



Michigan  
Center  
for  
Civic  
Education  
[www.miciviced.org](http://www.miciviced.org)

*Educating for vibrant civic communities*



# MOCK TRIAL

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NATIONAL HIGH SCHOOL  
MOCK TRIAL CHAMPIONSHIP  
KALAMAZOO, MI  
MAY 6-8, 2021



Michigan Center for Civic Education

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*Educating for Vibrant Civic Communities*

## *About*

# *Sponsorship*



## *Welcome!*

*Thank you for your interest in sponsoring the 2021 National High School Mock Trial Nationals in Kalamazoo! This document will guide you through the reasons, opportunities, and benefits related to sponsoring this student-centered program.*

*Welcome to civic and law-related education community!*

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## *Reasons to Sponsor*

### ***1. To support students -***

High School Mock Trial is an authentic, student-centered learning program. Mock Trial introduces students to the legal system and so much more. Students transform into attorneys and witnesses while developing and honing lifelong skills - from analytical, communication, presentation, collaboration, verbal, perseverance and more. Please see the accompanying Student Testimonials to hear the program's impact from the students themselves.

Over 600 students from across the United States and beyond will come to Kalamazoo to compete at the National High School Mock Trial Championship.

### ***2. To support Kalamazoo -***

Between students, coaches, teachers, team supporters, and volunteers, over 1,200 people from across the country - as well as some from other territories and countries - will gather in Kalamazoo for the National Championship. The effect on the local economy will be tremendous; after Idaho hosted Nationals in 2016, they reported that the event brought in over \$650,000 to their local economy. Kalamazoo is provided to gain nearly \$1 million in economic benefit plus the benefit to shine the state's legal system. The 2021 Kalamazoo Nationals will shine a spotlight on the city of Kalamazoo and bring patronage to community businesses.

### ***3. To support civic and law-related education in Michigan -***

Hosting the 2021 NHSMTC will showcase our state's dedication to civic and law-related education and create momentum to grow civic and law-related educational programs throughout the state. It will also introduce hundreds of students from across the country and beyond to higher education institutions and legal career opportunities in Kalamazoo and Michigan as a whole.

Moreover, to prepare and do what is right by our students and our professionals, MCCE is utilizing Nationals as a way to grow more programs, through regionals, clinics, and teacher trainings, throughout Michigan.

#### ***4. To increase awareness of your business or organization -***

Supporting the 2021 Kalamazoo NHSMTTC is a way to showcase your dedication to the education and futures of young people, law-related education in Michigan, and the Kalamazoo community.

Moreover, your name will appear front and center to the hundreds of volunteers who attend the event. Volunteer audiences typically include State Supreme Court, District Court, and Circuit Court Justices, trial attorneys, legal aids, teachers, curriculum specialists, board of education members, State Senate and House Representatives and their office staff, U.S. Senate and House Representatives and their office staff, art school faculty, journalism school faculty, state and local police, Attorney General's Office Staff, Secretary of State Office Staff, and dedicated tourist industry specialists.

Plus your message will reach hundreds of parents and supporters who are actively involved in their students' lives. As these high school students prepare for undergraduate schools and more, your messaging has the potential to impact their future plans as they will know you value them and their Mock Trial experiences.

When sponsoring this event there are numerous opportunities for naming rights and publicity that will ensure the esteemed volunteers, rising legal scholars, and the Michigan law-related community will be aware of you and your commitment to authentic civic and legal education.





## *Sponsorship Levels*

### **\$150,000+ *Supreme Court***

Signature Event Naming Rights  
Seat on Signature Event Planning Committee PLUS

### **\$100,00+ *Attorney General***

Portions of Event Naming Rights  
Comments Available to Signature Event Audiences PLUS

### **\$75,000+ *Judge***

Named Acknowledgement in all Press Releases  
Reserved Seating at Signature Events  
Named Acknowledgement from Podium at Signature Events PLUS

### **\$50,000+ *Amicus***

Prominent Signage at Signature Events PLUS

### **\$25,000+ *Litigator***

Logo in Signature Event Programs  
Logo on Event T-Shirt  
Logo Rotated on Front Page of Website PLUS

### **\$12,500+ *Mediator***

Logo Featured on Website on Sponsor Page PLUS

### **\$5,000+ *Advocate***

Logo on Sponsor Boards at Signature Events PLUS

### **\$2,000+ *Jurist***

Name(s) Listed in Signature Event Programs PLUS

### **\$100+ *Witness***

Name(s) Listed on MCCE donor website

### **Ideas not listed above?**

**Additional sponsorship levels and ideas are welcome. Please contact Ellen Zwarenstejn at [ezwarenstejn@gmail.com](mailto:ezwarenstejn@gmail.com). Cell: 248.321.4842.**

## *Potential Naming Rights*

There are numerous opportunities available for naming, which will ensure the esteemed volunteers, rising legal scholars, and the Michigan law-related education community will be aware of you and your commitment to authentic civic and legal education. Naming rights are available for these events and more:

### **Events:**

- Pin Exchange - at the Air Zoo
  - Student Event
  - Adult Event
- Judges' Reception
- Student Friday Night Event
- Competition Rounds
  - Individual Round (4 Available)  
OR
  - Individual Round Rooms  
(Over 20 Available)
- Blue Ribbon Championship Round
- Awards Gala
- Practice Round Rooms  
(Over 10 Available)

### **Hospitality:**

- Hospitality Suite at the Radisson - Judges and other volunteers
- Student Lounge at the Radisson
- Student Nourishment Stations

### **Supplemental Programs:**

- Keynote / Special Guest Visit
- Courtroom Artistry
- Courtroom Journalism
- Middle School Showcase

### **Logistics:**

- Registration Table\*
- Information Desk\*
- The SLOP Tabulation Center
- Transportation
  - Judge
  - Students

\*Available separately or together

### **Orientations:**

- Judges Orientation
- Coaches Orientation\*
- Courtroom Artist\*\*
- Courtroom Journalist\*\*
- Timekeeper Orientation
- Volunteer Orientation

\*Coaches Roundtable available separately or together

\*\*Option to sponsor entire program as well

### **Meetings:**

- NHSMTIC Coordinator Roundtable
- NHSMTIC Coordinator Business Meeting
- NHSMTIC Board of Directors Meeting and Meals
- Coaches Roundtable

### **Materials:**

- Case Materials
- Awards and Trophies
  - Attorney
  - In Trial Star Performer
  - Top 10 Teams
  - Championship Trophy
  - Witness
- Lanyards - Student, Coach, and Volunteer
- Event Management
  - Wristbands
  - Tickets
- Welcome Gift Bags\*
- Event T-Shirts\*
- Photography
- Witness Awards and Trophies

\*Please also see list of Potential In-Kind Donations

**To verify the availability of particular naming rights, or if you are interested in naming rights for something not included on the list, please reach out to Ellen Zwarenstejn, at [ezwarenstejn@gmail.com](mailto:ezwarenstejn@gmail.com). Cell: 248.321.4842.**



## *Potential In-Kind Donations*

There are numerous opportunities to provide in-kind donations. Many can be customized or co-branded to promote your business as well.

**Donations do count toward sponsorship levels.**

### **Welcome Gift Bags**

*to outfit close to 1,200 bags with welcome goodies for students, coaches, and volunteers:*

- Bags
- Products unique to Michigan
- Snacks unique to Michigan
- USB Wall Plug-Ins
- Notebooks
- Pens
- Travel Tumblers
- Playing Cards
- Lanyards
- Travel Cups/Tumblers
- T-Shirts
  - Participants
  - Coaches
  - MCCE Board
  - NHSMTC Board
- Buttons
- Stickers

### **Hospitality\*:**

- Refreshments - Beverages and/or appetizers:
  - Hospitality Suite at the Radisson
  - Student Lounge at the Radisson
  - Student Nourishment Stations
  - SIOP/Tabulation Room
  - MCCE and NHSMTC Board Meetings

\*Can be included in the sponsorship of relevant events, spaces, and needs. For more information, please see the list of Potential Naming Rights on page 14.

**This is not an exhaustive list. If you have ideas not included above, please reach out to Ellen Zwarensteyn at [ezwarensteyn@gmail.com](mailto:ezwarensteyn@gmail.com). Cell: 248.321.4842.**

### **Courtroom Set-Up Materials\***

*to turn convention center spaces into courtrooms with an authentic feel:*

- 27 Michigan flags with standing flagpoles
- 27 US flags with standing flagpoles
- 27 Seal of Michigan" recreations"
- Other useful materials (fabric, wood, furniture, lamps, etc.)

### **Materials for Accompanying Programs\*:**

- Courtroom Journalism
  - Journalist Notebooks
  - Other supplies
- Courtroom Artistry
  - 11 x 17 Paper
  - Easels
  - Other supplies
- Middle School Showcase
  - Refreshments
  - Materials
- Signage for Accompanying Programs

### **Logistics:**

- Signage
- Event Management
  - Tickets for Special Events (including Pin Exchange at the AirZoo and the Awards Gala)
  - Wristbands
- Software
  - Donor Management
  - Volunteer Management
- Programs
  - NHSMTC Program Printing
  - Awards Gala Program Printing
- Other Printing and Paper Supplies
- Shirts to identify volunteers

## *Frequently Asked Questions*

<p><b>What are the costs associated with hosting the NHSMTC?</b></p>	<p>The event alone is estimated to cost upwards of \$500,000. That cost includes hotel and event space rentals, catering, transportation between events, materials and supplies, administrative costs, and more. Budgets available upon request.</p> <p>Additionally, it is imperative to build capacity for MCCE to grow the organization's reach. This would provide opportunities to extend the impact of meaningful, proven programs like Mock Trial and We the People, serving more Michigan students and teachers. That cost rises above \$1,000,000. Budgets including these growth plans are available.</p>
<p><b>Are In-kind Donations accepted?</b></p>	<p>Absolutely! Please see page 7 for a list of potential In-kind donations.</p> <p>Please note that In-kind donations do count towards sponsorship levels.</p>
<p><b>Where would my money go?</b></p>	<p>There is significant commitment on behalf of the organization to host. Your funds are used diligently and efficiently. Initially, funds will go to plan, build capacity, and host the related National Mock Trial Championship events. This includes biannual meetings with the National Mock Trial Championship Board, Steering Committee meetings, numerous site visits, in addition to the week of events. Furthermore, there is a considerable administrative cost to hosting. Administrative costs range from insurance, accounting, event coordination, meeting facilities, mileage and travel, communications, resource development, reporting, website development and so much more. Most importantly, MCCE hopes to invest a substantial portion of funds to developing student and legal community resources to provide more access to High School Mock Trial. Funds raised beyond the associated event costs will be added to operations and programming development unless otherwise noted.</p>
<p><b>What is the schedule of events during the Championship?</b></p>	<p><b>Monday - Wednesday, May 3 - 5, 2021</b></p> <p>Teams will be arriving in Kalamazoo during this time. Scrimmage options will be available to interested teams. Tentative Michigan Alumni Reception: An optional reception</p> <p style="text-align: right;">(Answer continued on the next page.)</p>





for all alumni of MCCE programs with a special focus on Mock Trial.

**Thursday, May 6, 2021**

Scrimmage: Teams can sign up to scrimmage other teams to prepare for the Championship.

Pin Exchange: At this event, students have the opportunity to meet other teams and exchange tokens from their state.

Hospitality Suite: A place for volunteers to relax and socialize.

**Friday, May 7, 2021**

Rounds 1 and 2

Student Event: This event will provide students the opportunity to relax after a day of competition.

Judges' Reception: At this event, judges and other volunteers can mingle and enjoy refreshments.

Hospitality Suite: A place for volunteers to relax and socialize.

**Saturday, May 8, 2021**

Rounds 3 and 4

Blue Ribbon Round: Also referred to as the final round.

Gala and Awards Show: This event provides a chance to celebrate the students' fantastic work.

Hospitality Suite: A place for volunteers to relax and socialize.

**Sunday, May 9, 2021**

Score Pick-Up: Scoresheets will be available for teams to collect before leaving town.

**Can I view a High School Mock Trial Competition?**

Yes!

If you are affiliated with a school, you may watch only the rounds in which your school participates. So family, friends, and other supporters of a team are allowed only in courtrooms where their team is currently located. There is a rule against scouting other teams, which applies to all competitions.

If you are interested in a formal classroom learning lab experience, please contact us and we can set up this invaluable instructional experience.

If you wish to observe the competition for the purpose of exploring Mock Trial and are unaffiliated with a competing team, you are welcome to watch with notice and approval from MCCE. You will be given a special name tag which

*(Answer continued on the next page.)*



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## *Sponsoring 2021 Kalamazoo NHSMTC*

Permits you entry into the courtrooms. To request this status, please contact Ellen Zwarensteyn at 248.321.4842.

Please see the rules document for photo and video information. The rules document will be available at [www.miciviced.org/programs/mock-trial](http://www.miciviced.org/programs/mock-trial).

**Who do I contact for information and/or to sponsor 2021 NHSMTC?**

Please contact Ellen Zwarensteyn at the Michigan Center for Civic Education (cell: 248.321.4842).