



SPONSORSHIP OPPORTUNITIES

ALABAMA STATE BAR 144TH ANNUAL MEETING

est. 1847
Grand Hotel
GOLF RESORT & SPA



JULY 14-17, 2021

If you would like to be an Annual Meeting Sponsor, please review these sponsorship opportunities.

PLATINUM SPONSOR - \$10,000

Specific Opportunities:

- Bench and Bar Luncheon
- Opening Night Reception
- President's Party

Included for all Platinum Sponsors:

- Pre-Meeting:
 - press release sent to Alabama media/press contacts to highlight sponsorship
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website, including:
 - > company logo on the Bar's website (largest under Annual Meeting sponsors)
 - > link to company's website on the Bar's website
 - > company's one-minute promotional video posted on the Bar's website
 - advance recognition as an Annual Meeting Sponsor in all pre-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature on the Bar's social media pages
 - > listed as sponsor in the Bar's magazine, *The Alabama Lawyer*
- During Meeting:
 - one-minute promotional video (provided by sponsor) shown between sessions to attendees at least five times
 - recognition on the Bar's social media
 - one-page advertisement in the Annual Meeting program
 - recognition on list of sponsors in the Annual Meeting program
 - recognition (including logo and link to website) on Annual Meeting App
 - recognition on signage at Annual Meeting registration area
 - opportunity to be interviewed on a Facebook Live broadcast on the Bar's Facebook page
 - opportunity to address attendees during the Annual Meeting
 - individual recognition during the Grand Convocation
 - a one-page insert about your organization's products or services AND company provided swag in the conference bag given to all attendees
- Post-Meeting:
 - a dedicated email to all attendees (created by sponsor and distributed by ASB)
 - recognition as an Annual Meeting Sponsor in all post-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature in the Bar's magazine, *The Alabama Lawyer*
- Other Perks:
 - six (6) tickets to the Opening Night Reception on Wednesday night
 - six (6) tickets to the President's Dinner on Friday night
 - one (1) exhibit space at the Legal Expo with preferred placement
 - two (2) entries in the Tony McLain Memorial Golf Tournament
 - four (4) Alabama State Bar Annual Meeting t-shirts



GOLD SPONSOR - \$5,000

Specific Opportunities:

- Continental Breakfast (3 available: Thursday, Friday, and Saturday)
- Bloody Mary and Mimosa Reception
- Volunteer Lawyer Program Reception
- Other Reception Opportunities
- Conference Lanyard/Name Badges (company logo displayed on lanyard)
- Conference Bags (company logo displayed on bags)
- Conference T-shirts (company logo displayed on back of shirt)
- Branded Hotel Room Keys (company logo on all conference hotel keys)
- Virtual Only Sponsor (promotional video only—guaranteed to play 10 times)



Included for all Gold Sponsors:

- Pre-Meeting:
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website, including:
 - > company logo on the Bar's website
 - > link to company's website on the Bar's website
 - > company's 30 second promotional video posted on the Bar's website
 - advance recognition as an Annual Meeting Sponsor in all pre-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature on the Bar's social media leading up to the Annual Meeting
 - > listed as sponsor in the Bar's magazine, *The Alabama Lawyer*
- During Meeting:
 - 30 second promotional video (provided by sponsor) shown between sessions to attendees at least five times
 - recognition on the Bar's social media
 - half-page advertisement in the Annual Meeting program
 - recognition (including logo and link to website) on Annual Meeting App
 - recognition on signage at Annual Meeting registration area
 - recognition on list of sponsors in the Annual Meeting program
 - a one-page insert about your organization's products or services AND company-provided swag in the conference bag given to all attendees
- Post-Meeting:
 - a dedicated email to all attendees (created by sponsor and distributed by ASB)
 - recognition as an Annual Meeting Sponsor in all post-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature in the Bar's magazine, *The Alabama Lawyer*
- Other Perks:
 - four (4) tickets to the Opening Night Reception on Wednesday night
 - four (4) tickets to the President's Dinner on Friday night
 - one (1) exhibit space at the Legal Expo with preferred placement
 - one (1) entries in the Tony McLain Memorial Golf Tournament
 - two (2) Alabama State Bar Annual Meeting t-shirts



SILVER SPONSOR - \$2,500

Specific Opportunities:

- Wi-Fi
- Coffee/Snack Breaks (multiple available)
- Refreshments at Registration/Check-in
- Tennis Tournament
- Poolside Ice Cream Event
- Entertainment for Opening Night Reception
- Entertainment for President's Party
- Children's Activities

Included for all Silver Sponsors:

- Pre-Meeting:
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website
 - advance recognition as an Annual Meeting Sponsor in all pre-meeting publicity, including:
 - > listed as sponsor in the Bar's e-newsletter, *The Scoop*
 - > listed as sponsor on the Bar's social media leading up to the Annual Meeting
 - > listed as sponsor in the Bar's magazine, *The Alabama Lawyer*
- During Meeting:
 - recognition (including logo and link to website) on Annual Meeting App
 - quarter-page advertisement in the Annual Meeting program
 - recognition on signage at Annual Meeting registration area
 - recognition on list of sponsors in the Annual Meeting program
 - a one-page insert about your organization's products or services OR company-provided swag in the conference bag given to all attendees
- Post-Meeting:
 - recognition as an Annual Meeting Sponsor in all post-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature in the Bar's magazine, *The Alabama Lawyer*
- Other Perks:
 - two (2) tickets to the Opening Night Reception on Wednesday night
 - two (2) tickets to the President's Dinner on Friday night
 - one (1) Alabama State Bar Annual Meeting t-shirts



BRONZE SPONSOR - \$1,000

Included for all Bronze Sponsors:

- Pre-Meeting:
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website
 - advance recognition as an Annual Meeting Sponsor in pre-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
- During Meeting:
 - recognition (including link to website) on Annual Meeting App
 - a one page insert about your organization's products or services in the conference bag given to all attendees
 - recognition on list of sponsors in the Annual Meeting program
- Post-Meeting:
 - recognition as an Annual Meeting Sponsor in all post-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature in the Bar's magazine, *The Alabama Lawyer*
- Other Perks:
 - two (2) tickets to the Opening Night Reception on Wednesday night



FRIEND OF THE BAR SPONSOR - \$500

Included for all Friend of the Bar Sponsors:

- Pre-Meeting:
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website
- During Meeting:
 - recognition on list of sponsors in the Annual Meeting program
- Post-Meeting:
 - recognition as an Annual Meeting Sponsor in all post-meeting publicity, including:
 - > feature in the Bar's e-newsletter, *The Scoop*
 - > feature in the Bar's magazine, *The Alabama Lawyer*

A LA CARTE OPPORTUNITIES:

- Publicity (\$500)
 - A one-page insert about your organization's products or services OR company-provided swag in the conference bag given to all attendees
- CLE Session (prices vary)
 - Sponsor a riveting CLE program with the opportunity to introduce the speaker

SPONSORSHIP REGISTRATION FORM

SPONSOR: _____

CONTACT PERSON: _____

E-Mail: _____

Preferred Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone (work): _____ (cellular): _____

Website: _____ Twitter: _____

Instagram: _____ Facebook: _____

***** Please email your high-resolution logo to AnnualMeeting@alabar.org for promotional use.**

PLEASE SELECT YOUR SPONSORSHIP PREFERENCE:

- | | | |
|--|---|--|
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Silver Sponsor - \$2,500 | <input type="checkbox"/> Friend of the Bar Sponsor \$500 |
| <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Bronze Sponsor - \$1,000 | <input type="checkbox"/> <i>A la carte</i> opportunities |

TO CONFIRM YOUR SPONSORSHIP:

Method of Payment: (Check one) ☐ Check ☐ Credit Card

If paying with a check, please email this completed form to AnnualMeeting@alabar.org, and also MAIL the original form with a check made payable to *Alabama State Bar Meetings & Events* to:

Alabama State Bar
ATTN: 2021 Annual Meeting
P.O. BOX 671,
Montgomery, Alabama 36101-0671

If paying with a credit card, please email this form to AnnualMeeting@alabar.org We will email you a link to pay via credit card.
DO NOT SEND YOUR CREDIT CARD NUMBER VIA EMAIL.

All sponsorships must be paid by April 2, 2021 in order to be included in the May issue of the *Alabama Lawyer*.

All sponsorships must be paid by June 14, 2021 in order for your information to be included in the Annual Meeting program and other marketing materials. We appreciate your interest in partnering with the Alabama State Bar as an Annual Meeting 2021 Sponsor.

If you have questions about Annual Meeting Sponsorship, please contact Ashley Penhale, Director of Programs, or Robyn Bernier at AnnualMeeting@alabar.org or call (334) 269-1515.

Thank you for supporting the 144th Alabama State Bar Annual Meeting!