RAPID FIRE IDEAS FOR SPONSORSHIPS

Who to Target? (Research, Recruit & Resonate)
How to Retain them? (Return, Relationships, Referrals, Repeat & Renew)
How to Answer NO? (Rejection)

Lauren Baugh
Lee County Bar Association
Executive Director

Teresa Conte
Clearwater Bar Association
Executive Director

Aaron McCurdy, Esq.
Escambia-Santa Rosa County
Bar Association
BOD and Sponsorship Chair
Lauren Baugh
Lee County Bar Association
Executive Director
239-334-0047
LBaugh@leebar.org
www.leebar.org
2022 Annual Sponsorship Plans

LCBA Annual Sponsorship Levels

- **Platinum**: $8,000
- **Gold**: $5,000
- **Silver**: $2,500
- **Bronze**: $1,500

**LCBA Annual Sponsorship Events - ANTICIPATED**

- Swearing in Luncheon
- Mock Trial Competition
- Shrimp Boil/Bench BAR-B-Q
- Law Week Awards Luncheon
- Diversity & Inclusion Luncheon
- Health and Wellness Luncheon
- Downtown Dash
- Pro Bono Awards Luncheon
- Holiday Party
- Happy Hour Socials
- And many more!!
Lee County Bar Association
Annual Sponsorship Benefits

Platinum: $8,000
Promotional Benefits of Platinum Level:
- Logo on Annual Sponsors Banner at all sponsored events (signage varies by event)
- Logo in “Annual Sponsors” block ad on eNews (News You Can Use weekly newsletter) blasts to membership, advertisers, and sponsors
- Logo on Executive Director’s email stamp “Annual Sponsor Shout Out”
- One feature in our “5 Things” section of Res Gestae
- Logo in the Res Gestae on Calendar of Events page
- One “5 things about me” about you or your business
- Logo on the website. Each sponsor receives a 175 x 175 logo display that will be part of a rotating panel on our home page
- Logo on all Power Point presentations at Membership Meetings
- 1 email spotlight with logo and highlights of Firm/Business offerings
- Opportunity to provide logo promotional items (pens, tablets, etc.) at events
- Unlimited Social Media Spotlights on the LCBA Facebook page
- Speaking opportunities at two events for 3 minutes each
- Named diamond sponsor at a special event of choice (Excluded- Bench Bar Gala and Golf Tournament)
- Unlimited vendor tables at our regular luncheons
- Opportunity to sign up to golf or sponsor golf tournament before released out (at additional cost)

Gold: $5,000
Promotional Benefits of Gold Level:
- Logo on Annual Sponsors Banner at all sponsored events (signage varies by event)
- Logo in “Annual Sponsors” block ad on eNews (News You Can Use weekly newsletter) blasts to membership, advertisers, and sponsors
- Logo on Executive Director’s email stamp “Annual Sponsor Shout Out”
- One feature in our “5 Things” section of Res Gestae
- Logo in the Res Gestae on Calendar of Events page
- Logo on the website. Each sponsor receives a 175 x 175 logo display that will be part of a rotating panel on our home page
- Logo on all Power Point presentations at Membership Meetings
- Opportunity to provide logo promotional items (pens, tablets, etc.) at events
- Opportunity for 2 Social Media Spotlights on the LCBA Facebook page
- 6 FREE vendor tables at our regular luncheons
Silver: $2,500
Promotional Benefits of Silver Level:
  • Logo on Annual Sponsors Banner at all sponsored events (signage varies by event)
  • Logo in the Res Gestae on Calendar of Events page
  • Logo in “Annual Sponsors” block ad on eNews (News You Can Use weekly newsletter) blasts to membership, advertisers, and sponsors
  • Logo on Executive Director’s email stamp “Annual Sponsor Shout Out”
  • Logo on the website. Each sponsor receives a 175 x 175 logo display that will be part of a rotating panel on our home page
  • Logo on all Power Point presentations at Membership Meetings
  • Opportunity to provide logo promotional items (pens, tablets, etc.) at events
  • Opportunity for 1 Social Media Spotlight on the LCBA Facebook page
  • 3 Free vendors tables at our regular luncheons

Bronze: $1,500
Promotional Benefits of Bronze Level:
  • Logo on Annual Sponsors Banner at all sponsored events (signage varies by event)
  • Logo in the Res Gestae on Calendar of Events page
  • Logo in “Annual Sponsors” block ad on eNews (News You Can Use weekly newsletter) blasts to membership, advertisers, and sponsors
  • Logo on Executive Director’s email stamp “Annual Sponsor Shout Out”
  • Logo on the website. Each sponsor receives a 175 x 175 logo display that will be part of a rotating panel on our home page
  • Logo on all Power Point presentations at Membership Meetings
Sponsorship Form 2022

Firm Name: ____________________________________________________________

Contact Person: ________________________________________________________

Phone: ____________ Email: ____________________________________________

We wish to become an annual sponsor for the LCBA in 2022 at the following level:

_____ Platinum Level: $8,000
_____ Gold Level: $5,000
_____ Silver Level: $2,500
_____ Bronze Level: $1,500

Total Enclosed/Committed to: $______________ (Credit Card, Cash or Check)

If you have any questions regarding sponsorship,
Please contact Lauren Baugh at 239-334-0047 * 102 or lbaugh@leebar.org.
Teresa Conte
Clearwater Bar Association
Executive Director
727-461-4869
Teresa@clearwaterbar.org
www.clearwaterbar.org
ANNUAL CORPORATE SPONSORSHIP OPPORTUNITIES

The Clearwater Bar Association (CBA) was founded in 1930. Today, the CBA has approximately 800 members, and serves the legal profession and community working for the greater good of its members and the community.

The CBA offers several sponsorship and advertising packages with opportunities designed to give your company maximum on-line, virtual, and face-to-face exposure. CBA Sponsors reach more than 1200 potential customers and influencers including attorneys, judges, legislators, and other sponsors in value-added vertical and horizontal industries.

In today’s ever-changing business climate, you need to be seen and heard and we will help you achieve that with ongoing targeted marketing. Our packages offer marketing opportunities that combine print and digital advertising, social media highlights, in-person and digital event and exhibiting at seminars to showcase your company to legal professionals and other influencers.

PLATINUM, GOLD, SILVER, AND BRONZE SPONSORSHIPS AVAILABLE
[details for each on the pages that follow]

Res Ipsa Loquitur
Our bi-monthly magazine distributed to more than 1,200 of your potential customers & influencers

Now is the time to put your business front and center!
<table>
<thead>
<tr>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>* Sponsor Showcase - Network, address members and prime exhibit space at all Membership luncheons and pre-approved CBA Events</td>
</tr>
<tr>
<td>* Recognition signage at all Section Meetings</td>
</tr>
<tr>
<td>* Admission for four (4) to Oyster Roast and Holiday Party</td>
</tr>
<tr>
<td>* Admission for two (2) to Bench &amp; Bar and Judicial Reception</td>
</tr>
<tr>
<td>Prime logo placement with link on CBA website</td>
</tr>
<tr>
<td>* Sponsorship of one (1) Meet &amp; Greet social event</td>
</tr>
<tr>
<td>Six (6) full-page color ads in <em>Res Ipsa</em></td>
</tr>
<tr>
<td>Publish four (4) industry related articles in <em>Res Ipsa</em></td>
</tr>
<tr>
<td>CBA to distribute four (4) emails per year to membership</td>
</tr>
<tr>
<td>Present one (1) one hour approved CLE Seminar to CBA Members</td>
</tr>
<tr>
<td>* Open Sponsorship at CBA Golf Classic – Hole plus foursome (or other equivalent event; to be expanded as in-person events are added)</td>
</tr>
<tr>
<td>* Attend pre-approved CBA functions (RSVP with office to confirm)</td>
</tr>
<tr>
<td>Supportive social media marketing (posts on CBA Facebook page; will consider including supplied videos)</td>
</tr>
<tr>
<td>Inclusion in all Sponsor Thank You emails, social media and <em>Res Ipsa</em></td>
</tr>
<tr>
<td>Direct mail opportunity (one set of mailing labels)</td>
</tr>
<tr>
<td>Personal Board Liaison to advocate for your business (to other CBA members as well as other influencers)</td>
</tr>
<tr>
<td>Annual sponsor will receive one (1) membership to the Clearwater Bar Association</td>
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*The CBA will continue to host in-person events based on County and State Public Health guidelines and will notify all sponsors and members as in-person events are added.

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**Additional Value-Added Marketing as We Rebound from COVID-19**

As a sincere thank you for your dedication and support, each CBA sponsor will receive additional sponsor-focused marketing to keep your business top-of-mind:

- **Four (4) additional sponsor eblists** each month (additional $1,600 value each month) – To receive this benefit, please send us the graphics and links you would like to include in the eblast and CBA staff will finalize design and distribute to our members.

- **One (1) additional educational article in *Res Ipsa*** (additional $400 value) – You may submit an additional educational article that will help attorneys and their clients, other sponsors, and our general readership.

Modified 10/1/2020
<table>
<thead>
<tr>
<th>Sponsorship</th>
<th><strong>GOLD: $5,500/year</strong></th>
</tr>
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</table>
| **Description** | - *Sponsor Showcase: Network, address members and exhibit space at all Membership luncheons*
- *Recognition signage at all Section Meetings*
- *Admission for two (2) to Oyster Roast and Holiday Party*
- Prominent logo placement with link on CBA website
- Six (6) half-page color ads in *Res Ipsa*
- Publish three (3) industry related articles in *Res Ipsa*
- Sponsor sends two (2) direct emails per year to membership
- Present one (1) one-hour approved CLE Seminar to CBA Members
- *May attend pre-approved CBA functions (RSVP with office to confirm)*
- Supportive social media marketing (CBA Facebook posts; will consider supplied videos)
- Inclusion in all Sponsor Thank You emails, social media and *Res Ipsa*
- Direct mail opportunity (one set of mailing labels)
- Personal Board Liaison to advocate for your business (to other CBA members as well as other influencers)
- Annual sponsor will receive one (1) membership to the Clearwater Bar Association

*The CBA will continue to host in-person events based on County and State Public Health guidelines and will notify all sponsors and members as in-person events are added.*

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**Additional Value-Added Marketing as We Rebound from COVID-19**

As a sincere thank you for your dedication and support, each CBA sponsor will receive additional sponsor-focused marketing to keep your business top-of-mind:

- **Three (3) additional sponsor eblasts each month (additional $1,200 value each month)** – To receive this benefit, please send us the graphics and links you would like to include in the eblast and CBA staff will finalize design and distribute to our members.

- **One (1) additional educational article in *Res Ipsa* (additional $400 value)** – You may submit an additional educational article that will help attorneys and their clients, other sponsors, and our general readership.
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<tr>
<td><strong>SILVER: $4,000/year</strong></td>
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<tr>
<td><strong>Benefits</strong></td>
</tr>
<tr>
<td>* Sponsor Spotlight: Network and exhibit space at all Membership luncheons</td>
</tr>
<tr>
<td>* Recognition signage at all Section Meetings</td>
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<tr>
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<td>Logo placement with link on CBA website</td>
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<tr>
<td>Featured article about sponsor in <em>Res Ipsa Loquitor</em></td>
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<tr>
<td>Six (6) half-page B&amp;W ads in <em>Res Ipsa</em></td>
</tr>
<tr>
<td>Present one (1) one-hour CLE Seminar to CBA Members (upon approval)</td>
</tr>
<tr>
<td>Publish two (2) industry related articles in <em>Res Ipsa</em></td>
</tr>
<tr>
<td>CBA sends two (2) emails per year to membership</td>
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<td>May attend pre-approved CBA functions (RSVP with office to confirm)</td>
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<td>Supportive social media marketing (CBA Facebook posts; will consider supplied videos)</td>
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<td>Inclusion in all Sponsor Thank You emails, social media and <em>Res Ipsa</em></td>
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**Additional Value-Added Marketing as We Rebound from COVID-19**

As a sincere thank you for your dedication and support, each CBA sponsor will receive additional sponsor-focused marketing to keep your business top-of-mind:

- **Two (2) additional sponsor eblasts each month (additional $800 value each month)** – To receive this benefit, please send us the graphics and links you would like to include in the eblast and CBA staff will finalize design and distribute to our members.

- **One (1) additional educational article in Res Ipsa (additional $400 value)** – You may submit an additional educational article that will help attorneys and their clients, other sponsors, and our general readership.

*Modified 10/1/2020*
Sponsorship

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<tr>
<td>• Featured article about sponsor in <em>Res Ipsa Loquitur</em></td>
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<tr>
<td>• Six (6) quarter-page B&amp;W ads in <em>Res Ipsa</em></td>
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<tr>
<td>• Publish one (1) industry related articles in <em>Res Ipsa</em></td>
</tr>
<tr>
<td>• CBA sends one (1) email per year to membership</td>
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<td>• <em>May attend select CBA functions (RSVP with office to confirm)</em></td>
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<td>• Inclusion in all Sponsor Thank You emails, social media and <em>Res Ipsa</em></td>
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**Additional Value-Added Marketing as We Rebound from COVID-19**

As a sincere thank you for your dedication and support, each CBA sponsor will receive additional sponsor-focused marketing to keep your business top-of-mind:

- **One (1) additional sponsor eblast each month (additional $400 value each month)** – To receive this benefit, please send us the graphics and links you would like to include in the eblast and CBA staff will finalize design and distribute to our members.

- **One (1) additional educational article in *Res Ipsa* (additional $400 value)** – You may submit an additional educational article that will help attorneys and their clients, other sponsors, and our general readership.

Modified 4/20/2022
Aaron McCurdy
Escambia-Santa Rosa County Bar Association
BOD and Sponsorship Chair
850-777-3322
AMcCurdy@lgwmlaw.com
www.esrba.com
The Escambia-Santa Rosa Bar Association (ESRBA) consists of more than 600 attorneys and judges. By becoming one of our supporters, your organization gains exposure and direct access to leading legal professionals. Your partnership also supports the community by promoting our mission to maintain high standards in Local and State Bar, to promote the rule of law, access to justice, pro bono resources, and a fair and impartial judiciary. Start connecting today!

For more information, contact Jeff Nall at jeff@esrba.com or (850) 434-8135 ext. 3.

ANNUAL SPONSORSHIP OPPORTUNITIES
SEPTEMBER 1, 2021 - AUGUST 30, 2022

PLATINUM
$7,500

- 60-second company promo video played during monthly Bar Meetings (company to provide logo)
- Individual consultation to explore tailored marketing opportunities
- Quarterly e-mails sent by ESRBA to the membership on your behalf. (Sponsor to provide copy)
- Monthly Bar Meeting engagement: 2 guest registrations and opportunity for a representative to address attendees
- Full-page Business Profile in one issue of The Summation Quarterly magazine
- Your logo (with link to your website) and recognition as Platinum Annual Sponsor on esrba.com homepage
- Logo placement and recognition in quarterly 'Sponsor Thank You' e-mails to ESRBA members and social media Sponsor Shout-Outs
- Logo placement and sponsorship recognition in annual event programs and signage
- Prominent logo recognition as Platinum Annual Sponsor in each issue of The Summation Quarterly magazine (1,400+ print and digital impressions)
- Prominent logo placement and sponsorship recognition in monthly 'Sponsor Thank You' in The Summation Weekly newspaper (1,400+ print and digital impressions)

GOLD
$5,000

- Two e-mails per year by ESRBA to the membership on your behalf. (Sponsor to provide copy)
- Monthly Bar Meeting engagement: 2 guest registrations and opportunity for a representative to address attendees
- 3/4 page Business Profile in one issue of The Summation Quarterly magazine
- Your logo (with link to website) and recognition as Gold Annual Sponsor on esrba.com homepage
- Logo recognition as Gold Annual Sponsor in quarterly 'Sponsor Thank You' emails to ESRBA members and social media Sponsor Shout-Outs
- Logo recognition as Gold Annual Sponsor in event programs and signage
- Prominent logo recognition as Gold Annual Sponsor in each issue of The Summation Quarterly magazine (1,400+ print and digital impressions)
- Logo recognition as Gold Annual Sponsor in monthly 'Sponsor Thank You' in The Summation Weekly newspaper (1,400+ print and digital impressions)

www.esrba.com
ANNUAL SPONSORSHIP OPPORTUNITIES
ESRBA 2021-2022

SILVER $3,000

- Monthly Bar Meeting engagement: 1 guest registration and recognition from the podium
- 1/2 page Business Profile in an issue of The Summation Quarterly magazine
- Name recognition as Silver Annual Sponsor on esrba.com homepage
- Name recognition as Silver Annual Sponsor in quarterly 'Sponsor Thank You' emails to ESRBA members and social media Sponsor Shout-Outs
- Name recognition as Silver Annual Sponsor in event programs and signage
- Name recognition as Silver Annual Sponsor in each issue of The Summation Quarterly magazine (1,400+ print and digital impressions)
- Name recognition as Silver Annual Sponsor in monthly Sponsor Thank You in The Summation Weekly newspaper (1,400+ print and digital impressions)

BRONZE $1,500

- Monthly Bar Meeting engagement: 1 guest registration and recognition from the podium
- 1/4 page Business Profile in issue of The Summation Quarterly magazine
- Name recognition as Bronze Annual Sponsor in quarterly 'Sponsor Thank You' emails to ESRBA members and social media Sponsor Shout-Outs
- Name recognition as Bronze Annual Sponsor in event programs and signage
- Name recognition as Bronze Annual Sponsor in each issue of The Summation Quarterly magazine (1,400+ print and digital impressions)
- Name recognition as Bronze Annual Sponsor in monthly 'Sponsor Thank You' in The Summation Weekly newspaper (1,400+ print and digital impressions)

Questions? Please contact Jeff Nall at jeff@esrba.com or (850) 434-8135 ext. 3
www.esrba.com
Sponsorship Commitment Form
ESRBA 2021-2022

Package Selection

Sponsorship Level

Amount Due

$________________________

Sponsor Information

Business Name (as it should appear on all printed material)

Address

City | State | Zip

Company Website | Phone

Contact Person | Email

Payment Information

Sponsorship investments may be paid by check or credit card.

Checks may be made out to the Escambia-Santa Rosa Bar Association and mailed to:
260 S. Tarragona Street, Suite 160, Pensacola, FL 32502

For credit card payments, please return this form via email and call (850) 434-8135 ext. 3 to process the transaction. Please do not email credit card information.

Note: Support of the Escambia-Santa Rosa Bar Association is not tax-deductible.

Return completed form to ESRBA at 260 S. Tarragona Street, Suite 160, Pensacola, FL 32502