



West Coast Environmental Law presents the 2nd

Twitter Moot

Be Visible. Be Innovative. Be Cutting-Edge. Make Ethical Sponsorship Decisions. Support Academic Excellence. Support Ideas. Sponsor a WCEL Event. **Trend.**

<http://www.wcel.org/twtmoot>

Twitter Moot sponsors are showcased to an audience upwards of 10,000, including law students, people interested in environmental issues, lawyers, social media activists, and more – twitter and non-twitter users alike. The first moot offered sponsors a unique opportunity to participate in an event that trended #1 in Canada, exposing their business to thousands of legal students, professionals, and scholars.

“West Coast Environmental Law had complete success with this! Congratulations on making moot history and environmental law history! Our firm is glad to have made a very small contribution toward WCEL’s success. Thank you for the opportunity.”

~ 2012 Twitter Moot Sponsor

“For the first time, law students are being encouraged to tweet during a moot. Unlike traditional moots where the use of social media is against the rules, this one will be all Twitter all the time.”

~ Canadian Lawyer Magazine

In case that’s not clear: a Twitter Moot is a mock courtroom re-enactment done over Twitter. In November 2012 teams of law students from top universities across Canada will engage in a lively debate on a provocative, controversial and current legal issue in environmental law. Although much of the etiquette of a law school ‘moot’ will be based on the conventional format, with a panel of prestigious judges from the legal community determining the ultimate outcome, the platform is unique. By hosting the moot online, West Coast maximizes public participation and awareness on an important environmental issue, the dynamics of the variety of legal arguments being made, and ideas and input of Canadian law students on these issues.

Sponsorship Options

Gold Sponsor: \$2,000:

- Corporate profile in Legal e-Brief, West Coast's monthly e-newsletter (circ. 5,000+)
- *Team Sponsor (limited opportunities)
- Acknowledgement in Press Releases
- Press Release and other announcements profiling your Sponsorship
- Acknowledgement on all website event pages, Facebook event page, and website team pages
- Frequent acknowledgement in tweets publicizing the event and the teams, as well as during the event

Silver Sponsor: \$1,000:

- Acknowledgement in Legal e-Brief, West Coast's monthly e-newsletter (circ. 5,000+)
- Acknowledgement in Press Releases
- Acknowledgement on main website event page, Facebook event page, and website team pages
- Acknowledgement in tweets publicizing the event and the teams, as well as during the event
- *Team Sponsor for additional \$500 (limited opportunities)

Bronze Sponsor: \$500:

- Acknowledgement on website event page, Facebook event page, and website team page
- Acknowledgement in tweets publicizing the event and the teams, as well as during the event

*Team Sponsor (limited opportunities; available to Gold and Silver Sponsors):

- Limited to the number of law schools/teams participating (likely 5), and available on a first come, first served, basis.
- Acknowledgement on the team's page and as team sponsors on the main page
- Acknowledgement in tweets publicizing the event and the teams, as well as during the event
- Acknowledgement in all communications introducing or profiling the team

During the first Twitter Moot we noticed that sponsors that actively engaged with the Moot and the Moot participants received greater profile as a result of the event. We encourage such participation, and will prepare a resource guide with suggestions on how Sponsors can participate in the Twitter Moot, including ways in which to maximize your exposure and promote your business to the broader twitter audience.

For more information, please contact:

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