

Creating Connections

PARTNERSHIP OPPORTUNITIES

2019-2020



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) are excited to 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. They 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. It 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 2019-2020 year to help you reach your goals. Please be in touch with Sheila Johnson (612-752-6615) to discuss these partnership opportunities.

Let's work together this year.

Sheila Johnson
Events and Partnerships Director
612-752-6615
sjohnson@mnbars.org



Cheryl Dalby
Chief Executive Officer
612-752-6600
cdalby@mnbars.org





MSBA Partnership Opportunities

OPPORTUNITIES	COST
Exhibit at MSBA's One Profession all-day event (8 per year). Sponsor receives table at event, and recognition in marketing and at event. <i>One Profession gathers lawyers, judges, and other legal professionals in districts across greater Minnesota to discuss the issues and opportunities affecting their legal communities.</i>	\$500 per event*
Exhibit at MSBA's Signature Events. Inquire about upcoming events.	\$500 per event*
Rotating slider space ad with link to website on my.mnbar.org, the home of the MSBA's online communities, practicelaw, and more. This space is visible to authenticated users as well as those who have not logged in. (Size: 1200x400)	\$450 per month*
Website footer ad with link to website on my.mnbar.org, the home of the MSBA's online communities, practicelaw, and more. Available on my.mnbar.org home page or interior pages. These pages are visible based on the access rights to the pages. (Size: 962x125)	\$300 per month*
Advertorial space on home page of my.mnbar.org, the home of the MSBA's online communities, practicelaw, and more. Includes graphic and text. Text should be informative, but can feature product(s) prominently. (Size: 728x90; text limit: 250 words)	\$500 per month*

*Based on availability.

BONUS ADD-ON	
Opportunity to present one-hour CLE at the Bar Associations' office during one of two sponsor weeks (last week of January 2020 or week to be determined in July/August 2020). This is an exclusive opportunity to partners spending at least \$5,000 per year with MSBA/HCBA/RCBA. Presentation content to be approved.	Complimentary to partners spending at least \$5,000 per year

ADDITIONAL OPPORTUNITIES	
MSBAdvantage: The MSBAdvantage 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 Mike Carlson at mcarlson@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 (11 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 Sheila Johnson, Events and Partnerships Director, at sjohnson@mnbars.org or 612-752-6615.



HCBA Partnership Opportunities

OPPORTUNITIES/BENEFITS	ANNUAL SPONSOR: \$4,000 LEVEL	ANNUAL SPONSOR: DISCOUNTED ADD-ONS	À LA CARTE OPTIONS FOR NON-ANNUAL SPONSORS
Email to HCBA members from the bar president thanking all annual sponsors and encouraging members to support these businesses. Sent in January/February 2020.	✓		
Banner ad with web link to run for 2 consecutive weeks in HCBA e-newsletter, sent to members on Thursdays. Only one paid ad will be included in any given week. <i>Specifications: 150w by 250h pixels. Format as a .jpg @ 72 dpi.</i>	✓ Includes two consecutive weeks of e-news banner ads. Weeks selected by sponsor.*	✓ Additional weeks may be purchased for 25% off the regular rate.*	Consecutive weeks of e-news banner ads may be purchased for \$250 per week, for a minimum of two weeks.*
Featured sponsor content/announcement in HCBA e-newsletter. Sponsor provides brief content blurb (150 words max) and link to an article/white-paper/practice tip or other content on their website. Includes sponsor logo. <i>Content approved by HCBA.</i>	✓ Runs once in HCBA e-newsletter. Week selected by sponsor.*	✓ Additional week during the year may be purchased for \$495*	
Recognition at HCBA Annual Meeting and Awards Luncheon in May/June 2020. Includes recognition from HCBA president during program, listing in event materials, and one ticket.	✓ Includes one ticket.	✓ Additional tickets may be purchased at a discount.	Full price for event tickets.
Digital display screen with rotating recognition banner featuring logos of annual sponsors, and sponsor display (displaying 8.5" by 11" printed marketing collateral brochures/flyers in the office for a single month) in lobby.	✓		
Sponsor recognition with logo in HCBA's member publication, <i>Hennepin Lawyer</i> , published 6 times per year.	✓		
Sponsor listing on HCBA website's sponsor page (with logo, business description, and link).	✓		
Exhibit at HCBA all-member socials. 3 socials planned for the 2019-20 bar year. Sponsor receives table at event, recognition in marketing, opportunities for giveaways/drawings, and additional recognition opportunities (based on location).	✓		\$500 per individual all-member social.*
Post-event emails following all-member socials sent from HCBA to attendees, thanking sponsors and including sponsor's website link.	✓		
Exhibit at HCBA New Lawyers Section happy hours/networking socials. 1-2 socials planned for the 2019-20 bar year. Sponsor receives table at event, recognition in marketing, opportunities for giveaways/drawings, and additional recognition opportunities (based on location).	✓		\$400 for an individual New Lawyers happy hour/social.*
Sponsorship of CLE seminars. Includes introduction opportunity, signage by registration, marketing materials distributed to attendees, logo on promotional materials. Follow-up email sent from HCBA to attendees thanking the sponsor and including sponsor's website link.	✓ 2 CLEs per year* <i>one CLE between Sept-Jan & one CLE between Feb-June. Limited to one sponsor per CLE.</i>		\$500 for a single CLE.*

*Based on availability.

BONUS ADD-ON	
Opportunity to present one-hour CLE at the Bar Associations' office during one of two sponsor weeks (last week of January 2020 or week to be determined in July/August 2020). This is an exclusive opportunity to partners spending at least \$5,000 per year with MSBA/HCBA/RCBA. Presentation content to be approved.	Complimentary to partners spending at least \$5,000 per year

To get started contact Sheila Johnson, Events and Partnerships Director, at sjohnson@mnbars.org or 612-752-6615.

RCBA Partnership Opportunities

OPPORTUNITIES/BENEFITS	ANNUAL SPONSOR: \$5,000 GOLD LEVEL	ANNUAL SPONSOR: \$2,500 SILVER LEVEL	À LA CARTE OPTIONS FOR NON-ANNUAL SPONSORS
Sponsor recognition with logo on RCBA communications; including Barrister newsletter and other promotional materials.	✓		
Sponsor signage at RCBA events.	✓		
Sponsor listing on RCBA website's partner page (with logo, business description, and link).	✓		
Sponsor recognition at RCBA Member Appreciation Day (May). Sponsor receives logo on promotional materials, signage by registration at event, marketing materials distributed to attendees, inclusion in Barrister newsletter, and thank you on RCBA website and on social media.	✓	✓	\$500*
Sponsor recognition at RCBA Member Holiday Party (December). Sponsor receives tickets to event, logo on promotional materials, signage by registration at event, inclusion in Barrister newsletter, and thank you on RCBA website and on social media.	✓ Includes 4 tickets	✓ Includes 2 tickets	\$500* Includes 2 tickets
Sponsor recognition at RCBA Judges' Dinner and four tickets to event.	✓		Individual tickets available.
Footer ad with web link to run for two (2) consecutive weeks in RCBA e-newsletter, sent to members on Mondays. Only one paid ad will be included in any given week. (Size: 650x80)	✓	✓	\$250 for two consecutive weeks*
Sponsorship of RCBA Diversity Committee CLE (2 per year). Includes introduction opportunity, signage by registration, marketing materials distributed to attendees, logo on promotional materials. Follow-up email sent from RCBA to attendees thanking the sponsor and including sponsor's website link.			\$500 per CLE*

*Based on availability.

BONUS ADD-ON	
Opportunity to present one-hour CLE at the Bar Associations' office during one of two sponsor weeks (last week of January 2020 or week to be determined in July/August 2020). This is an exclusive opportunity to partners spending at least \$5,000 per year with MSBA/HCBA/RCBA. Presentation content to be approved.	Complimentary to partners spending at least \$5,000 per year

ADDITIONAL OPPORTUNITIES	
Families First: Sponsor Families First Halloween Party, benefitting Neighborhood House (late October). Long-standing RCBA event to raise money for children and their family members living in economically disadvantaged St. Paul neighborhoods.	For pricing contact Sharon Elmore at selmore@mnbars.org
Foundation Events: RCBF Charity Golf Tournament (July) and RCBF Bench & Bar Benefit (November). Foundation events to benefit law-related charitable organizations.	
Barrister: Display advertising in Barrister newsletter, the official publication of Ramsey County Bar Association (8 issues).	

To get started contact Sheila Johnson, Events and Partnerships Director, at sjohnson@mnbars.org or 612-752-6615.



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