

Creating Connections

PARTNERSHIP OPPORTUNITIES

2022-2023

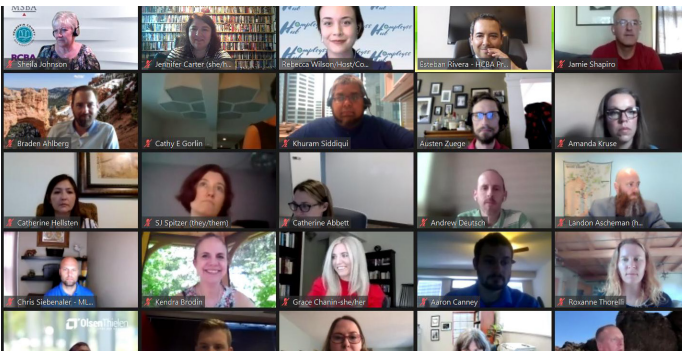


Your Connection to the Legal Community

MSBA | Reach over 15,000 member attorneys & law students

HCBA | Reach over 8,000 member attorneys & law students

RCBA | Reach over 3,000 member attorneys & law students



Working Together



The **Minnesota State Bar Association**, the **Hennepin County Bar Association**, and the **Ramsey County Bar Association** (Bar Associations) offer partnership opportunities designed to help you connect with our member attorneys and law students. The majority of our members work in law firms; others work in business, government, nonprofit, and other settings. Our members are active in the profession and in their community, and many are decision-makers for law firm purchases, as well as for other organizations in which they serve.

The Bar Associations' partnership program brings your message to the individuals that you want to reach, allowing you to cost-effectively invest your marketing dollars. Partnership provides direct engagement with members and real opportunities for deeper connections.

Support from business partners like you makes it possible for the Bar Associations to offer a high level of programming, educational opportunities, and resources. Our work advances professionalism, ethics, and diversity in the practice of law.

We are eager to work with you during the 2022-2023 year to help you reach your goals. Please be in touch with Sabrina Sands (612-752-6615) to discuss these partnership opportunities.

Looking forward to working with you.

Sabrina Sands
Events and Partnerships Director
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ssands@mnbars.org

Cheryl Dalby
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Minnesota
State Bar
Association

MSBA Partnership Opportunities

OPPORTUNITIES	COST
MSBA One Profession all-day event (8 per year). Sponsor receives table at event, and recognition in marketing and at event.	\$500 per One Profession* (\$3,000 for 8)
Tech Conference (October). Sponsor receives recognition on all marketing materials and logo on the website event page.	\$500
New Lawyers Leadership Conference (November).	\$250 - \$1,000
Small Firm Bootcamps. Held 2-3 times throughout the year. Inquire about upcoming dates.	\$500 - \$2,000
ADDITIONAL OPPORTUNITIES	
MSBA Advantage: The MSBA Advantage program is the umbrella designation for several discount services and programs available to MSBA members. The program provides access to discounted or uniquely tailored products or services.	For pricing contact Mary Warner at mwarner@mnbars.org
Membership Mailing Lists: The MSBA makes certain membership information available to organizations that align with the mission and goals of the MSBA on the condition the promotional information is deemed relevant to our members. Please note that all mailing list sales are subject to approval and the MSBA reserves the right to deny any list request. We do not sell email addresses.	For pricing contact Louise Copeland at lcopeland@mnbars.org
Bench & Bar of Minnesota: Display advertising in <i>Bench & Bar of Minnesota</i> , the official publication of the Minnesota State Bar Association (10 issues), and electronic advertising on MSBA website and Legal News Digest weekly e-newsletter.	For pricing contact Erica Nelson at 763-497-1778 or erica@pierreproductions. com

To get started contact Sabrina Sands, Events and Partnerships Director, at ssands@mnbars.org or 612-752-6615.



HCBA Partnership Opportunities

OPPORTUNITIES/BENEFITS	ANNUAL SPONSOR: \$5,000 LEVEL
Email to HCBA members from bar president or CEO thanking all annual sponsors and encouraging members to support these businesses. Sent in January/February 2023.	✓
Featured sponsor content/announcement in one e-news per year.*	✓
Opportunity to present one hour CLE during sponsor weeks in July/August. <i>Content approved by HCBA.</i>	✓
Sponsor recognition with logo in the annual print edition of the Hennepin Lawyer mailed to members during the 2022-2023 bar year.	✓
Digital display screen with rotating recognition banner featuring logos of annual sponsors and sponsor display (printed materials) in lobby (for at least a single month).	✓
Sponsor recognition with logos in weekly HCBA digital e-news once per month.	✓
Sponsor listing on HCBA website sponsor page with logo, business description and link.	✓
30% off banner advertising rates in Hennepin Lawyer digital publication (when space allows).	✓
Four tickets to and recognition at two all-member events + four tickets to Judges Social in the fall + attend and exhibit at New Lawyers Section socials (1-2 per year).	✓

* Week selected by sponsor in partnership with Bar Association staff.

RCBA Partnership Opportunities

OPPORTUNITIES/BENEFITS	ANNUAL SPONSOR: \$6,000 GOLD LEVEL	ANNUAL SPONSOR: \$3,000 SILVER LEVEL
RCBA to send one personalized email to RCBA members on behalf of sponsor.	✓	
Email to RCBA members from bar president or CEO thanking all annual sponsors and encouraging members to support these businesses. Sent in January/February 2023.	✓	✓
Featured sponsor content/announcement in e-news.*	Twice per year	Once per year
Sponsor listing on RCBA website's partner page.	✓	✓
Sponsor recognition with logos in weekly RCBA digital e-news once per month.	✓	✓
Sponsor recognition with logo in the annual print edition of the Barrister mailed to members during the 2022-2023 bar year.	✓	✓
Opportunity to present one hour CLE during sponsor weeks in July/August.	✓	
Sponsor recognition at RCBA Member Appreciation Day/Annual Meeting (May). Sponsor receives logo on promotional materials, signage by registration at event, marketing materials distributed to attendees, inclusion in one issue of weekly RCBA digital e-news, and thank you on RCBA website and social media.	✓	✓
Exhibit at New Lawyers Section multi-bar happy hour hosted by RCBA and MSBA New Lawyers Sections (June). Sponsor receives logo on promotional materials, signage by registration at event, marketing materials distributed to attendees, and inclusion in one issue of the weekly RCBA digital e-news.	✓	✓
Discount on banner advertising rates in the Barrister digital publication (when space allows).	✓ *30% off	✓ *10% off

* Weeks selected by sponsor in partnership with Bar Association staff.



MINNESOTA STATE BAR ASSOCIATION
HENNEPIN COUNTY BAR ASSOCIATION
RAMSEY COUNTY BAR ASSOCIATION