

**MINUTES AND REPORT OF THE BUSINESS LAW SECTION OF THE FLORIDA BAR MARKETING,  
PROMOTIONS AND SPONSORSHIP COMMITTEE**

1. Meeting Date: June 19, 2021 at 12:00 p.m.
2. Virtual: via Zoom
3. Meeting was called to order by Chair Brett Lieberman
4. Introduction of attendees: The attendees each briefly introduced themselves and their respective practice areas.
5. Group discussed the upcoming in-person retreat and how to communicate with former and potential new sponsors.
6. Many sponsors who originally sponsored the 2019 retreat (cancelled due to hurricane) were rolled over into the 2020 retreat.
7. When the 2020 retreat was cancelled, there was discussion about further rolling these sponsors into the 2021 retreat.
8. This conversation was complicated by the different levels of sponsorship the “annual sponsors” who receive benefits in addition to the marketing opportunities provided at the retreat and the “retreat sponsors” whose only marketing benefit is directly tied to the retreat.
9. Generally, “annual sponsors” were treated on a sponsor-by-sponsor basis with many of them deciding to support the section and contributing new sponsorship monies each year.
10. Most of the “retreat sponsors” either agreed to have their sponsorship dollars rolled into 2021 or were refunded.
11. The committee also discussed certain new events that would provide additional retreat sponsorship opportunities and the potential for new sponsors.
12. The committee was pleased that several new “annual sponsors” that will support the BLS and several sponsors increased their sponsorship level.
13. Certain sponsors were allocated among committee members for personal calls to follow up on their sponsorship commitments.
14. Thereafter meeting was adjourned.