

Creating Connections

# PARTNERSHIP OPPORTUNITIES

2021-2022

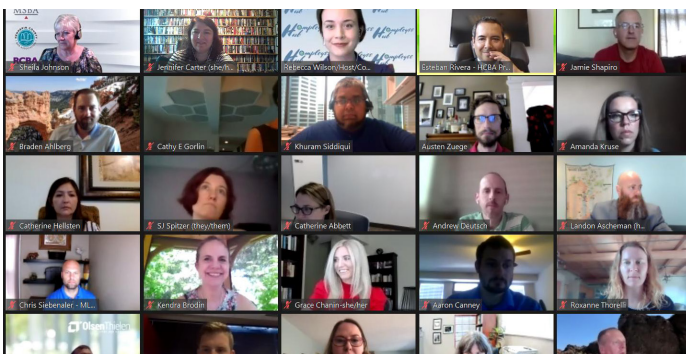


## Your Connection to the Legal Community

**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) 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 2021-2022 year to help you reach your goals. Please be in touch with Sheila Johnson (612-752-6615) to discuss these partnership opportunities.

**Looking forward to working with you.**

Sheila Johnson  
Events and Partnerships Director  
612-752-6615  
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Cheryl Dalby  
Chief Executive Officer  
612-752-6600  
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## 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* (\$3,000 for 8)
Exhibit at MSBA's Signature Events. Inquire about upcoming events. +	\$500–\$2,000 per event*
Sponsor Legal Business as Usual webcasts held Thursday mornings (twice per month). Includes sponsor's name and website link on event registration page, logo/link on monthly Legal Business as Usual promo, up to 75-word ad read by co-host at start of CLE, option for sponsor to post website or contact info in chat box during ad read, and thank you to sponsor at the conclusion of webcast. Legal Business as Usual webcasts are archived on the MSBA YouTube channel and posted in the practicelaw library for at least one year. <i>Legal Business as Usual is bite-sized CLEs featuring thoughtful commentary on the legal topics of the day.</i>	\$400 per webcast* (\$1,400 for 4)
Website banner ad (carousel rotator in right column) on my.mnbar.org home page (the online home of MSBA's member communities). Includes link to advertiser's website. Size: 360w by 190h. Limited to 5 advertisers per month. <i>Content approved by MSBA.</i>	\$400 per month*
Website banner ad (in page footer) with link to advertiser's website on my.mnbar.org pages (the online home of MSBA's member communities, practicelaw library, and more). Available on my.mnbar.org home page and interior pages (visible based on access rights to pages). Size: 962w x 125h. Limited to 1 advertiser per month. <i>Content approved by MSBA.</i>	\$300 per month*
Advertorial space on my.mnbar.org home page (the online home of MSBA's member communities). Includes advertiser's logo and text preview (150-character limit) and link to full text and content for logged in MSBA members. <i>Content approved by MSBA.</i>	\$500 per month*

\*Based on availability.

+ Note that in-person events may not take place due to COVID-19 restrictions. Some events may need to be modified, held virtually, postponed or canceled.

BONUS ADD-ON	
Opportunity to present one-hour CLE at the Bar Associations' office during sponsor week in July or August 2022. This is an exclusive opportunity to partners spending at least \$6,000 per year with MSBA/HCBA/RCBA. Presentation content to be approved.	<b>Complimentary to partners spending at least \$6,000 per year</b>

ADDITIONAL OPPORTUNITIES	
<b>MSBAdvantage:</b> 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
<b>Membership Mailing Lists:</b> 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
<b>Bench &amp; Bar of Minnesota:</b> Display advertising in <i>Bench &amp; Bar of Minnesota</i> , the official publication of the Minnesota State Bar Association (10 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](mailto: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 bar president or CEO thanking all annual sponsors and encourage members to support these businesses. Sent in January/February 2022.	✓		
Banner ad with web link to run for 3 consecutive weeks in HCBA e-newsletter, sent to members on Thursdays. Only one paid ad will be included in any given week. (Size 650x100)	✓ 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 2 issues of the HCBA e-newsletter. Sponsor provides brief content blurb (150 words max) and single link to an article/white-paper/practice tip or other content on its website. Includes sponsor logo. <i>Content approved by HCBA.</i>	✓ Weeks selected by sponsor.* <i>one featured content between Sept. - Jan. one featured content between Feb. - June</i>	✓ Additional weeks during the year may be purchased for \$495 per week.*	
Sponsor listing on HCBA website's sponsor page (with logo, business description, and link).	✓		
Digital display screen with rotating recognition banner featuring logos of annual sponsors, and sponsor display in lobby (displaying 8.5" by 11" printed marketing collateral brochures/flyers in the office for a single month, as available).+	✓		
Sponsor recognition with logos in weekly HCBA digital e-news once per month.	✓		
Tickets to and recognition at two all-member events. +	✓ Includes four tickets.		Full price for event tickets. May be opportunity for event sponsorship. Please inquire.
Exhibit at HCBA New Lawyers Section happy hours/networking socials. 1-2 socials planned for the 2021-22 bar year. Sponsor receives table at event, recognition in marketing, opportunities for giveaways/drawings, and additional recognition opportunities (based on location). +	✓		\$400 per individual New Lawyers Section happy hour/social.*
Sponsorship of HCBA CLE. Includes PowerPoint slide with sponsor's logo and content (75 words max) prior to start of online CLE, and logo/link on promotional materials. Follow-up email sent from HCBA to attendees thanking sponsor and including sponsor's link to website content, article or whitepaper. PowerPoint slide also included for 30 seconds in On Demand CLE, available to members for two years.	✓ 2 CLEs per year* <i>one CLE between Sept-Jan &amp; one CLE between Feb-June. Limited to one sponsor per CLE.</i>		\$600 for a single CLE.*

\*Based on availability.

+ Note that in-person events may not take place due to COVID-19 restrictions. Some events may need to be modified, held virtually, postponed or canceled.

BONUS ADD-ON	
Opportunity to present one-hour CLE at the Bar Associations' office during sponsor week in July or August 2022. This is an exclusive opportunity to partners spending at least \$6,000 per year with MSBA/HCBA/RCBA. Presentation content to be approved.	<b>Complimentary to partners spending at least \$6,000 per year</b>

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# 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
RCBA to send one personalized email on behalf of sponsor to RCBA members during bar year. <i>Content approved by RCBA.</i>	✓		
Email to RCBA members from bar president or CEO thanking all annual sponsors and encourage members to support these businesses. Sent in January/February 2022.	✓	✓	
Banner ad with web link to run for 2 consecutive weeks in RCBA e-newsletter, sent to members on Mondays. Only one paid ad will be included in any given week. (Size: 650x100)	✓ Weeks selected by sponsor.*	✓ Weeks selected by sponsor.*	\$250 for 2 consecutive weeks.*
Featured sponsor content/announcement in RCBA e-newsletter. Sponsor provides brief content blurb (150 words max) and single link to an article/white-paper/practice tip or other content on its website. Includes sponsor logo. <i>Content approved by RCBA.</i>	✓ 3 weeks selected by sponsor.* <small>one featured content between Sept.-Dec., one between Jan.-Mar., one between Apr.-Jun. (Additional weeks may be purchased for \$295 per week)</small>	✓ 2 weeks selected by sponsor.* <small>one featured content between Sept.-Jan. &amp; one between Feb.-Jun.</small>	
Sponsor listing on RCBA website's partner page (with logo, business description, and link).	✓	✓	
Sponsor recognition with logos in weekly RCBA digital e-news once per month.	✓	✓	
Sponsor recognition at RCBA Member Appreciation Day/ Annual Meeting (May). Sponsor receives logo on promotional materials, signage by registration at event, marketing materials distributed to attendees, inclusion in one issue of weekly RCBA digital e-news, and thank you on RCBA website and social media. +	✓	✓	\$500*
Exhibit at New Lawyers Section multi-bar happy hour hosted by RCBA and MSBA New Lawyers Sections (June). Sponsor receives logo on promotional materials, signage by registration at event, marketing materials distributed to attendees, and inclusion in one issue of the weekly RCBA digital e-news. +	✓	✓	\$250*
Sponsorship of RCBA CLE. Includes PowerPoint slide with sponsor's logo and content (75 words max) prior to start of online CLE, and logo/link on promotional materials. Follow-up email sent from RCBA to attendees thanking sponsor and including sponsor's link to website content, article or whitepaper. PowerPoint slide also included for 30 seconds in On Demand CLE, available to members for two years.	2 CLEs per year* <small>one CLE between Sept.-Jan. &amp; one CLE between Feb.-June Limit to one sponsor per CLE.</small>	1 CLE per year* <small>Limit to one sponsor per CLE.</small>	\$600 for single CLE.*

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