

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

1. Meeting Date: September 3, 2021
2. Virtual: telephonic
3. Attendees: Brett Lieberman, Matt Hale, Peter Maskow, Jacqui Calderin, Others listening in
4. Meeting was called to order by Chair Brett Lieberman at approximately 2:05 p.m. ET
5. Introduction of attendees: The attendees each briefly introduced themselves and their respective practice areas.
6. Group discussed the issues of roll over sponsors from 2019 and 2020. Nearly all of the sponsors are now caught up and 2022 will be a fresh start.
7. Updated and further developed a sponsor spreadsheet to include sponsors and contacts. Hale suggested that we add direct dial phone numbers to the spreadsheet.
8. Group discussed how this year focused on keeping sponsors happy given the prior years' cancellations. Next year should be streamlined on current sponsors so that we can focus on new sponsors.
9. Brett thereafter turned the meeting over to Jacqui, incoming Chair.
10. Discussion of getting off to a good start and planning a schedule of sponsor-related deadlines in advance. Discussed the updated sponsor spreadsheet and how the committee should be the exclusive group to speak to sponsors to coordinate **sponsorships** particularly the exclusive **sponsorship** opportunities.
11. Thanked Brett for his hard work. Brett thanked everyone for their support and dedication.
12. Thereafter meeting was adjourned.