

Connect with the Legal Community

Partnership Opportunities 2023-2024



14,000+
attorneys &
law students
statewide
throughout
Minnesota.



7,000+
attorneys &
law students
in Minneapolis
and Hennepin
County.



3,000+
attorneys &
law students
in St. Paul
and Ramsey
County.

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 our 2023-2024 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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Minnesota
State Bar
Association

Partnership Opportunities

Reach over 14,000 member attorneys & law students

Events

Contact Sabrina Sands, ssands@mnbars.org or 612-752-6615

One Profession

These multi-hour conferences are held in each of the judicial districts outside of Hennepin and Ramsey counties. (8 per year)

Sponsors receive exhibit table at event, and recognition in marketing.

**Cost: \$500 per event
\$3,000 for all 8**

Tech Conference

This conference explores new and emerging technology for attorneys to use in everyday practice. (October)

Sponsors receive recognition on all marketing materials and logo on the website event page.

Cost: \$500

New Lawyers Leadership Conference

Tailored toward fresh and innovative ideas around leadership in the practice of law. (November)

Details upon request.

Cost: \$250 - \$1,000



Additional opportunities are available throughout the year. Connect with [Sabrina](#) on what may be right for your firm.

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

Certain membership information is 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

Publications

Display advertising in *Bench & Bar of Minnesota*, the official publication of the Minnesota State Bar Association and banner advertising on MSBA website and Legal News Digest, the weekly e-newsletter of MSBA. For pricing contact Erica Nelson at 763-497-1778 or erica@pierreproductions.com



Partnership Opportunities

Reach over 7,000 member attorneys & law students

The generous support of Hennepin County Bar Association sponsors contribute to high-quality programs, services, and events for the local legal community.

Get Started

Contact Sabrina Sands, ssands@mnbars.org or 612-752-6615



Become an HCBA Annual Sponsor: \$5,000

Sponsors Receive:

- ✓ Email to HCBA members from bar president or CEO thanking all annual sponsors and encouraging members to support these businesses. Sent in January/February 2024.
- ✓ Featured sponsor content/announcement in one e-news per year. (Week selected by sponsor based on availability.)
- ✓ Opportunity to present one hour CLE during sponsor weeks in July/August. (Content approved by HCBA.)
- ✓ Sponsor recognition with logo in the annual print edition of the Hennepin Lawyer planned for 2024.
- ✓ Sponsor recognition with logos in weekly HCBA digital e-news once per month.
- ✓ 30% off banner advertising rates in digital e-news. (when space allows).
- ✓ Sponsor listing on HCBA website with logo, business description and link.
- ✓ Digital display with rotating banner featuring logos of annual sponsors and printed sponsor materials in lobby (for at least a single month).
- ✓ Four tickets to Annual Meeting (Spring)
- ✓ Four tickets to Judges Social (October)
- ✓ Exhibit at New Lawyers Section socials (1-2 per year).

Partnership Opportunities

Reach over 3,000 member attorneys & law students

The Ramsey County Bar Association sponsorship options allow your organization to affordably reach, influence, and impact attorneys from a variety of practice areas, levels of experience, and backgrounds.

Get Started

Contact Sabrina Sands, ssands@mnbars.org or 612-752-6615



Silver Level Partner: \$3,000

Gold Level Partner: \$6,000

All Sponsors Receive:

- ✓ Email to RCBA members from bar president or CEO thanking all annual sponsors and encouraging members to support these businesses. Sent in January/February 2024.
- ✓ Featured sponsor content/announcement in one e-news per year. (Week selected by sponsor based on availability.)
- ✓ Sponsor listing on RCBA website with logo, business description and link.

- ✓ Sponsor recognition with logos in weekly digital e-news once per month.
- ✓ Sponsor recognition with logo in the annual print edition of the Barrister planned for 2024.
- ✓ Exhibit at New Lawyers Section socials (1-2 per year).
- ✓ 10% discount on banner advertising rates in weekly RCBA digital e-news
- ✓ Two tickets to Judges Dinner (March)

Gold level sponsors receive:

- ✓ One personalized email from RCBA to members on behalf of sponsor. (Content approved by RCBA)
- ✓ One additional featured sponsor content/announcement in one e-news. (twice per year total)
- ✓ Opportunity to present one hour CLE during sponsor weeks in July/August.
- ✓ 30% discount on banner advertising rates in weekly RCBA digital e-news
- ✓ Two additional tickets to Judges Dinner