The Art of Annual Sponsorships

Presented By
Melissa Byers, Executive Director
St. Petersburg Bar Association
Mbyers@stpetebar.com
727.823.7474
Annual Sponsorships
Presented by the St. Petersburg Bar Association

1. **Build It — see attached Annual Packages & Thank you to Sponsors Signage**
   - Create an annual sponsorship package for law firms/corporate sponsors with levels that build on one another but **all levels offer continual, repeatable marketing** for a full year.
   - Get everyone on the same page — do not allow section chairs/committee chairs to create their own.
   - The full year begins on the 1st of any month. The sponsor will receive all events in one full year (must have core annual events that repeat every year).

2. **Ask for the Sale — see attached Board Sponsor Report & Board Member Support**
   - Determine if your board is a governing board or operating board (or both). Implement board requirement that each board member provides a minimum sponsorship level referral. The board has a fiduciary responsibility in maintaining financial stability.
   - Provide **Board Sponsor Report** at every board meeting listing all annual sponsors and annual total secured. It is important for the board to have an understanding of the sponsors’ businesses and provide introductions at events.
   - Provide a **Board Member Support** report at every board meeting listing each board member and the value of the sponsorship referrals that have been secured.

3. **Perfect the Pitch — see attached Support Sponsors**
   - Conduct an initial phone meeting to review the sponsorship package with a potential sponsorship. Share with the sponsor that the goal is to provide repeatable, continual marketing that includes......advertising, signage, logo with link on website, bar membership for networking, direct mail, etc.
   - Allow space for them to determine if they want to move forward. Believe in what you’re selling – don’t pressure them to commit.
   - The goal is to create a lasting relationship with the sponsor not a “one and done” event with limited exposure that doesn’t provide a return on the investment.
   - Be honest with them and let them know that you don’t intend for them to continue next year if they don’t receive a return on their investment.
   - Under promise and over deliver — continually add extras not listed in the package (sponsor happy hour, board support, overview of services at a membership luncheon)

4. **Lock In the Details — see attached Standard Email Confirmation**
   - When the Sponsor is ready to move forward, provide a standard email (cc the President) requesting the items you need for the sponsorship - logo, advertisement, name on signage, etc.
   - Provide the contract and request payment via credit card or check.

5. **Plug and Play**
   - After the sponsor provides all marketing materials needed and you plug them in everywhere, your job is done!
   - It is now the responsibility of the sponsor to attend events and network.
   - Assist them by introducing them to members and open the door for them to give their “elevator pitch.”
   - Sponsors don’t want to just be thanked for their sponsorship, they want business.
   - Consider assigning each board member to a sponsor to help introduce them at events.

**CAUTION - “The Tail Wagging the Dog”**
- Do not create a “shark tank” for your members; do not forget that your focus is the members; do not let the sponsors take ownership by pressuring you to provide more.
ST. PETERSBURG BAR ASSOCIATION
ANNUAL LAW FIRM SPONSORSHIP PACKAGES

Would your firm like to receive continual marketing exposure for one full year? Consider an annual sponsorship and receive a full year of benefits – including signage at 8 events, advertising, and bar memberships!

**Diamond Sponsor - $5,000**
- **Signage** - Diamond Sponsor LOGO on signage for 8 main annual events*; sponsor ribbons provided
- **Website Recognition** - sponsor logo on website opening page.
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” in Paraclete bi-annually

**Additional Benefits**
- **Bar Membership** - Four (4) - SPBA Memberships - sponsor ribbons provided for events
- **Advertising** - Six (6) - Half page B&W Ads in Paraclete Monthly Magazine – distribution 1,200
- **Direct Mail** - Three (3) - Sets of Mailing Labels to the entire Membership (1,100+ Members)

**Gold Sponsor - $2,500**
- **Signage** - Gold Sponsor on signage for 8 main annual events*; sponsor ribbons provided
- **Website Recognition** - sponsor logo on website opening page
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” in Paraclete bi-annually

**Additional Benefits**
- **Bar Membership** - Two (2) - SPBA Annual Memberships - sponsor ribbons provided for events
- **Advertising** - Six (6) - Quarter page B&W Ads in Paraclete Magazine – distribution 1,200

**Silver Sponsor - $1,250**
- **Signage** - Silver Sponsor on signage for 8 main annual events*; sponsor ribbons provided
- **Website Recognition** - sponsor logo on website opening page
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” in Paraclete bi-annually

**Additional Benefits**
- **Advertising** - One (1) - Quarter page B&W Ad in Paraclete Magazine – distribution 1,200

**Bronze Sponsor - $750**
- **Signage** - Bronze Sponsor on signage for 8 main annual events*; sponsor ribbons provided.
- **Website Recognition** - sponsor logo on website opening page
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
- **Sponsor Thank You** - Sponsor listed in “Sponsor Thank You” in Paraclete bi-annually

**YLS Sponsorships**
- **$150** Java with the Judges
- **$250** Swearing In Ceremony (Fall or Spring), or Morning at the Courthouse
- **$250 (non-exclusive) or $500 (exclusive)** YLS Social

**Marketing** – logo and/or business name listed on marketing materials sent to 1,100 members a minimum of three occasions.

**Signage** – logo and/or business name listed on event signage

**Exhibit Table** – Sponsor may provide giveaway item(s).
Diamond Sponsor - $10,000
Signage - logo on signage for 8 main annual events event (see page 3)*
Special Introduction – Introduction and special recognition at two (2) events
Membership Luncheons – Exhibit table at all membership luncheons; announced at all luncheons.
Website Recognition – logo listed at top opening page of Website and on Member Benefit Page
Bar Membership – Four (4) – SPBA Memberships - sponsor ribbons and admission to all events*
Advertising – Six (6) Full page color Ads in Paraclete Monthly Magazine – distribution 1,200
Advertising Placement – Option to choose guaranteed ad placement in the Paraclete Magazine
Articles – Four (4) – Opportunities to publish industry related articles in the Paraclete Magazine
Direct Mail – Six (6) – Sets of Mailing Labels to entire membership (1,100 + Members)
Sponsor Spotlight – Sponsor featured in eblast “Sponsor Spotlight”
Sponsor Thank You – Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
Seminar – present Two (2) CLE Seminars to SPBA Members (upon approval)
St. Petersburg Bar Executive Committee Meeting – invitation to speak at a monthly board meeting.
Bench and Bar Sponsorship – Jurist Level ($1,000) Sponsor of St. Petersburg Bar and Clearwater Bar Joint Event - Exhibit table will be provided; Four(4) tickets to event; logo on signage; announced at beginning of event; attended by 200 to 250 guests.
*Diamond by Design* – Exclusive opportunity for Diamond sponsor only. Diamond Sponsor can propose one additional exclusive feature to be added to the sponsorship agreement (upon approval by the Executive Committee).

Gold Sponsor - $8,000
Signage - logo on signage for 8 main annual events event (see page 3)*
Special Introduction - introduction and special recognition at one (1) event
Membership Luncheons – Sponsor will be provided an exhibit table; announced at all luncheons.
Website Recognition – sponsor logo on website opening page and on Member Benefit Page
Bar Membership - Three (3) – SPBA Memberships - sponsor ribbons and admission to all events*
Advertising – Six (6) Full page B&W Ads in Paraclete Monthly Magazine – distribution 1,200
Articles – Two (2) – Opportunities to publish two industry related articles in the Paraclete Magazine
Direct Mail – Four (4) – Sets of Mailing Labels to entire Membership (1,100 + Members)
Sponsor Spotlight – Sponsor featured in eblast “Sponsor Spotlight”
Sponsor Thank You – Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
Seminar – present One (1) CLE Seminar to SPBA members (upon approval)

Silver Sponsor - $5,000
Signage – business name listing on signage for 8 main annual events event (see page 3)*
Website Recognition – sponsor logo on website opening page and on Member Benefit Page
Bar Membership – Two (2) – SPBA Memberships - sponsor ribbons and admission to all events*
Articles – One (1) – Opportunity to publish an industry related article in the Paraclete Magazine
Direct Mail – Two (2) – Sets of Mailing Labels to the entire Membership (1,100+ Members)
Sponsor Thank You – Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly
Seminar – present One (1) CLE Seminar to SPBA members (upon approval)

Bronze Sponsor - $2,500
Signage – business name listing on signage for 8 main annual events event (see page 3)*
Website Recognition – sponsor logo on website opening page and Member Benefit Page
Bar Membership – One (1) – SPBA Membership - sponsor ribbon and admission to all events*
Advertising – Six (6) Quarter page B&W Ads in Paraclete Magazine – distribution 1,200
Articles – One (1) – Opportunity to publish an industry related article in the Paraclete Magazine
Direct Mail – One (1) – Set of Mailing Labels to the entire Membership (1,100+ Members)
Sponsor Thank You – Sponsor listed in “Sponsor Thank You” eblast sent to Membership quarterly

**All sponsors are provided a board member support contact. Board members will meet with their partnered sponsor and will assist in making introductions to bar members at the annual events.**
St. Petersburg Bar Association Specialty Sponsorships

**Section Sponsorship**

$1,500 – Probate & Guardianship Section only
$1,200 – Real Property Section only
$300 – Single Seminar Sponsorship for the following sections:
  ADR, Appellate, Business, Civil Trial, Collaborative, Criminal,
  Employment, Family Law, Government, Law Practice Management

**Business Representative** – one representative is invited to attend luncheon. (*Each additional representative will be charged $25 per luncheon.)
**Exhibit Table** – Sponsor may request to have exhibit table at each seminar and provide giveaway item.
**Direct Mail** – One (1) – Set of Mailing Labels to the Section of the Membership
**Marketing** – logo and/or business name listed on marketing materials sent to 1,100 members.
**Introduction** – Sponsor will be introduced and permitted to speak at the beginning of section seminar.

**Note:** This is a first come, first serve agreement – one (1) sponsor per business specialty per section.

**Young Lawyers Section (YLS) Sponsorships**

$150 Java with the Judges
$250 Swearing In Ceremony (Fall or Spring), or Morning at the Courthouse
$300 (non-exclusive) or $500 (exclusive) YLS Social

**Marketing** – logo and/or business name listed on marketing materials sent to 1,100 members a minimum of three occasions.
**Signage** – logo and/or business name listed on event signage
**Exhibit Table** – Sponsor may provide giveaway item(s).

**PLEASE NOTE**

Joint events held with the Clearwater Bar are **not** included in the sponsorship agreements. These events include, but are not limited to, the following: Bench and Bar, Probate Update, Family Law Update, Swearing In Ceremony, Law for Public Officials.
EIGHT (8) ANNUAL EVENTS INCLUDED IN SPONSORSHIP – Attend
MEMBERSHIP LUNCHEONS – 4 Per Year
September 6, 2019; October 11, 2019; March 6, 2020; & April 3, 2020
BRIDGEPOINT – FORMERLY MIRROR LAKE LYCEUM
11:30 AM Networking/Buffet 12:00 PM Program
Membership Luncheons are free to all members and feature special speakers, awards, and information from the St. Petersburg Bar President.

HOLIDAY PARTY
December 12, 2019 - 5:30 to 7:30 PM
LOCATION TBD
Help us ring in the holiday in St. Pete Bar style!
Average attendance is 175-200. FREE to all members & a guest

JUDICIAL RECEPTION
February 20, 2020 - 5:30 to 7:30 PM
THE JAMES MUSEUM
Hosted by The St. Petersburg Bar Association Young Lawyers Section this cocktail reception is held to honor our many members of the Judiciary. This event is one of our most widely attended events by both attorneys and judges of the year.

LAW DAY
May 1, 2020 – 11:30 AM Networking/Buffet 12:00 PM Program
BRIDGEPOINT – FORMERLY MIRROR LAKE LYCEUM
Join the St. Pete Bar as we celebrate annual Law Day. This special event includes the following awards: The Annual Liberty Bell Award, the Judge Paul H. Roney Scholarship, the Young Lawyers Scholarship, the Teen Court Scholarship and the Cheryl Smith-Khan Poster Contest Awards.

INSTALLATION CEREMONY
June 11, 2020 – 5:30 to 7:30 PM
LOCATION - TBD
The St. Pete Bar Association will welcome 2020-21 President, Sean K. McQuaid, and celebrate the St. Petersburg Bar Association Leadership.

{Please Note – Joint events held with the Clearwater Bar are not included in the annual sponsorship including, but not limited to the following: Bench and Bar, Probate Update, Family Law Update, Swearing In Ceremony, Law for Public Officials}

For More Information:
Contact St. Petersburg Bar Association
Executive Director Melissa Byers
Mbyers@stpetebar.com
727-823-7474
Sponsorship Agreement
St. Petersburg Bar Association

______ (Sponsor) has agreed to enter into the following level of Sponsorship ______ as outlined in the Summary of Sponsorship Benefits Package. The value of the sponsorship package is ______.

This agreement is not automatically renewable. The agreement will begin ______ and terminate ________. At that time an opportunity will be given to adjust any part of the agreement by either party. Sponsorship can not be cancelled by either party prior to termination date indicated.

Paraclete Advertising:
Adverting will begin in the following issue of the Paraclete: ____________
Final Advertisement will appear: ________________

Additional Details:

St Petersburg Bar Association

Melissa Byers, Executive Director

__________________________
Date

Name of Sponsor ____________________________

Name/Title of Company Representative ________________

Signature_______________________________

Date__________________________

Return final signed page of contract with check made payable to: The St. Petersburg Bar Association to P.O. Box 172, St. Petersburg, FL 33737. To pay by credit card please call the St. Pete Bar office 727.823.7474
THANK YOU ANNUAL CORPORATE SPONSORS

DIAMOND

The Bank of Tampa
PINELLAS COUNTY

SILVER

SKYWAY MEDIA

BRONZE

ABA RETIREMENT FUNDS
THE AUTHORITY HOUSE
EASYLIVING HOMECARE & CARE MANAGEMENT
EXECUTIVE REPORTING SERVICE
FERMAN AUTOMOTIVE
FOOTPRINTS BEACHSIDE RECOVERY CENTER
GARY’S ROOF AND HOUSE PAINTING
JARRED BUNCH CONSULTING
MILEMARK MEDIA
SAN MARCO & ASSOCIATES PRIVATE INVESTIGATIONS, INC.
SEIDE REALTY
STEVENS & STEVENS BRM, INC.
SUNCOAST LEGAL SEARCH
TEAMLOGIC IT
TRANQUIL SHORES
TURNING POINT OF TAMPA
VINE IT
WALLACE, WELCH & WILLINGHAM
THANK YOU ANNUAL LAW FIRM SPONSORS

DIAMOND

LEGACY PROTECTION LAWYERS, LLP

MASTERSON, HOAG & SMITH, P.A.

THE WHITTEMORE LAW GROUP, P.A.

GOLD

BATTAGLIA, ROSS, DICUS & McQUAID, P.A.
BELTZ & BELTZ
ENGLANDER FISCHER
FISHER & SAULS, P.A.
THE FLEMING LAW GROUP, P.A.
THE FLORIDA APPELLATE FIRM, P.A.
GREENE & GREENE
DENNIS HERNANDEZ & ASSOCIATES, P.A.
IURILLO LAW GROUP, P.A.
JOHNSON, POPE, BOKOR, RUPPEL & BURNS, LLP
LEWIS, LONGMAN & WALKER, P.A.
Meros, Smith, Lazzara, Brennan & Brennan, P.A.
Perenich, Caulfield, Avril & Noyes
David Seth and Joan LoBianco Walker
Weber, Crabb & Wein, P.A.
Zinobler Diana P.A.

SILVER

HARRIS, HUNT & DERR, P.A. ~ HILL WARD HENDERSON
STETSON LAW ~ TRENAM LAW

BRONZE

ABBNEY, ADAMS, BYELICK & MUELLER, LLP
THE LAW FIRM OF VANESSA L. ALBAUM
Bonezzi, Switzer, Polito & Hupp Co. LPA
BUCKLEY LAW GROUP, P.A. ~ HOAG LAW FIRM, P.A.
WOOD & WOOD, P.A.
## Board Sponsor Report

**FY18-19 Annual Corporate Sponsorships ~ Total $132,425**

<table>
<thead>
<tr>
<th>FY2018-19 Sponsors</th>
<th>$ Amount</th>
<th>Contract</th>
<th>Notes/Referred By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greene &amp; Greene, LLC</td>
<td>$2,800</td>
<td>7/2018-6/2019</td>
<td>Renewal (Billy)</td>
</tr>
<tr>
<td>The Bank of Tampa</td>
<td>$10,000</td>
<td>7/2018-6/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Stevens &amp; Stevens</td>
<td>$2,500</td>
<td>7/2018 – 6/2019</td>
<td>Renewal</td>
</tr>
<tr>
<td>David Seth Walker</td>
<td>$2,500</td>
<td>8/2018-7/2019</td>
<td>Renewal</td>
</tr>
<tr>
<td>Fidelity National Title (Real Prop.)</td>
<td>$750</td>
<td>8/2018-7/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Guardian Trust (Probate Section)</td>
<td>$1,500</td>
<td>7/2018-6/2019</td>
<td>Renewal (Lyndy)</td>
</tr>
<tr>
<td>Footprints</td>
<td>$2,500</td>
<td>8/2019-7/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Vine IT</td>
<td>$2,500</td>
<td>9/2018-8/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Jarred Bunch Consulting</td>
<td>$2,525</td>
<td>9/2018-8/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Stetson Law School</td>
<td>$750</td>
<td>10/2018 – 9/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>The Whittemore Law Group</td>
<td>$5,000</td>
<td>10/2018 – 9/2019</td>
<td>Renewal (Hutch)</td>
</tr>
<tr>
<td>Executive Reporting Service</td>
<td>$2,500</td>
<td>10/2018-9/2019</td>
<td>Renewal (Cary)</td>
</tr>
<tr>
<td>Ferman</td>
<td>$2,500</td>
<td>10/2018 - 9/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Meros, Smith, Lazzara, Brennan</td>
<td>$2,500</td>
<td>11/2018 – 10/2019</td>
<td>Renewal (Kevin)</td>
</tr>
<tr>
<td>Tranquil Shores</td>
<td>$2,500</td>
<td>11/2018 – 10/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>The Authority House</td>
<td>$2,500</td>
<td>12/2018-11/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Team Logic IT</td>
<td>$2,500</td>
<td>11/2018 – 10/2019</td>
<td>Renewal (Greg)</td>
</tr>
<tr>
<td>Estelia Miramar Realty (Probate)</td>
<td>$1,500</td>
<td>12/2018 – 10/2019</td>
<td>New (Rachel)</td>
</tr>
<tr>
<td>Legacy Protection Services</td>
<td>$5,000</td>
<td>1/2019 – 12/2019</td>
<td>Renewal (Bill)</td>
</tr>
<tr>
<td>Battaglia, Ross, Dicus, McQuaid</td>
<td>$2,500</td>
<td>1/2019 – 12/2019</td>
<td>Renewal (Sean)</td>
</tr>
<tr>
<td>Trenam</td>
<td>$1,250</td>
<td>2/2019-1/2020</td>
<td>Renewal (Bill)</td>
</tr>
<tr>
<td>MileMark Media</td>
<td>$2,500</td>
<td>12/2018-11/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Voya Financial</td>
<td>$2,500</td>
<td>12/2018-11/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Gary’s Roof and House Painting</td>
<td>$2,500</td>
<td>12/2018-11/2019</td>
<td>Renewal (Tara)</td>
</tr>
<tr>
<td>Seide Realty</td>
<td>$2,500</td>
<td>12/2018 – 11/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Skyway Media</td>
<td>$5,000</td>
<td>1/2019-12/2019</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>The Fleming Law Group</td>
<td>$2,500</td>
<td>1/2019 – 12/2019</td>
<td>Renewal (Lucas)</td>
</tr>
<tr>
<td>Weber, Crabb, Wein</td>
<td>$2,500</td>
<td>2/2019-1/2020</td>
<td>Renewal (Kelly)</td>
</tr>
<tr>
<td>Johnson Pope</td>
<td>$2,500</td>
<td>2/2019 – 1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Masterson, Hoag, Smith</td>
<td>$5,000</td>
<td>2/2019 – 1/2020</td>
<td>Renewal (Greg)</td>
</tr>
<tr>
<td>Englander Fischer</td>
<td>$2,800</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Suncoast Legal Search</td>
<td>$2,500</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Perenich, Caufield, Avril, Noyes</td>
<td>$2,500</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Easy Living</td>
<td>$2,500</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Zinober Diana</td>
<td>$2,500</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Abbey Adams</td>
<td>$750</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Bonezzi, Switzer, Polito, Hupp</td>
<td>$750</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Amount</td>
<td>Duration</td>
<td>Notes</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>--------</td>
<td>-------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Buckley Law Group</td>
<td>$750</td>
<td>2/2019-1/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Harris, Hunt &amp; Derr</td>
<td>$1,250</td>
<td>4/2019 – 3/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Hill Ward Henderson</td>
<td>$1,250</td>
<td>3/2018-2/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>The Appellate Lawyer - Vesely</td>
<td>$3,000</td>
<td>4/2019-3/2020</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td>Beltz &amp; Beltz</td>
<td>$2,500</td>
<td>3/2018-2/2019</td>
<td>Renewal (Melissa)</td>
</tr>
<tr>
<td>Footprints (Section Sponsor)</td>
<td>$300</td>
<td></td>
<td>Melissa</td>
</tr>
<tr>
<td>Turning Point</td>
<td>$2,500</td>
<td>6/1/19-5/31-20</td>
<td>New (Melissa)</td>
</tr>
<tr>
<td><strong>Total (55 Sponsors)</strong></td>
<td><strong>$132,425</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NON RENEWALS**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raymond James</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Edward Jones - Bronze</td>
<td>$2,500 (Bronze)</td>
<td>Stayed as family section sponsor</td>
</tr>
<tr>
<td>Seacoast Bank</td>
<td>$2,500</td>
<td>Change in marketing focus</td>
</tr>
<tr>
<td>Merrill Lynch (Probate)</td>
<td>$1,500 (Probate)</td>
<td>Out of the area</td>
</tr>
<tr>
<td>Practice Panther</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Clarie Law</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Goodis Thompson Miller</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Westlaw - Thompson Reuters</td>
<td>$2,500</td>
<td>New representative hired; no rep for a few months</td>
</tr>
<tr>
<td>NeuLife Rehab</td>
<td>$2,500</td>
<td>No ROI</td>
</tr>
<tr>
<td>Hoerber Tillman &amp; Company</td>
<td>$2,500</td>
<td>Unable to attend events</td>
</tr>
<tr>
<td><strong>Total Non Renewals</strong></td>
<td><strong>$24,750</strong></td>
<td></td>
</tr>
</tbody>
</table>

Blue – Law Firm Sponsors; Purple – Corporate Sponsors; Red – Non Renewals
<table>
<thead>
<tr>
<th>Board Member</th>
<th>Sponsorship Referral</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill McQueen</td>
<td>Legacy Protection Lawyers</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Trenam Law</td>
<td>$1,250</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$6,250 total</strong></td>
</tr>
<tr>
<td>Greg Hoag</td>
<td>TeamLogic IT</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Law Firm of Vanessa Albaum</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>Masterson, Hoag, Smith</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$8,250 total</strong></td>
</tr>
<tr>
<td>Kelli Crabb</td>
<td>Weber, Crabb, Wein</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sean McQuaid</td>
<td>Battaglia, Ross, Dicus &amp; McQuaid</td>
<td>$2,500</td>
</tr>
<tr>
<td>Tara Scott Lynn</td>
<td>Gary’s Roof and House Painting</td>
<td>$2,500</td>
</tr>
<tr>
<td>Billy Greene</td>
<td>Greene &amp; Greene</td>
<td>$2,500</td>
</tr>
<tr>
<td>David Seth Walker</td>
<td>David Seth and Joan LoBianco Walker</td>
<td>$2,500</td>
</tr>
<tr>
<td>Kevin Brennan</td>
<td>Meros, Smith, Lazzara, Brennan &amp; Brennan</td>
<td>$2,500</td>
</tr>
<tr>
<td>Hutch Pinder</td>
<td>The Whittemore Law Group</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lauren Rubenstein</td>
<td>Jarred Bunch Consulting</td>
<td>$2,500</td>
</tr>
<tr>
<td>Christin Brennan</td>
<td>Edward Jones (Family Law Section)</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>McClanathan, Burg &amp; Associates</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$3,250</strong></td>
</tr>
<tr>
<td><strong>2018-19 Total</strong></td>
<td><strong>Board Supported Sponsorships</strong></td>
<td><strong>$40,250</strong></td>
</tr>
<tr>
<td><strong>2017-18 Total</strong></td>
<td><strong>Board Supported Sponsorships</strong></td>
<td><strong>$37,750</strong></td>
</tr>
<tr>
<td><strong>2016-17 Total</strong></td>
<td><strong>Board Supported Sponsorships</strong></td>
<td><strong>$45,000</strong></td>
</tr>
</tbody>
</table>
Looking For a Trusted Business? 
Check Out The St. Pete Bar Sponsors!
To Learn more click on Sponsor logos on The Front Page of the bar website or visit the Member Benefit Page

WWW.STPETEBAR.COM

Banking
The Bank of Tampa

IT Support
OnePath ~ TeamLogic IT ~ Vine IT

Case Management Software/Legal Research
Practice Panther ~ Thompson Reuters/Westlaw

Home Health Aides
Easy Living Fl.

Court Reporters/Videographers
Executive Reporting Service

Automotive Leasing/Purchasing
Ferman Automotive

Substance Abuse/Recovery
Footprints Beachside Recovery ~ Tranquil Shores

Financial Advisors
St. Pete Wealth Mgmt Raymond James ~ Jarred Bunch Consulting ~ ABA Retirement

House Painting
Gary’s House Painting

Website Design
MileMark Media ~ SkyWay Media

Real Estate
Seide Realty

Law Firm Recruiter
Suncoast Legal Search

Insurance
Wallace, Welch, & Willingham

Record Management Services
Stevens & Stevens

Residential Post-Acute Facility
Neulife Rehab

Forensic Accounting Firm
Hoerber, Tillman & Company

Private Investigations
San Marco & Associates

Catering
Delectables Fine Catering

Your Partner in Practice
Support the St. Pete Bar Sponsors that Support You!

WHY?

Thanks to our sponsors -

1. The St Pete Bar has not increased due since 9 years!

2. Since 2014, Annual bar events & CLE's have increased from 37 to 60. Despite increased venue/catering fees, Sponsor Support has helped the Bar Maintain Dues and reduced event fees.

3. We have done the Leg work! We have vetted our sponsors and trust the services they provide.

To Learn more, Visit The Front Page of the bar website and click on Sponsor Logos or visit the Member Benefit Page

www.stpetebar.com
Amy,

I am so pleased that San Marco & Associates Private Investigations, Inc. has chosen to partner with the St. Petersburg Bar Association (SPBA) through an Annual Bronze Corporate Sponsorship! I look forward to working with you over the next year to provide continual marketing exposure for your business.

Please see the attached sponsorship contract - complete the final page and return at your convenience with payment. Also, take a moment to review the items needed below to assist us in providing immediate marketing exposure.

- **Website** – Email the logo that you would like listed on the bar website and we will link it to your website.
- **Signage** - Confirm how you would like to be listed on signage and announced at events: San Marco & Associates Private Investigations, Inc.
- **Monthly Advertising** – Email a quarter page advertisement to Joann Knight (jknight@stpetebar.com) by 4/1/18 to be included in the May/June issue. Please see the attached rate sheet with the ad specifications for a quarter page ad and contact information for the designer if you would like an ad created.
- **Bar Memberships** – the Bronze Sponsorship permits you to have one free bar membership. Please forward the contact information for the memberships (name, phone, email, mailing address). As a member, you’re welcome to attend any bar events at the member rate. Many events are free but some do have a small fee for members.
- **Member Benefit Page** – please send the exact information that you would like displayed on the member benefit page of the website. You may want to include your logo, contact information, brief overview of services offered, discounts offered to bar members.
- **Direct Mail** – when you’re ready to do a direct mailing, let me know and I will provide you with the contact labels or a mailing list for all members.
- **Articles** – please see the attached editorial guidelines to provide an article to the Paraclete – please contact me if you have questions about content.
- **Calendar of Events** – As a member you will receive daily eblasts of upcoming events. Please visit the bar calendar regarding events that you would like to attend at [www.stpetebar.com](http://www.stpetebar.com) (calendar on right hand side). Please let me know if you will be attending the upcoming Judicial Reception.
- **Sponsor Partner** – each sponsor is partnered with a St. Pete Bar board member. The board member will contact you to learn more about your business. Your partner will also meet you at bar events at the registration table to help introduce you to bar members. Your board partner is Hutch Pinder.

I have copied the SPBA President, Tara Scott Lynn. Again, I am committed to working with you to ensure a return on your investment! Feel free to contact me with any questions.

Warm Regards,
Melissa Byers
Executive Director
St. Petersburg Bar Association