

Sponsorship Proposal

TRUST AND ESTATE CONFERENCE
DOWNTOWN LOS ANGELES

Presented by

USCGould

School of Law

Continuing Legal Education



LII

Objectives

The USC Gould School of Law Trust and Estate Conference is designed to bring the high-caliber instruction and academic rigor of a top law school to the legal community in SoCal and beyond.



Deliver practical insights

Present actionable analysis of recent legislation, case law developments, and evolving planning strategies for trust, estate, probate, and elder law professionals.



Foster meaningful connections

Facilitate in-person networking opportunities among senior professionals across the legal, financial, and fiduciary communities.



Bring together industry experts

Create a platform where attorneys, accountants, financial planners, fiduciaries, and advisors can share expertise on the evolving trust and estate landscape.



Support professional development

Offer continuing education credit across multiple disciplines, helping practitioners stay current in a rapidly evolving regulatory environment.



About the Conference



For over 50 years, USC Gould's Trust and Estate Conference has been delivering practical solutions from speakers with a proven track record of addressing unexpected problems in estate planning, probate, and trust administration.

The Conference attracts hundreds of professionals in person and virtually. Every year, the program explores the legal and regulatory developments influencing estate planning, probate, and trust administration across California and beyond.

Sessions cover recent case law, legislative updates, tax considerations, ethical dilemmas, and evolving planning strategies. The Conference provides practitioners with practical insights and opportunities to connect with peers at the forefront of the field.



Why Sponsor?

Sponsoring the Trust and Estate Conference positions your firm alongside one of the region's premier gatherings of estate planning and legal professionals.

Our sponsors benefit from meaningful visibility among decision-makers across law firms, financial institutions, trust companies, and public agencies. Sponsorship provides opportunities to build brand recognition, strengthen industry relationships, and engage directly with professionals who handle the most complex wealth and planning matters.

By supporting the Conference, sponsors also help advance USC Gould's mission of delivering high-quality professional education and fostering dialogue on the most pressing issues in trust, estate, and elder law.

Engage with local & national leaders

Partner with a leading law school

Build valuable relationships in person



Benefits Summary

Benefit	Platinum	Gold	Silver	Associate	Friend
Complimentary Passes	✓	✓	✓	✓	
Acknowledgement in electronic materials	✓	✓	✓	✓	✓
Acknowledgement in Conference homepage logo carousel with link	✓	✓	✓	✓	
Site sponsor page with logo and link to sponsor	✓	✓	✓	✓	✓
One-page message/advertisement in the Conference electronic materials	✓	✓	✓	✓	
Customizable site sponsor page	✓	✓	✓	✓	
Option to receive a list of Conference registrants delivered Post Conference.	✓	✓	✓	✓	✓
Exhibitor table (Tier based)	✓	✓	✓		✓
Promotional item for attendee bag	✓	✓			
Premier branding recognition through WiFi, Lanyards, Signage, Breakfast, Networking break, or Dinner Co-Sponsor	✓				
Unlimited discounted tickets for additional registrations				✓	

Please note that we can customize your sponsorship package to best fit your needs — contact us to discuss your options!

Sponsorship Benefits

FRIENDS SPONSOR — \$1,800

Registration Benefits

- Exhibit table for the presentation of sponsor materials.
 - 2 table representatives are allowed at any one time.
 - Includes 1 lunch ticket.
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo and link to the sponsor website
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
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Post-Conference Benefits

Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference.

Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law.

TRUST AND ESTATE CONFERENCE

Sponsorship Benefits

ASSOCIATE SPONSOR — \$2,500

Registration Benefits

- 3 complimentary passes to the Conference (in-person or virtual)
 - Unlimited discounted passes for additional guests at \$450 (in-person) or \$500 (virtual)
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo, link to the sponsor website, and option to include a one-page sponsor ad
 - Inclusion of a one-page message/advertisement in the Conference electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8½" x 11") is provided prior to the Conference
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
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Post-Conference Benefits

Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference.

Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

Sponsorship Benefits

ASSOCIATE SPONSOR — \$4,500

Registration Benefits

- 5 complimentary passes to the Conference (in-person or virtual)
 - Unlimited discounted passes for additional guests at \$450 (in-person) or \$500 (virtual)
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo, link to the sponsor website, and option to include a one-page sponsor ad
 - Inclusion of a one-page message/advertisement in the Conference electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8½" x 11") is provided prior to the Conference
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
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Post-Conference Benefits

Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference.

Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

TRUST AND ESTATE CONFERENCE

Sponsorship Benefits

SILVER SPONSOR — \$4,000

Registration Benefits

- 1 complimentary pass to the Conference (in-person or virtual)
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo, link to the sponsor website, and option to include a one-page sponsor ad
 - Inclusion of a one-page message/advertisement in the Conference electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8½" x 11") is provided prior to the Conference
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
 - Exhibit table for the presentation of sponsor materials. Two table representatives are allowed at any one time. Includes one lunch ticket.
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Post-Conference Benefits

- Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference
 - Invitation for one person to attend the post-Conference dinner
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Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

TRUST AND ESTATE CONFERENCE

Sponsorship Benefits

GOLD SPONSOR — \$5,000

Registration Benefits

- 2 complimentary passes to the Conference (in-person or virtual)
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo, link to the sponsor website, and option to include a one-page sponsor ad and brief written description
 - Inclusion of a one-page message/advertisement in the Conference electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8½" x 11") is provided prior to the Conference
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
 - Prime exhibit table for the presentation of sponsor materials. Two table representatives are allowed at any one time. Includes one lunch ticket.
 - Option to provide a promotional item for attendee bags (must be delivered by Friday, October 23 to USC Gould)
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Post-Conference Benefits

- Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference
 - Invitation for one person to attend the post-Conference dinner
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Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

TRUST AND ESTATE CONFERENCE

Sponsorship Benefits

GOLD SPONSOR — \$6,000

Registration Benefits

- 2 complimentary passes to the Conference (in-person or virtual)
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Publicity Benefits

- Acknowledgement of the sponsor in the Conference electronic brochure
 - Acknowledgement on the Conference website in the sponsor logo carousel
 - A sponsor site on the Conference website with a logo, link to the sponsor website, and option to include a one-page sponsor ad and brief written description
 - Inclusion of a one-page message/advertisement in the Conference electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8½" x 11") is provided prior to the Conference
 - Acknowledgement on Conference sponsor sign and electronic media displayed during the Conference
 - Prime exhibit table for the presentation of sponsor materials. Two table representatives are allowed at any one time. Includes one lunch ticket.
 - Option to provide a promotional item for attendee bags (must be delivered by Friday, October 23 to USC Gould)
 - Option to provide a short promotional video to be shown during the Conference (pre-recorded video is subject to advance approval by USC Gould)
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Post-Conference Benefits

- Option to receive a list of Conference registrants (name, title, and organization only) delivered post-Conference
 - Invitation for one person to attend the post-Conference dinner
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Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

Contact Information

Continuing Legal Education

USC Gould School of Law

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Event Information & Program

gould.law/TEC

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