



The Legal Sales and Service Organization, Inc. (LSSO) is a transformative force in the legal industry. LSSO equips legal and business professionals with innovative thinking, strategic connections, and continuous professional development that enable them to thrive in a dynamic and competitive landscape. Originally established in 2003 as a response to the evolving needs of law firms, which were shifting from marketing to sophisticated business development and service excellence programs, LSSO has remained dedicated to providing essential resources and tools to drive success.

**The Changing Landscape.** In an environment where legal services have become increasingly intricate and the delivery of client value continues to develop, the legal arena's leaders must anticipate, adapt, and excel. Law firm executives – now more than ever – bear the responsibility of shaping their organization's future and trajectory. With a market saturated and hyper-competitive, the discerning clientele of today necessitates effective sales and service strategies that span the entire client journey and deliver stellar experiences.

**Our Purpose.** At LSSO, we redefine rainmaking and recognize that excellence in legal service extends beyond exceptional lawyering. It encompasses a holistic approach that builds on the power of a cross-functional team, integrates innovative business development strategies and service excellence, and includes a commitment to continuous improvement. Our mission is to empower legal leaders by providing a comprehensive platform that delivers:

1. **Cutting-Edge Insights** > We bring together thought leaders, industry experts, and innovators to share the latest strategies, trends, and breakthroughs in legal business development, client service, innovation, and quality initiatives.
2. **Strategic Connections** > We serve as a thriving ecosystem where senior sales and service executives can forge valuable connections, fostering collaboration and idea exchanges among peers, mentors, and partners who are all dedicated to driving professional growth.
3. **Professional Development** > We deliver tailored programs, workshops, and resources – plus a network of peers – designed to equip legal leaders with the ideas, skills, knowledge, and mindset needed to succeed in an evolving landscape.
4. **Innovative Tools** > We provide practical tools, frameworks, and pioneering methodologies that enable law firms to implement effective business development and service strategies, ensuring the delivery of exceptional value to clients from acquisition to retention and growth through unparalleled service.

**Moving Forward.** Even as LSSO continues to evolve, we remain committed to facilitating the transformation of legal and business professionals into even more successful leaders and rainmakers. Through our steadfast dedication to fostering new thinking, cultivating connections, and enabling professional development, we empower legal executives to not only meet but exceed the expectations of the modern legal landscape. Together, we shape the future of the legal industry by embracing change, innovation, and excellence in client-centric growth and service.

## 2024 Sponsorship/Partnership Opportunities

LSSO could not achieve its reach and impact - or annually host RainDance - without the support of its treasured **Sponsors & Partners**, who are experts in their respective fields. We always encourage our members and community at large to access and freely share with colleagues and clients these tremendous resources. **To secure the involvement that supports your goals, please [email LSSO](#) today!**



	Platinum \$17,500	Gold \$12,000	Silver \$8,500	Bronze \$5,500	Website/ Newsletter Only \$2,500	RainDance Only: Virtual Support \$750
<b>Annual LSSO Membership/s</b>	4	3	2	1	1	1
<b>Website: Company Listing (Logo+ Link)</b>	X	X	X	X	X	X
<b>Social Media: Sales &amp; Service 'Commercials'</b>	6/year	4/year	2/year	1/year		
<b>Career Center Postings: Complimentary</b>	4/year	3/year	2/year	1/year		
<b>Leadership: Sales &amp; Service Subject Matter Expert (SSSME) Board Member</b> <i>includes quarterly opportunity to share thought leadership via e-com and social media platforms</i>	X	X	X	X		
<b>Custom Opportunities (all dates, locations, details to be coordinated with/approved by LSSO)</b>						
Targeted email to membership	1/quarter	3/year	2/year	1/year		
'Advert' in newsletter (#/size)	6/300x250	4/250x250	3/180x150	2/180x150	12/180x150	
Inclusion of Product/Service Material in Members-Only Online Resource Center	Priority Section	Priority Section	Community Section	Community Section		
RainDrop   Virtual: Host 15-Min Pop-Up on Trending Topic including but not limited to new 'must read' books	4/year	3/year	2/year	1/year		
Sales & Service Snippet   Virtual: Interactive! Max 45 Min: 15 Min Presentation + 10 Min Breakout + 10 Min Report Out	2/year	1/year				
Sales & Service Webinar   Virtual: Interactive! Max 45 Mins: 30 Min Panel/Presentation + 15 Min Q&A	1/year	1/year	1/year			
Sales & Service Study Sponsor	X	X				
M2M Product/Service Offering	1	1	1	1		
Invitation for Client to Offer Thought Leadership for E-Newsletter/Website/Social Media Posting	4	3	2	1		
Gift of RainDance 2024 Registration for Prospective/Current Client	2	1				

**See Page 2 for 2024 RainDance Conference Opportunities!**

	Platinum \$17,500	Gold \$12,000	Silver \$8,500	Bronze \$5,500	RainDance A La Carte	RainDance Only: Virtual Support \$750
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**First come, first choice. If an option attached to a sponsor level is no longer available, alternative opportunities will be discussed.**

Team Registrations (value: \$800 pp min)	4	3	2	1	1 per opportunity	
Exhibit Opportunity*	X	X	X	X	X	
Logo placement on event materials, on digital loop at event	X	X	X	X	X	X
Caffeinated Connections Sponsor (Available: 2; Allowable: 1 per Sponsor)			X	X		X
Networking Break Host (Available: 6; Allowable: 1 per Sponsor)			X	X		
Day 1 Lunch Sponsor (Available: 1)					\$2,500	
Day 2 'Topic of Choice' Lunch Table Host (Available: 10; Allowable: 1 per Sponsor) <i>Attendees self-select into topics</i>	1	1	1	1	6 / \$1,500 each	
'Fishbowl' Session (Available: 1)					\$1,500	
Session Host (Available: TBD; Allowable: 1 per Sponsor) <i>Includes introduction/facilitation assigned at LSSO discretion</i>	1	1	1	1	\$1,000 each	
Exclusive Live Streaming Host (Available: 1) <i>Session assigned at LSSO discretion</i>					\$1,000	
Exclusive Photo Booth Host (Available: 1)					\$1,500	
Exclusive Name Badge Host (Available: 1)					\$1,250	
Exclusive After-Hours Host (Available: 1   \$ determined with sponsor/host space)					TBD	
Exclusive Sales & Service Award Reception & Ceremony Host <i>Includes emcee role, 10-minute 'inspiring' thought leadership, bar sponsor</i>					\$5,000	
Exclusive Sales & Service Award Red Carpet Sponsor (Available: 1)					\$1,000	
Exclusive Live Streaming Host (Available: 1) <i>Session assigned at LSSO discretion</i>					\$1,000	
Sales & Service Award Ceremony Sponsor	X	X			\$2,500	
Sales & Service Award Reception Sponsor			X	X	\$1,500	X
Sales & Service Award Category Sponsor (Available: 3; Allowable: 1 per Sponsor; Includes: Category Introduction)	1	1			1 for \$1,000	
Sales & Service Award Sponsor (Available: 6; Allowable: 1 per Sponsor; Includes: Award Introduction)			1	1	4 / \$500 each	

\*Restrictions may apply due to event space.