NON-DUES REVENUE

MAKE IT RAIN

Karen Fast, Strategic Marketing & Membership Manager,
Orange County Bar Association
MEMBERSHIP DUES

IS IT ENOUGH?
SPONSORSHIP PACKAGES

ARE YOU ...

SHOOTING YOURSELF IN THE FOOT?

BURNING BRIDGES?

MISSING OUT?
A LA CARTE

PITCH IT

BUILD INDIVIDUAL PACKAGES

2013: 12 Sponsors (Prior to A la carte menu)
2014: 38 Sponsors
2015: 46 Sponsors
MENU SELECTIONS

LUNCHEON SPONSORSHIP LEVELS
NON EXCLUSIVE ONLY $900
NO COMPETITORS

THINK OUTSIDE THE BOX TO MAKE IT FUN

SOCIAL EVENTS SPONSORSHIP LEVELS
NON EXCLUSIVE $750
NO COMPETITORS

SEMINAR SPONSORSHIP LEVELS
CLE SEMINAR/OCBA COMMITTEE SEMINAR $1200
LUNCH PROVIDED ONLY $10 PER PERSON
# MENU SELECTIONS

<table>
<thead>
<tr>
<th>Mailing Lists</th>
<th>New Member Packets</th>
<th>Preferred Vendor Market Place</th>
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<tbody>
<tr>
<td>$266 Members</td>
<td>$1000 / yr</td>
<td>$500 / yr</td>
</tr>
<tr>
<td>$375 Non-Members</td>
<td></td>
<td>(New Campaign to Promote)</td>
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<tr>
<td></td>
<td>100% Club Sponsor</td>
<td></td>
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<tr>
<td></td>
<td>$700 / yr</td>
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AD SALES

MONTHLY MAGAZINE – THE BRIEFS
CLASSIFIEDS – PRINT & WEB
CLE PACKET BANNER AD
IN-HOUSE SCREENS (GREAT ADDED VALUE)
WEB-SITE ADS
PREMIUM LISTINGS ON DIRECTORY

Always sell advertising with ANY personalized package
MEETING ROOMS

BOARDROOMS

VIRTUAL OFFICE

Mediations, Seminars, Other Associations
CLES

LIVE SEMINARS

RECORDED SEMINARS – SHARE
LRIS
LIVE
ONLINE –
WWW.MYORLANDOLAWYER.COM
OTHER REVENUES

COURT ACCESS CARDS
CITIZEN’S DISPUTE RESOLUTION
CAREER CENTER (JOB TARGET)
TRAFFIC SCHOOL
NOTARY PUBLIC COURSE
PARENTING SCHOOL
AFFINITY PROGRAMS - ROI???

IT REALLY HAS TO BE SPECTACULAR

FOR ME TO DO THE WORK FOR THEM TO RAKE IN THE DOUGH

- I won't give list which means I have to market the program, give up real estate space on my publications and blasts
- What is the ROI – do the math
- Option: If their commission to you seems like it is substantial – and they have some sponsorship dollars – have them start some sponsorships, let them make some money from our members, then instead of giving us commission, reinvest it in advertising & more sponsorships – they will get more bang from their buck.
CREATE A UNIVERSITY ATMOSPHERE

BE THE CONTINUING EDUCATION FACILITY
PROGRAMS
AND HOW THEY SUPPORT SPONSORSHIPS

LEADERSHIP LAW
CIVICS CLASS FOR BUSINESS & COMMUNITY LEADERS

NEW LAWYER TRAINING PROGRAM
HOW TO HANG OUT A SHINGLE AND BE SUCCESSFUL

PARALEGAL BOOT CAMP
HOW TO RUN A LAW PRACTICE

- All programs are financially self-sustained, fun, interactive,
- LL doesn’t get sponsorship BUT… LL Alumni become sponsors
- Boot camps: We have exhibitors showcases and tasting receptions (they bring food, keep at their table, it becomes a tasting event – draws people to their table – and I do not have to spend money on food)
FUTURE PROGRAMS

TRANSFORM YOUR LAW PRACTICE INTO LAW FIRM SUCCESS
FOLLOW UP TO NEW LAWYER TRAINING PROGRAM

PRE LAW
DO I WANT TO GO TO LAW SCHOOL?

INTERNATIONAL LAW
WHO IS NEEDING AN ATTORNEY IN AMERICA?
BENCH BAR CONFERENCE

THEME – A DAY ON THE ISLANDS
BENCH BAR BOARD - CONTENT
GET JUDGES – LOTS OF JUDGES
DESTINATION
TOYS AND TREATS
GATORLAND - HYPE TO BUY IN
ALL SUPPORTS SPONSORS
BENCH BAR CONFERENCE SPONSORS

**LEVELS**

PLATINUM $6,000
GOLD $4,000
SILVER $1,500 (MOST POPULAR)
BEVERAGE BREAK $2,000
SNACK BREAK $1,500
LAW FIRM SPONSORSHIPS $1,200

CONFERENCE PROGRAM ADS $700 - $95
BENCH BAR CONFERENCE SPONSORS

THINK OUTSIDE THE BOX - TOSHIBA

PLACEMENT AT THE CONFERENCE

DRIVE PEOPLE TO SPONSORS

BREAKFAST & BREAKS

EXHIBITOR’S SHOWCASE DURING

AFTERNOON BREAK – ICE CREAM, CUPCAKES,

SOFT PRETZELS

ALL SPONSORS TO GIVE A GIFT OF VALUE

PRIZES AT RECEPTION

SELL NEXT BBC – PITCH ASAP
HOW DO I FIND SPONSORS?

WHERE ARE THEY?
ALMOST ANYONE CAN BE A SPONSOR

BEG, BORROW, STEAL

THE LEGAL MARKET

OTHER BARS

PUBLICATION ADS

REFERRALS

FOLLOW THE LEADER

LOCAL BUSINESS

LEADS GROUPS

CHAMBER EVENTS

REFERRALS
ACCOUNT MAINTENANCE

- Contact your sponsors on a regular basis
- Ask for feedback on how they did at your last event
- Ask if they got business
- Keep them in the loop for new opportunities
- Build a personal relationship
- Celebrate their life milestones
- Take out to lunch once in a while
- Have an appreciation reception for all your sponsors – they get to meet each other
MAKE IT RAIN