

WORCESTER COUNTY BAR ASSOCIATION

Established 1887

Sponsorship Opportunities with the Worcester County Bar Association

WCBA offers multiple sponsorship opportunities.

Premier Event

The Annual Meeting is our Premiere Event and is held in early June. There are three sponsorship tiers available, with limited participation capacity for each:

Platinum Sponsor: Our Premier Event has one Platinum Sponsor at a donation level of \$5,000, for which they receive the following:

- Sole vendor booth at the event, staffed by sponsor personnel
- Stand-alone logo on the opening PPT slides that appear prior to the event kick-off
- Four event tickets
- Recognition of sponsor's unique support by our association president
- Sponsor's branded products* offered to all members in attendance
- Platinum Sponsor listing on all signage and event materials
- Platinum Sponsor listing on the event invitation
- Acknowledgement in all event media and pre- and post-event news releases
- Full-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter sent to all members

Gold Sponsor: We offer five Gold Sponsors at a donation level of \$3,000 each, for which they receive the following:

- Logo on opening PPT slides that run in a loop prior to the event kick-off
- Recognition of our Gold Sponsor's support by our association president
- Three event tickets
- Sponsor's branded products* offered to all members in attendance
- Gold Sponsor listing on all signage and event materials
- Acknowledgement in all event media and pre- and post-event news releases
- Half-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter sent to all members

Silver Sponsor: There are 10 Silver Sponsor opportunities available at a donation level of \$1,000 each, for which they receive the following:

- Silver Sponsor listing on all signage and event materials
- Logo on opening PPT slides that run in a loop prior to the event kick-off
- Two event tickets
- Sponsor's branded products* offered to all members in attendance
- Acknowledgement in all event media and pre- and post-event news releases
- Quarter-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter sent to all members

*The sponsor must provide the branded products.

Major Events

WCBA major events include the annual Law Day Breakfast, the Public Official Recognition Breakfast, New Lawyers Reception, and the Holiday Party. A limited number of sponsorship opportunities are available, outlined below:

Platinum Sponsor: Our Major Events has one Platinum Sponsor at a donation level of \$4,000, for which they receive the following:

- Stand-alone logo on the opening PPT slides that appear prior to the event kick-off
- Recognition of sponsor's unique support by our association President
- Four event tickets
- Sponsor's branded products* offered to all members in attendance
- Platinum Sponsor listing on all signage and event and invitation materials
- Acknowledgement in all event media and pre- and post-event news releases
- Full-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter that is sent to all members

Gold Sponsor: We offer five Gold Sponsors at a donation level of \$1,500, for which they receive the following:

- Recognition of our Gold Sponsor's support by our association President
- Logo on opening PPT slides that run in a loop prior to the event kick-off
- Three event tickets
- Sponsor's branded products* offered to all members in attendance
- Gold Sponsor listing on all signage and event and invitation materials
- Acknowledgement in all event media and pre- and post-event news releases
- Half-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter that is sent to all members

Silver Sponsor: There are 10 Silver Sponsor opportunities available at a donation level of \$750, for which they receive the following:

- Silver Sponsor listing on all signage and event and invitation materials
- Logo on opening PPT slides that run in a loop prior to the event kick-off
- Two event tickets
- Sponsor's branded products* offered to all members in attendance
- Acknowledgement in all event media and pre- and post-event news releases
- Quarter-page advertisement in two issues of Legal Lines, our organization's monthly electronic newsletter that is sent to all members

*The sponsor must provide the branded products.

The Holiday Party does not include a vendor booth to distribute branded products.

Other Sponsorship Opportunities

Golf Tournament

We offer multiple sponsorship opportunities at the WCBA Annual Golf Tournament:

- **Platinum Sponsor – 1 opportunity at \$4,000**
 - Sole vendor booth at the event, staffed by sponsor personnel
 - 4 tournament tickets
 - 1 hole sponsorship
 - Stand-alone logo on the PPT slides that appear during the dinner buffet
 - Recognition of sponsor's support by WCBA leadership
 - Sponsor's branded products* offered to all members in attendance
 - Sponsor listing on all signage, event materials and invitations
 - Full-page advertisement in two issues of Legal Lines, WCBA's electronic monthly newsletter sent to all members
- **Silver Sponsor – 5 opportunities at \$1,500 each**
 - 2 tournament tickets
 - Stand-alone logo on the PPT slides that appear during the dinner buffet
 - Recognition of sponsor's support by WCBA leadership
 - Sponsor's branded products* offered to all members in attendance
 - Sponsor listing on all signage, event materials and invitations
 - ½ -page advertisement in two issues of Legal Lines
- **Cart signage – 2 opportunities at \$1,000 each**
 - Logo on all carts used during the tournament
 - Recognition in sponsor PPT slides displayed during the dinner
- **Hole sponsorship – 18 opportunities at \$200 per hole**
 - Sign with sponsor logo at each hole
 - Recognition in sponsor PPT slides displayed during the dinner
- **Breakfast Sponsor – 1 opportunity at \$1,000**
 - Sign at the buffet table recognizing the sponsor's support
 - Recognition in sponsor PPT slides displayed during the dinner
 - Recognition in all signage, event materials and invitations
 - ¼ page ad in two editions of Legal Lines
- **Closest to the Pin Sponsor – 2 opportunities at \$500 each**
 - Logo on sign that will appear on the green of the designated hole
 - Recognition in sponsor PPT slides displayed during the dinner
- **Longest Drive Sponsor – 2 opportunities at \$500 each**
 - Logo on sign that will appear on the green of the designated hole
 - Recognition in sponsor PPT slides displayed during the dinner

*The sponsor must provide the branded products.

First Monday Seminars

On the first Monday of every month from early Fall through May, WCBA hosts educational seminars for its members. All seminars are held via Zoom and some also have an in-person component, being held in the Worcester County Courthouse, during the Court's lunch hour from 1:00 – 2:00. Approximately 30-50 attorneys attend each seminar which focus on emerging legal issues, new trends, and practice tips.

The First Monday seminar has one presenting sponsor for the upcoming year (Sep-May), at a level of \$2,000 for which they are entitled to the following:

- Acknowledgment in all seminar announcements and with signage at the seminar which will take the following form:
 - The First Monday Education Seminar Series is brought to you by..."
- In addition, the sponsor will be recognized by the moderator of each seminar, and is invited to provide pamphlets, brochures, or similar advertisements to be handed out at in-person seminars.

Newsletter

WCBA offers sponsorship of its monthly electronic newsletter for \$600 per edition or \$6,000 for a year (11 issues) for which the sponsor is entitled to the following:

- Inclusion of an advertisement in the cover email
- Full-page ad in the full newsletter
- WCBA offers 1/8 page, 1/4 page, 1/2 page and full-page advertising. [Click here](#) for rates.

Website

WCBA offers banner advertising on the Home Page of its website:

- Cost: \$2,000 for twelve months (September – August)
- Sponsor logo posted on the WCBA homepage with a hyperlink to the sponsor's website

Contact Us

To secure a sponsorship opportunity or for additional information, please contact Stephen Altobelli at 508.752.1311 or altobelli@worcestercountybar.org.

Sponsorship Reservation Form

Please check the event and level of sponsorship you would like to reserve:

Annual Meeting: _____

Platinum Sponsor: _____

Gold Sponsor: _____

Silver Sponsor: _____

Holiday Party: _____

Platinum Sponsor: _____

Gold Sponsor: _____

Silver Sponsor: _____

Law Day Breakfast: _____

Platinum Sponsor: _____

Gold Sponsor: _____

Silver Sponsor: _____

New Lawyers Reception: _____

Platinum Sponsor: _____

Gold Sponsor: _____

Silver Sponsor: _____

Public Official Breakfast: _____

Platinum Sponsor: _____

Gold Sponsor: _____

Silver Sponsor: _____

Golf Tournament: _____

Platinum Sponsor: _____

Silver Sponsor: _____

Cart Signage: _____

Hole Sponsor: _____

Breakfast Sponsor: _____

Closest to the Pin Sponsor: _____

Longest Drive Sponsor: _____

First Monday Seminars: _____

Legal Lines Newsletter: _____

Website: _____

1. Please provide contact information on your company/business:

Company Name: _____

Address: _____

City/State/Zip: _____

Telephone Number: _____

Contact Person Name: _____

Contact Person E-mail/Phone Number: _____

2. Name of company as you want it to appear on signage and promotional materials:
(please type or print clearly)

Organization logos and advertising art should be in either a PDF or JPEG format.

Reservations and Payments

Completed forms should be returned to Stephen Altobelli at the WCBA either via email at altobelli@worcestercountybar.org or mail to: 370 Main Street, Suite 925, Worcester, MA 01608.

Payments can be made by calling the office at 508.752.1311 to pay via credit card. Checks should be mailed to the office paid to the order of the Worcester County Bar Association.