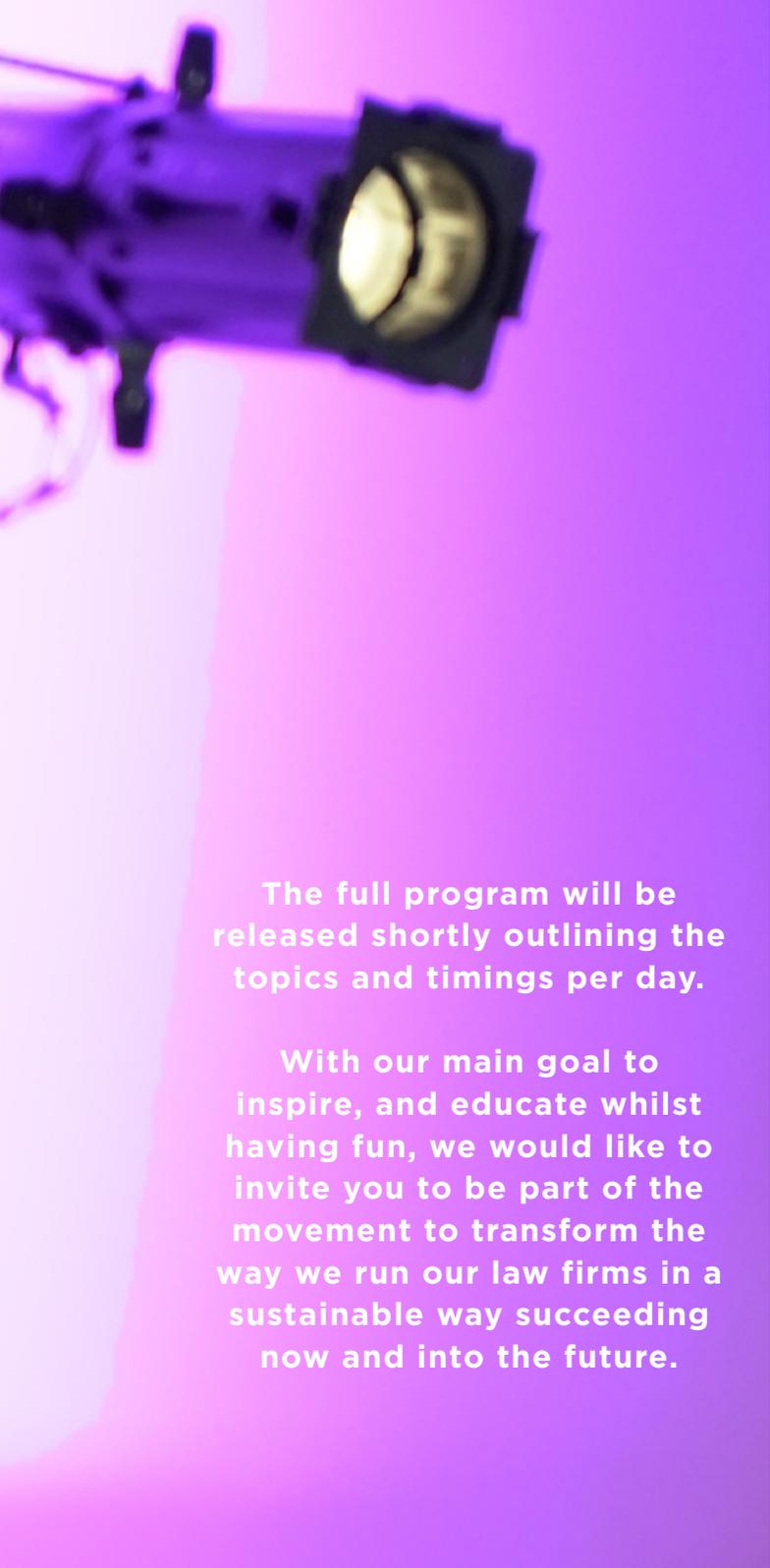
The Retreat Speaker line-up is packed with industry leaders in law and outside of our profession, speaking on relevant topics for all aspects of running a modern legal practice. Think “TEDX’ for lawyers - our presenters are hand-picked to both inspire and educate through speech.

**We are thrilled that our headline speaker is Emma Issacs of Business Chicks.**

Our theme for this year is **Start, Sustain, Succeed** - the stages of successful law business. Whether you are in the start phase or perhaps you are a good way in and now planning the future (aka succession) this year’s event will help you to make the business decisions you need to succeed.

And of course, beyond the incredible learnings, leading industry speakers and inspiration to re-charge your mojo, in true Clarissa fashion there will be lots of colourful surprises and iconic Retreat gift drops!

The Retreat gives us the opportunity to take the time out we all need to really work on our careers, ourselves and businesses for the year ahead.



# The Retreat Program

## Thursday 3 November

6pm to 8pm:

Welcome drinks, canapés & networking

## Friday 4 November

8:30am to 5:30pm:

Impactful Speakers

7pm to late:

#tinsel theme Dinner Party

## Saturday 5 November

8:30am to 5:45pm:

Impactful Speakers & Breakout Sessions

5:45pm:

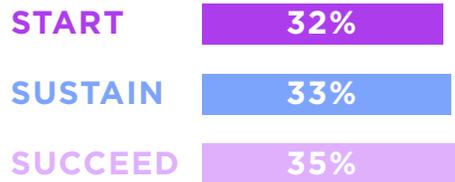
Farewell Drinks

The full program will be released shortly outlining the topics and timings per day.

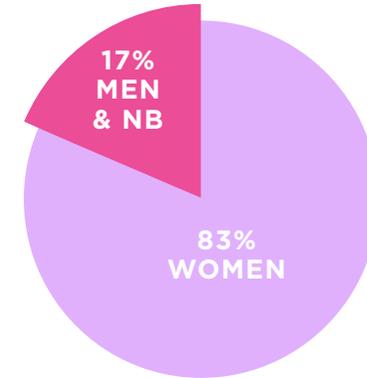
With our main goal to inspire, and educate whilst having fun, we would like to invite you to be part of the movement to transform the way we run our law firms in a sustainable way succeeding now and into the future.

# ATTENDEE PROFILE

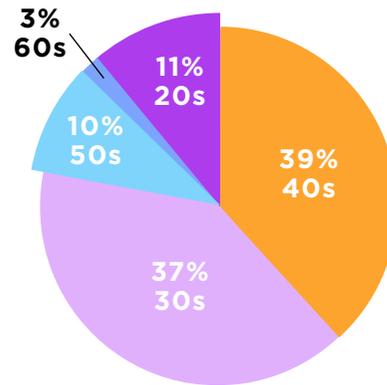
## Phase of Business



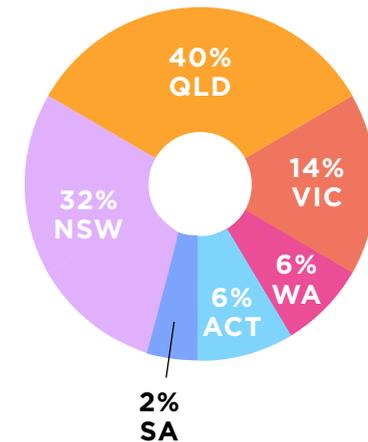
## Gender



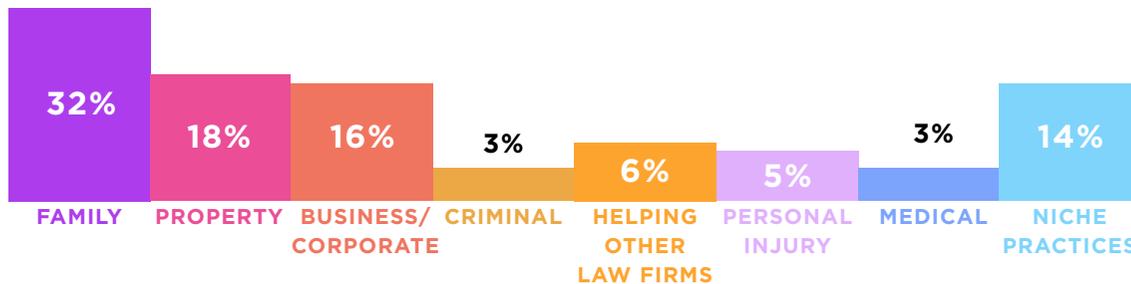
## Age



## Location



## Type of Law





## Those who—

- Value leading a business in a healthy sustainable way
- Driven to start well and grow a business
- Entrepreneurial- many running national practices virtually

## Our audience share interests in—

- Property
- Fashion
- Family
- Lifestyle
- Investing in their teams development
- Living their best life



# Hi,

my name is Clarissa Rayward and thank you for your interest in partnering with us!

On behalf of Happy Lawyer Happy Life, it gives me great pleasure to explore opportunities to collaborate with our event partners. This Sponsorship Prospectus aims to allow each of you to choose how best to work with us in achieving our mutual goals of furthering knowledge and practice of establishing and growing law businesses in a sustainable way for law firm owners.

I'm an accredited specialist family lawyer, the Director of the Brisbane Family Law Centre and I run a business called "Happy Lawyer Happy Life" where after managing my own experience of burnout thanks to life as a lawyer, I work with lawyers around Australia ensuring they can build great lives in law (and outside of it too). We focus on Business and Wellness. We have a membership of 120 members inside "The Club" all of whom are running legal firms around Australia. Each year we hold our 2-day event bringing our members and legal community together called 'The Retreat'.

I am a wife, mum to two and lover of chocolate, coffee and anything colourful! I love to write, dance and spend any free moment I have 'crafting' #bedazzling!

In August 2022, I received the Agnes McWhinney Award, presented by Queensland Law Society. To receive acknowledgment for my efforts in making #lawland a happier place and for forging new pathways for female lawyers.

In 2019 I was recognised as the Lawyers Weekly Australian Law Awards Wellness Advocate of the Year and the inaugural winner of the Minds Court Individual Wellness Advocate in Law. I am passionate to change the way lawyers practise law, to reduce our overly high rates of anxiety, depression and psychological ill health just in case one of my girls decides this crazy career might be for her too!

We are excited to bring the 6th year of hosting The Retreat to our community of like-minded legal professionals as we share strategies for a growing legal practice.

So, there you go. Me in a few too many paragraphs :)

# PARTNERSHIP INVITATION

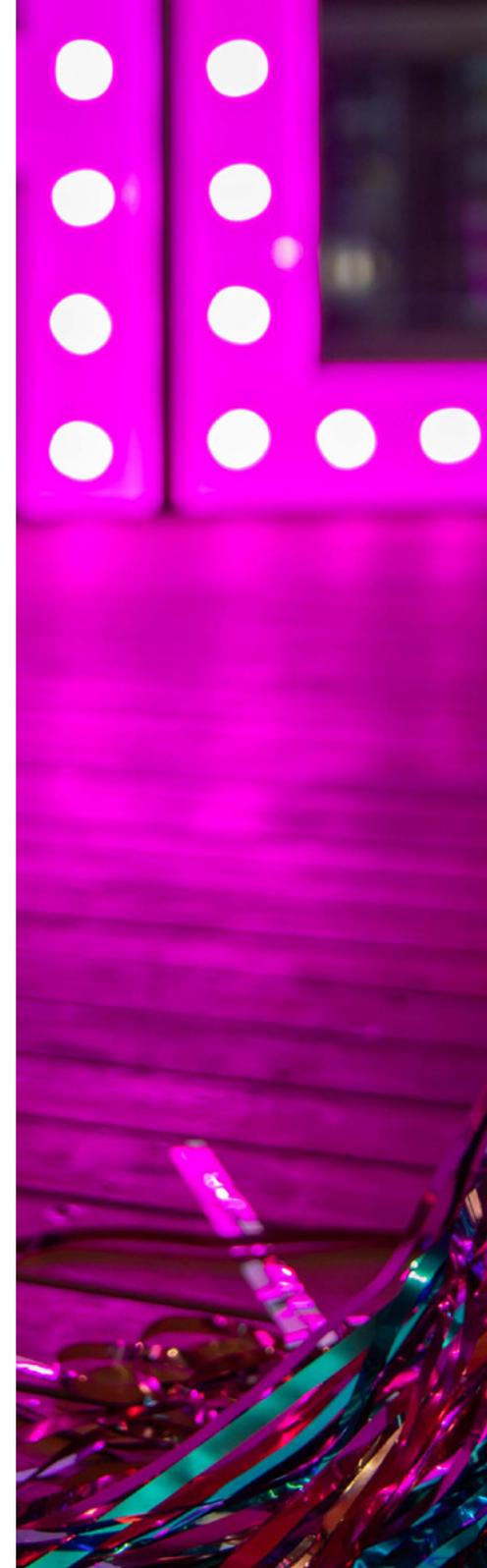
**Sponsorship is a great way to connect with your potential customers and increase top-of-the-mind recall for your brand.**

As the event caters to law business owners in a range of business stages, we would like to specially invite organisations that seek to associate with the law industry and have a proclivity for driven and courageous rising business minds.

We would like to invite you as a partner of The Retreat with the opportunity to present your products and services to our entire live audience and enjoy exceptional exposure.

**This partnership has the potential to help your business to:**

- Increase visibility for your products and services;
- Boost your brand recognition;
- Provide positive brand alignment through association with the Retreat;
- Demonstrate corporate and industry leadership through active support of this leading industry event;
- Engage your brand with a captive audience;
- Heighten your brand appeal to a broader audience;
- Generate social media content for your online platforms.





# Your sponsorship can support your business with—

## INCREASE YOUR BRAND VISIBILITY

Invest visibly in the future of #Lawland. You will have the opportunity to directly interact and engage with law firm owners practicing in all areas of law. The Retreat strategically creates a positive interaction with your brand and our audience that goes beyond event promotional materials.

## RECOGNITION

Be recognised in associated media and related events as a supporter of our initiatives. You will have the opportunity to be recognised & introduced to our community providing your business with marketing and lead generation solutions.

## CORPORATE RESPONSIBILITY

Modern consumers have increasingly looked for companies with positive values to spend with. Enjoy the benefit of quality corporate citizenship to deepen your emerging and well-recognised brand through alignment with Happy Lawyer Happy Life. Your contribution to supporting the law industry and transforming how law firms operate, creates goodwill and a positive association with your business.

## LEADERSHIP

Enhance your leadership role in the Australian legal business community, demonstrating a strong commitment to supporting and enhancing the growth of law firm owners. Our event helps you to set your brand apart from your competitors by providing a valuable platform to establish your leadership within your target market of curated audience.

## SOCIAL MEDIA

Be involved in our rapidly growing and influential social media campaign. With social media exposure and opportunities for direct engagement with our attendees, your brand is placed front and centre for top-of-the-mind recall of your products and services.

**The Retreat welcomes the opportunity to discuss how to best align your brand with 2022 to ensure a mutually beneficial partnership and a strong return on investment for you.**



## SPONSORSHIP PACKAGES

**We provide an outstanding reach with a greater range of advertising opportunities through our signature event “the Retreat”.**

This includes a variety of scalable marketing solutions be it brand awareness, lead generation, or any marketing objective within your budget.

Our aim is to partner with businesses with an interest in building strategic partnerships for this year and into the future. We have carefully created the sponsorship packages designed to maximise the promotional outcomes and connect your brand with our audience.

Each of the packages listed below has a special focus and we are more than happy to discuss with you further to determine which type of collaboration is perfect for you or customise different partnership tiers just for your organisation.

# TINSEL EVENT PARTNER

3 exclusive spots available

Investment \$6,600

+ cost of gift

This is the 'bells and whistles' of partnership options, providing premium-level branding throughout the entire Retreat Experience. These are tailored to shine your leadership within the legal industry, providing branding and networking opportunities.

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- An exclusive experience for partners. 1 facilitated session, such as a Lunch & Learn with Clarissa. Rayward. To be held at your convenience within 3 months of the retreat.
- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 250 words & image.
- Social Media Content Opportunity - 6 x posts. You provide artwork and copy for HLHL Facebook.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- A complimentary Event Booth located strategically in the room with the highest attendee touchpoint so that you'll have direct access to our audience to offer your products or services, as well as an immersive brand experience. We will help you build a creative space for our event attendees. They'll leave the space as your next customers, or better yet, your next brand ambassadors! Think comfy recharge zone.
- Your logo will appear on the conference program.
- Your logo/ brand name will appear on the attendee lanyard & QR Code key chain.\*
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Your brand introduced at Start & End of day 1 and Start and End of day 2.
- Live mentions on stage at different intersections during the event and showcase of your video promotional video to our live audience.
- Inclusion of 4 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).
- Exclusive Speaker Spot (5 min pitch during event program or pre-recorded video presentation).

### **Post Event Benefits**

- Logo on all post-conference materials.
- Thank you mention in the post-event EDM to attendees.
- First rights of refusal to be the preferred event sponsor for the 2023 Retreat.

*\* delivery based on print times*

*\*\* all printing and merchandise will be  
subject to 3rd party timelines*



# DINNER PARTNER

1 exclusive spot available

Investment \$4,400

+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 250 words & image.
- Social Media Content Opportunity - 4 x posts. You provide artwork and copy for HLHL Facebook.
- Your logo featured on our website, on the partnership page, and in footer. Hyperlinked to own website.
- Exclusive video campaign (this could be on theme #tinsel that builds the hype for the dinner).

### **At Event Benefits**

- Your logo will appear on the conference program.
- Your logo/ brand name will appear on the attendee lanyard & QR Code key chain.\*
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Live mentions introducing your brand at different intersections during the dinner disco.
- Inclusion of 2 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).
- Exclusive Speaker Spot (5 min pitch during dinner or pre-recorded video presentation).

### **Post Event Benefits**

- Logo on all post-conference materials.
- Thank you mention in the post-event EDM to attendees.
- First rights of refusal to be the preferred event sponsor for the 2023 Retreat.

*\* delivery based on print times*

*\*\* all printing and merchandise will be  
subject to 3rd party timelines*

# SESSION PARTNER

5 exclusive spots available

Investment \$2,200

+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Social Media Content Opportunity - 2x posts. You provide artwork and copy for HLHL Facebook.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- Your company pull-up banner displayed during your sponsored session (to be provided by the sponsor).
- Logo will appear on conference printed program.
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Your brand introduced authentically at your sponsored session.
- Inclusion of 1 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post-conference materials.
- First rights of refusal to be the preferred event sponsor for the 2023 Retreat.

*\*\* all printing and merchandise will be subject to 3rd party timelines*



# COFFEE CART PARTNER

1 exclusive spot available

Investment \$5,500

+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 250 words & image.
- Social Media Content Opportunity - 2 x posts. You provide artwork and copy for HLHL Facebook.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.
- Exclusive video campaign (this could be on theme #tinsel and coffee that builds the hype for coffee cart).

### **At Event Benefits**

- Your company pull-up banner on display next to the cart (to be provided by the sponsor).
- Logo will appear on conference printed program.
- Logo/ brand name will appear on attendee lanyard & QR Code key chain.\*
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Your brand introduced at Start of Day 1 and Day 2.
- Inclusion of 1 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).
- Speaker Spot (5 min pitch during event program or pre-recorded video presentation).

### **Post Event Benefits**

- Logo on all post-conference materials.
- Thank you mention in the post-event EDM to attendees.
- First rights of refusal to be the preferred event sponsor for the 2023 Retreat.

Optional extra: Branded coffee cup & branded apron for the barista.

*\* delivery based on print times*

*\*\* all printing and merchandise will be subject to 3rd party timelines*

# WELCOME DRINKS PARTNER

1 exclusive spot available

Investment \$3,300

+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- Logo will appear on conference printed program.
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Inclusion of 1 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).
- Your brand introduced authentically at the Welcome Drinks
- Your company pull-up banner on display at the Welcome Drinks (to be provided by the sponsor).

### **Post Event Benefits**

- Logo on all post-conference materials.
- First rights of refusal to be the preferred event sponsor for the 2023 Retreat.

*\*\* all printing and merchandise will be subject to 3rd party timelines*





# WELCOME GIFT PARTNER

1 exclusive spot available

Investment \$2,200

+ cost of pre-event  
'golden ticket' mail out &  
event welcome gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.
- Curated 'Golden Ticket' mail-out designed to create social media hype by attendees.\*

### **At Event Benefits**

- Logo will appear on conference printed program.
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Your brand introduced at Start of Day 1.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post conference materials.
- First rights of refusal to be preferred event sponsor for the 2023 Retreat.

*\* delivery based on print times*

*\*\* all printing and merchandise will be  
subject to 3rd party timelines*

# SESSION BOOK PARTNER

2 exclusive spots available

Investment \$3,300

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- Logo will appear on conference printed program.
- Your brand introduced at the allocated session as the author hits the stage.
- Curated gift - Book gifted to the audience at the authors session.
- Inclusion of 1 x Retreat passes to attend the event building relationships with our audience.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post-conference materials.

*\*\* all printing and merchandise will be subject to 3rd party timelines*



# WATER BOTTLE PARTNER

1 exclusive spot available

Investment \$2,200  
+ cost of water bottles

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- Logo will appear on conference printed program.
- Inclusion of your curated gift - The Water Bottle in our event goodie bags. (Gift cost covered by sponsor).
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post conference materials.
- First rights of refusal to be preferred event sponsor for the 2023 Retreat.

*\*\* all printing and merchandise will be  
subject to 3rd party timelines*

# SHOW BAG PARTNER

Unlimited

Investment \$1,250  
+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

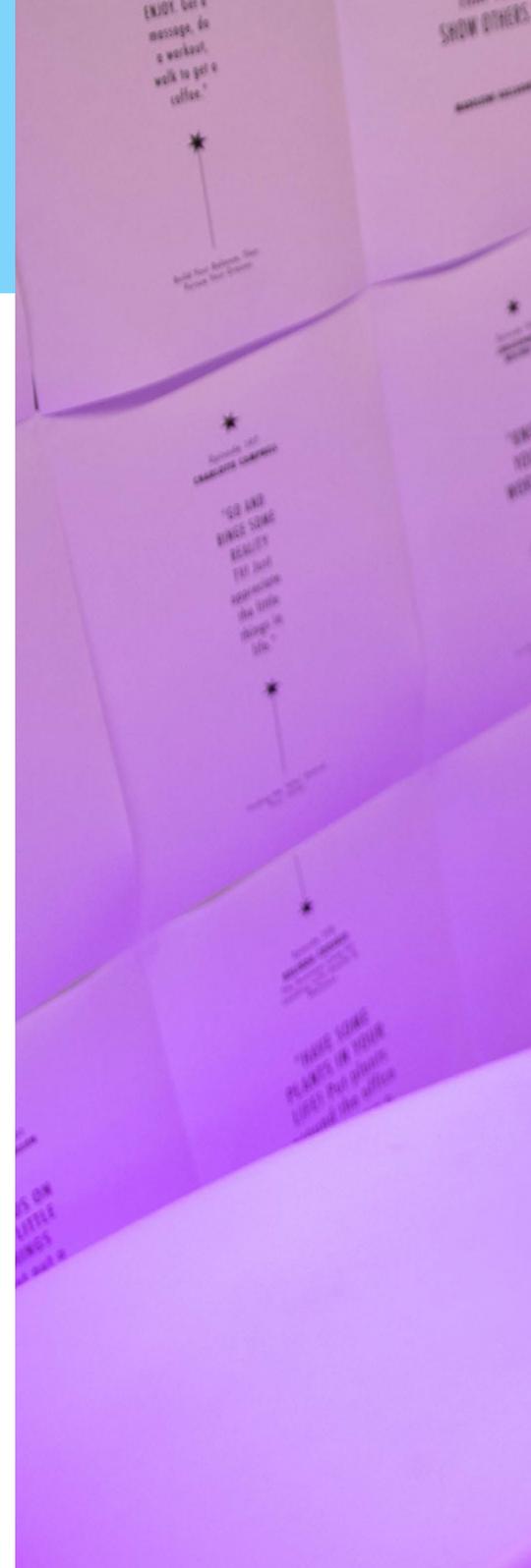
### **At Event Benefits**

- Logo will appear on conference printed program.
- Inclusion of your curated gift in our event goodie bags to introduce your service or product offerings to our participants. (Gift cost covered by sponsor).
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post-conference materials.

*\*\* all printing and merchandise will be subject to 3rd party timelines*



# POST EVENT DRINKS PARTNER

1 exclusive spot available

Investment \$2,200  
+ cost of gift

## *Sponsorship Opportunities*

### **Pre Event Benefits**

- 1 x Electronic Direct Mail (EDM) Advertorial to attendees. Up to 100 words & image.
- Logo acknowledgement on promotional collateral.
- Your logo featured on our website on the partnership page and in footer. Hyperlinked to own website.

### **At Event Benefits**

- Logo will appear on conference printed program.
- A curated gift given to attendees at the Post Event Drinks. (Gift cost covered by sponsor).
- Your brand introduced at the allocated session during the Post Event Drinks.
- Exclusive Retreat event passes - additional tickets at 50% off. (Up to 4 tickets).

### **Post Event Benefits**

- Logo on all post-conference materials.



the retreat

# AN INVITATION TO BE PART OF OUR RETREAT 2022

**Secure your sponsorship today!**

We look forward to a fruitful discussion with your organisation to determine a highly successful and effective partnership. As we aim for meaningful collaborations for our Retreat, we are more than happy to customise an exclusive package to serve your dynamic marketing goals.

To learn more about this event or to secure your sponsorship, reach out to Happy Lawyer Happy Life Retreat Event Manager - next steps and contact details below.

View All  
Sponsorship  
Packages  
**Here.**

Enquire  
About  
Sponsorship  
**Here.**

Confirm  
Your  
Sponsorship  
**Here.**

## CONTACT

**LAUREN PENNY  
EVENT MANAGER**

**The Happy Lawyer Happy Life Event Manager**

**M: 0404 857 321  
E: [Lauren@branchdout.com](mailto:Lauren@branchdout.com)**