

SPONSORSHIP PACKAGE

UOFT AMERICAN MOCK TRIAL



EST. 2019

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WHAT IS AMT?

Founded in 2019, the American Mock Trial (AMT) team is an associate organization of the University of Toronto Pre-Law Society (UTPLS). They are tasked with organizing, selecting, and training Canada's only American Mock Trial Association (AMTA) team. The AMT team is built on the basic principle that anyone should have access to American Mock Trial, which is why they work hard to reduce costs and provide unique opportunities not found anywhere in Canada. The AMT team aims to grow the presence of American Mock Trial, and Mock Trial as a whole, in Canada. The AMT team is administered by UTPLS executives and board members dedicated to building both a strong competitive team and a healthy community around Mock Trial.

WHAT IS AMTA?

The American Mock Trial Association (AMTA) is the governing body of Mock Trial in the USA. Founded in 1985 it has grown into an organization playing host to over 700 teams from more than 300 schools. Every year AMTA provides the case problem for competitions and hosts nearly 30 Regional competitions, 8 Opening Round Championship (ORCS) competitions, and the National Championship. More information about AMTA can be found on their website collegemocktrial.org





OUR STORY

2019–2021 seasons

Founded in 2019 the AMT team first competed in Buffalo NY in February of 2020 to minimal levels of success. With little understanding of the American legal system and no coaching or competitions behind them they won just 40% of their score cards or ballots. The next year things improved. While our overall record still stood at just above 40% we had our first two award winning lawyers.

2021–2022 season

The 2021-22 season was one like no other for UofT. During the Invitational season we competed against multiple top 50 schools and found ourselves with a winning overall record for the first time in our history. With 6 awards won from September to February we tripled our total from 2020-21. Then came Regionals. Until this year our best record at regionals was .500, placing us outside the range needed to advance. That all changed when our A team won 6 of the possible 8 ballots and advance to the Opening Round Championship Series, or ORCS, for the first time in program history. Not only was it our first time advancing, but it was the first time a Canadian or International team has advanced in AMTA's history. Springboarding off of our success at Regionals we retooled our team, recruited some lawyer coaches, and headed to ORCS to make our mark. Facing off in round 1 against Cornell University we held our own and finished the weekend with a 4 and 4 record. While it isn't what we were hoping for we proved that we belonged in the big leagues. At ORCS one of our members picked up our first All-National award, proving just how good we were. The success of last season has propelled us forward into this year. With 7 of the 8 members of our ORCS team returning and dedicated coaches ready to help us right from the start we are ready to push forward. After becoming the first Canadian and International team to be ranked on the AMTA power rankings we have set ourselves up for success, ready to make the 2022-23 season better than any that came before it.

TRIAL AND ERROR



On August 15th to 19th the American Mock Trial program at UofT teamed up with Black Future Lawyers St. George to offer UofT's first annual trial advocacy bootcamp for undergraduate students. Over 40 students participated in a bootcamp designed to teach them everything they needed to know about trial advocacy. Participants were taught everything from Direct and Cross Examination to advanced witness control techniques throughout the week.

Lessons were taught over zoom by experienced trial advocacy professors from UofT's Faculty of Law, including Julie Hannaford and Eric Sadvari, as well as award winning student competitors from our program. At the end of the week, students took part in culminating mock trials to show off their skills, with many receiving incredible praise from our judges for their ability.

We hope to make Trial & Error a truly annual event and we want you to be apart of it. With your sponsorship we can continue to expand this program and ensure broad and equal access to mock trial and trial advocacy education for all.



WHY SPONSOR US

American Mock Trial at the University of Toronto presents your company with unique access to the most determined future lawyers you will meet. Our team is built on the hard work of undergraduate students looking to make their mark in the legal world, students who want to nail their LSATs just as badly as they want to compete in mock trial. By sponsoring our team, you will have the active attention of Canada's most exciting legal prospects. Graduates of our program have gone on to the top law schools in the world, including UCLA, Stanford, and UofT, all because of the strong LSAT scores they have been able to achieve.

With a young group of members eager to go to law schools you will be in the prime position to enrol them in your programs. In the upcoming year we expect more than half of our members to begin studying for the LSAT and they will need someone to guide them through it. Our program is full of students willing to put in the time and resources to succeed, a ready made success story for your company. Sponsoring us will make sure they chose you when they select their LSAT training materials, or when they need a tutor to push them to do better.

Moreover, several of our members have already completed the LSAT and would be perfect for on-campus ambassadors for your initiatives and programs. Your sponsorship of our program will give you a direct line of communication to these members to ensure your organization is well represented on our campus and to not only our members but the pre-law community at the University of Toronto.

Don't allow them to be drawn to your competition, we all want to succeed, so let's succeed together.

SPONSORSHIP TIERS



1. Announcement of your sponsorship in an Instagram post
2. Promotion of any independently run sponsor events on our instagram
3. Inclusion in newsletter (sponsor news and events)
4. Logo on sponsorship page of website + link to your organization
5. An invitation to provide a keynote to American Mock Trial members
6. Inclusion as sponsor of Trial & Error in participant package



1. Announcement of your sponsorship in an Instagram post
2. Promotion of two independently run sponsor events on our Instagram
3. Inclusion in our monthly newsletter (sponsor news and events)
4. Logo and name of organization on sponsorship page of our website, as well as a link to your organization



1. Announcement of your sponsorship in an Instagram post
2. Promotion of an independently run sponsor event on our Instagram
3. Organization name on our website's sponsor page as well as a link to your organization's website

COVER A COST

General sponsorship, as well as team and competition sponsorship, not your cup of tea? Want to feel more involved with the team and know exactly what your funds are going to? Outlined below we have several options of cost coverage that allow you to know exactly how you are helping our team.

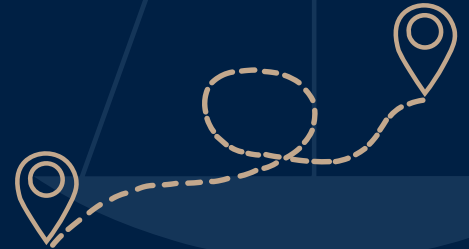
Accommodation Costs - \$4500



Since we are the only Canadian team in the American Mock Trial Association, it requires a lot of travel on our parts in order to participate in this activity. This means that for every competition we require accommodations. This year our accommodations across all team, for all invitational competitions will have a cumulative cost of \$4500. With your generous help, we can ensure that there are no barriers for mock trial participants on the basis of class and ensure that no team members have to cover their own lodging costs, out of pocket.

Travel Costs - \$2000

Similar to our need for cost coverage for accommodation associated costs, the American Mock Trial portfolio needs your help to get from A to B with minimal personal costs for our members. In most circumstances, the team does our best to drive and all that needs to be covered is our gas costs. However, in some circumstances (when there aren't enough licensed drivers on the team or if there is no car available for use) we have to take trains and buses. With your help, members will not incur costs to purchase their own travel tickets.



Printing Costs - \$500



For each competition each team requires copies of the 200 page case document for each attorney on their bench, copies of the rules of evidence, both black and white and colour version of the evidence, large blown-up poster size demonstratives, as well as extra copies of everything. Printing costs are not subsidized by our university and therefore fall to our team. Moreover, AMTA releases case updates in September, December and February that require a complete reprinting of all materials, increasing our materials' costs. We would be incredibly grateful if you could help us ensure that we can stay up to date with our printing to reflect changes to our mock trial case package during the competitive season.

COVER A COST: BENEFITS

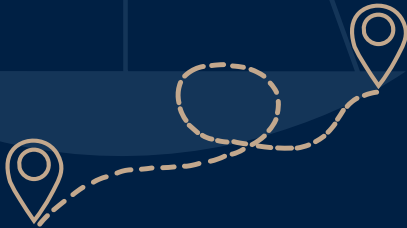
Accommodation Costs Coverage Benefits

1. Opportunity to give a keynote to our members
2. Listed as sponsor (name and logo) on our website's sponsor page (along with what cost you covered)
3. Your name and logo will appear on our Instagram in no less than 5 posts
4. Announcement of your sponsorship on our Instagram (along with what cost you covered)
5. Promotion of any independently run sponsor events on our instagram
6. Inclusion in newsletter (sponsor news and events)
7. Inclusion of independent event ad of your choosing in participant package
8. Facilitation and promotion of the hiring of campus reps within our portfolio



Travel Costs Coverage Benefits

1. Listed as sponsor (name and logo) on our website's sponsor page (along with what cost you covered)
2. Your name and logo will appear on our Instagram in no less than 5 posts
3. Announcement of your sponsorship on our Instagram (along with what cost you covered)
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Printing Costs Coverage Benefits

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*All sponsorship tiers and benefits are subject to change upon request.

WEBSITE & NEWSLETTER

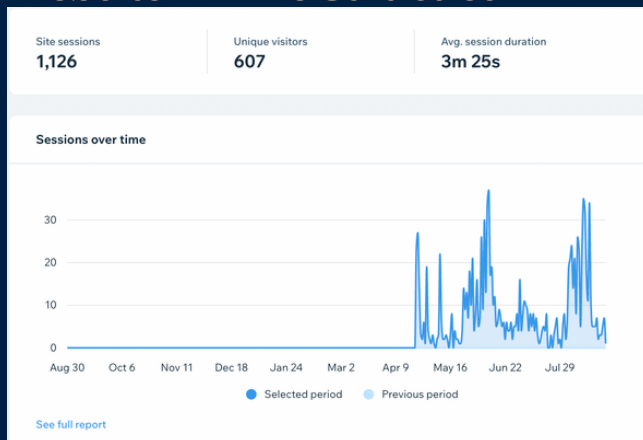
About our Website

This year our team launched our own website! Since its launch it has experienced an exponentially increasing amount of traffic that continues to grow day by day. A spot on our sponsorship page will guarantee you will be noticed by pre-law students at the University of Toronto and beyond.



UTorontoAMT.com

Website Traffic Statistics

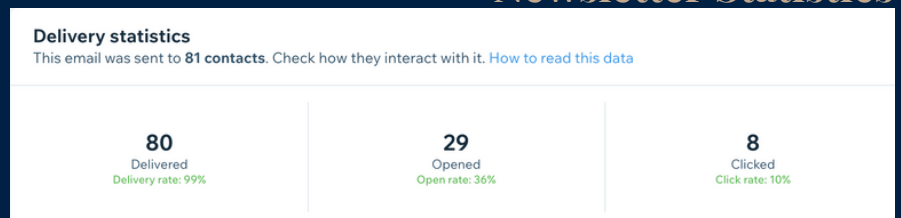


Inclusion in our monthly newsletter will ensure maximum exposure for your organization and your upcoming events and initiatives.

About our Newsletter

This August, we launched our inaugural edition of the monthly AMT newsletter. Currently our contact list has 81 interested students, and is still growing.

Newsletter Statistics



INSTAGRAM



Followers

896 followers and counting...

Since May 30th, our number of followers has grown by **64.9%**.

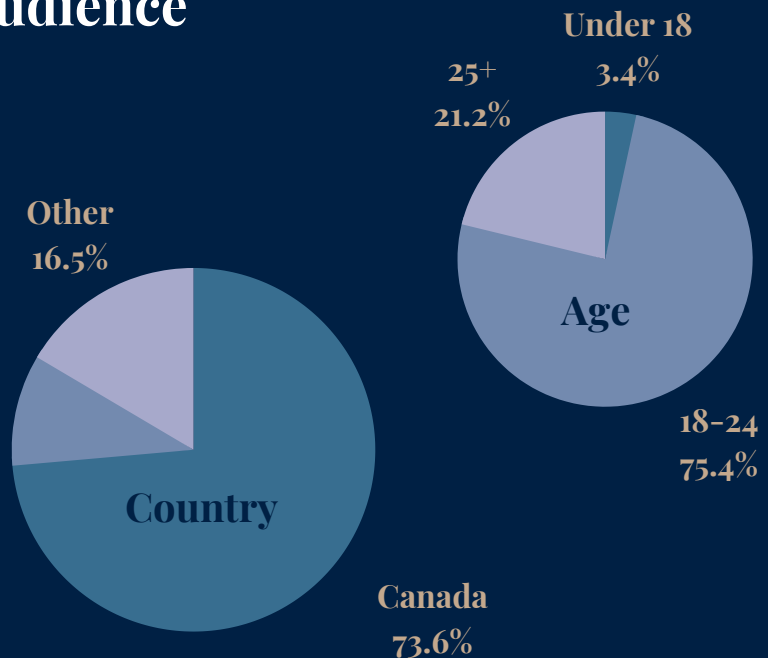
Peak Impressions

From May 30, 2022 until now, our Instagram has had **42,463** impressions and **4,117** profile visits, reaching **7,917** unique accounts.

Engagement

Since May 30th, we have seen 780 content interactions - 576 likes, 21 comments, 54 saves, and 72 shares.

Audience



With our growing presence on social media, and a perfect target audience (Country and age) for your organization, you can be assured that posts about your organization will reach the right people at the right time.

We are growing! Our Instagram statistics show it. Grow with us.



CONTACTUS

There are many ways for you to contact us about potential sponsorships, including via email, social media, and through the sponsorship page on our website. If you would prefer to discuss an alternative form of sponsorship and accompanying benefits, please don't hesitate to reach out!

Email

For More Information About the Program:
usmocktrial.utpls@gmail.com

For Sponsorship Inquiries or Offers:
promo.amt@gmail.com



Website

You can also submit an inquiry or request concerning sponsorship using the form on our sponsorship page on our website

www.UTorontoAMT.com/sponsor-us

Socials



[@usmocktrial_uoft](https://www.instagram.com/usmocktrial_uoft)



[UofT American Mock Trial](https://www.linkedin.com/company/uoft-american-mock-trial)



[@usmocktrial_uoft](https://www.tiktok.com/@usmocktrial_uoft)