



Making a
DIFFERENCE



ALABAMA STATE BAR 145TH

Annual Meeting

**HILTON SANDESTIN BEACH GOLF RESORT & SPA
MIRAMAR BEACH, FLORIDA**

JUNE 22-25, 2022

SPONSORSHIP
OPPORTUNITIES

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

PRESENTING SPONSOR - \$20,000

- Opening Night Reception Naming Rights
- Company Logo on Annual Meeting Bags and Name Tags/Lanyards
- Pre-Meeting:
 - advance recognition as the Presenting Annual Meeting Sponsor on the Alabama State Bar's website, including:
 - > large company logo on the header of the Annual Meeting webpage on the bar's website
 - > link to company's website on the Annual Meeting webpage
 - > company's one-minute promotional video posted on the bar's website
 - advance recognition as the Presenting Annual Meeting Sponsor in pre-meeting publicity, including:
 - > the bar's e-newsletter, *The Scoop*
 - > the bar's social media pages
 - > the bar's magazine, *The Alabama Lawyer*
- During Meeting:
 - one-minute promotional video (provided by sponsor) shown between sessions to attendees
 - recognition on the bar's social media
 - two-page advertisement in the Annual Meeting program
 - largest recognition on list of sponsors in the Annual Meeting program
 - largest recognition (including logo and link to website) on Annual Meeting app
 - largest recognition on signage at Annual Meeting registration area
 - opportunity to address attendees during the Annual Meeting
 - individual recognition during the Grand Convocation
 - 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)
- Other Perks:
 - six tickets to the Opening Night Reception on Wednesday night
 - six tickets to the President's Dinner on Friday night
 - one exhibit space at the Legal Expo with preferred placement
 - two entries in the Tony McLain Memorial Golf Tournament
 - four Alabama State Bar Annual Meeting t-shirts



PLATINUM SPONSOR - \$10,000

Specific Opportunities:

- Bench and Bar Luncheon
- President's Party
- Volunteer Lawyers Program Reception

Included for all Platinum Sponsors:

- Pre-Meeting:
 - advance recognition as an Annual Meeting Sponsor on the Alabama State Bar's website, including:
 - > company logo on the Annual Meeting webpage on the bar's website
 - > link to company's website on the Annual Meeting webpage on the bar's website
 - advance recognition as an Annual Meeting Sponsor in pre-meeting publicity, including:
 - > the bar's e-newsletter, *The Scoop*
 - > the bar's social media pages
 - > the bar's magazine, *The Alabama Lawyer*
- During Meeting:
 - one-minute promotional video (provided by sponsor) shown between sessions to attendees
 - full-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
 - individual recognition during the Grand Convocation
 - one-page insert about your organization's products or services AND company-provided swag in the conference bag given to all attendees
- Other Perks:
 - six tickets to the Opening Night Reception on Wednesday night
 - six tickets to the President's Dinner on Friday night
 - one exhibit space at the Legal Expo with preferred placement
 - two entries in the Tony McLain Memorial Golf Tournament
 - four Alabama State Bar Annual Meeting t-shirts



GOLD SPONSOR - \$5,000

Specific Opportunities:

- Bar Sponsor at Opening Night Reception
- Bar Sponsor at President's Party
- Continental Breakfast (3 available: Thursday, Friday, and Saturday)
- Bloody Mary and Mimosa Reception
- Other Reception Opportunities
- Branded Hotel Room Keys (company logo on all conference hotel keys)
- Virtual-Only Sponsor (provided promotional video guaranteed to play 10 times to virtual attendees)



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
 - 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 a 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
 - 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
 - one-page insert about your organization's products or services AND company-provided swag in the conference bag given to all attendees
- Other Perks:
 - four tickets to the Opening Night Reception on Wednesday night
 - four tickets to the President's Dinner on Friday night
 - one exhibit space at the Legal Expo with preferred placement
 - one entries in the Tony McLain Memorial Golf Tournament
 - two 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
- 5K Run
- 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 a sponsor in the bar's e-newsletter, *The Scoop*
 - > listed as a sponsor on the bar's social media leading up to the Annual Meeting
 - > listed as a 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
 - one-page insert about your organization's products or services OR company-provided swag in the conference bag given to all attendees
- Other Perks:
 - two tickets to the Opening Night Reception on Wednesday night
 - two tickets to the President's Dinner on Friday night
 - one Alabama State Bar Annual Meeting t-shirt



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:
 - > mention in the bar's e-newsletter, *The Scoop*
- During Meeting:
 - recognition (including link to website) on Annual Meeting app
 - 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
- Other Perks:
 - two 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

A LA CARTE OPPORTUNITIES:

- Publicity (\$500)
 - 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: _____

Email: _____

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"/> Presenting Sponsor - \$20,000 | <input type="checkbox"/> Silver Sponsor - \$2,500 | <input type="checkbox"/> Friend of the Bar Sponsor - \$500 |
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Bronze Sponsor - \$1,000 | <input type="checkbox"/> A la carte opportunities |
| <input type="checkbox"/> Gold Sponsor - \$5,000 | | |

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: 2022 Annual Meeting
P.O. BOX 671
Montgomery, Alabama 36101-0671

If paying with a credit card, please email this completed form to AnnualMeeting@alabar.org (**DO NOT SEND YOUR CREDIT CARD NUMBER VIA EMAIL**) and pay using this link or scan the QR code to pay:


<https://secure.lawpay.com/pages/alabama-state-bar-assn/asb-annualmeetingsponsorships>



All sponsorships must be paid by March 18, 2022 to be included in the May issue of *The Alabama Lawyer*.
All sponsorships must be paid by May 13, 2022 or 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 2022 Sponsor.

If you have questions about Annual Meeting sponsorship, please contact Robyn Bernier at AnnualMeeting@alabar.org or call (334) 269-1515.

All Sponsors will receive a confirmation letter for receipt purposes.



*Thank you for supporting the
Alabama State Bar 145th
Annual Meeting!*

415 Dexter Avenue, Montgomery, AL 36104 • alabar.org