

## MSBAdvantage Information 2018-19

### Program Definition

The **MSBAdvantage** program is the umbrella designation for several discount services and programs available to Minnesota State Bar Association (MSBA) members, their families and employees. These programs add value to the MSBA by providing an on-going revenue stream and by enhancing member retention. The programs add value to our members by providing access to discounted or uniquely tailored products or services.

### Benefits to MSBAdvantage partners

1. Access to over 15,000 professionals in the legal community (judges, lawyers, paralegals, etc.)
2. Access to well-educated and high-income individuals

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### MSBAdvantage Partner Inquiry Form

Application Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Send completed form to [feedback@mnbar.org](mailto:feedback@mnbar.org).

Please complete the information below. Items marked with an asterisk (\*) are required. Partnership proposals can be submitted in any format but should include the data points listed below.

Company Background*	
Description of Product(s) or Service(s)*	
Value of Product or Service to Members*	
Financial Benefit to Members	
Financial Benefit to MSBA	
Relationships with other Bar Associations, References, Requests from Members	
Other Notes and Comments	