

LEGALMARKETINGASSOCIATION



SOUTHEAST REGION

LMA SOUTHEAST REGION ANNUAL PARTNERSHIP OPPORTUNITIES

legalmarketing.org/southeastern



LMASE is pleased to announce a **new regional partner program for 2021**. This engagement opportunity was created to offer business partners year-round exposure and connection with our membership. This approach minimizes costs and makes budgeting easy by offering comprehensive bundles. **Customization and a la carte options** remain available if you prefer to target your dollars toward one event or opportunity.

A regional partnership with LMASE will allow you to showcase your product or service to extremely influential legal marketing professionals and attorneys throughout the year. Our members are loyal to our business partner community and refer others to the businesses we know and love.



ABOUT THE LEGAL MARKETING ASSOCIATION

The Legal Marketing Association (LMA) is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of the men and women involved in marketing within the legal profession.

The LMA Southeast Region has over 500 members in nine states: Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. In addition, the Southeast Region has eleven Local Steering Committees that provide local members with programming and resources.

Regional Partnership Benefits Overview

We want to help you promote, market and position your company for success in the legal marketing industry. Select those benefits that are important to your company and consistent with your objectives. If you do not see something here that fits your agenda, feel free to reach out to our LMASE Director of Sponsorships.

For more information:

Raven Hicks

LMASE Director of

Sponsorships

919.719.4762

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- Five bundles to choose from, each customizable from an a la carte menu of benefits.
- Exclusive benefits and exposure at the top levels.
- Opportunity to sponsor targeted Local Steering Committees within the LMASE footprint while gaining visibility with the entire membership.
- Opportunity to sponsor valuable training and education sessions for members across the region.
- Invitation to host virtual networking events.
- Brand exposure and promotion via various digital marketing channels.
- Invitation to participate in the LMASE Podcast Series.
- Complimentary/discounted rates to attend LMASE events.
- Dedicated LMASE Director of Sponsorships to oversee partnership and facilitate connections.
- Benefits available for the calendar year and allocated on a first-come first-served basis.

2021 LMASE EVENT STRUCTURE

In 2021, our **Local Steering Committees (LSCs)** in each city will focus their **efforts on engaging members regularly** with networking and career development opportunities. These will remain virtual until further notice but include monthly Coffee + Conversations; social events; local CEO roundtables and watch parties and discussions. These local events attract legal marketing professionals, as well as attorneys, and other legal and professional services administrators.

Our programming will be coordinated at a regional level as follows:

- **Quarterly** Signature LMASE programs (March, June, Sept, Nov).
- **Monthly** LMASE Presents webinars attracting the attention of a regional audience (Feb, April, May, August).

Regional Partnership Packages

Presenting Partner: \$7,500 (Exclusive Partnership; 1 Available)

Event-specific benefits:

- Presenting Partner for LMASE's first Signature Program: **Business Development Bootcamp.**
 - 4 week series in March.
 - Registration for two attendees.
 - Opportunity to speak briefly about your company and introduce the keynote speaker each week.
 - Company name and logo included in all BD Bootcamp communications and promotions.
 - Opportunity to send communications to all BD Bootcamp attendees.

Annual benefits:

- Company logo and hyperlink on LMASE webpage.
- Ad in LMASE digital newsletter every month.
- LMASE membership listing with quarterly updates.
- Acknowledgement by logo at all 8 LMASE webinars (4 signature, 4 monthly).
- Choose **3 targeted LSCs** in the Southeast and receive the following benefits:
 - Complimentary attendance at local events;
 - Opportunity to distribute promotional materials at local events; and,
 - Opportunity to introduce your company at local events.
 - *Events are all virtual until further notice and vary by LSC.*
 - *LSC selection is first-come first-served.*
- Choose **4 opportunities from Level III** of a la carte benefits menu below.

Platinum Partner: \$6,000

- Company logo and hyperlink on LMASE webpage.
- Ad in LMASE digital newsletter every month.
- LMASE membership listing (name, title, company and email address).
- Acknowledgement by logo at all 8 LMASE webinars (4 signature, 4 monthly).
- Choose **3 targeted LSCs** in the Southeast and receive the following benefits:
 - Complimentary attendance at local events;
 - Opportunity to distribute promotional materials at local events; and,
 - Opportunity to introduce your company at local events.
 - *Events are all virtual until further notice and vary by LSC.*
 - *LSC selection is first-come first-served.*
- Choose **4 opportunities from Level III** of a la carte benefits menu below.

Regional Partnership Packages

Gold Partner: \$4,500

- Company logo and hyperlink on LMASE webpage.
- Logo with hyperlink in LMASE digital newsletter every month.
- LMASE membership listing (name, title, company and email address).
- Acknowledgement by logo at all 8 LMASE webinars (4 signature, 4 monthly).
- Choose **2 targeted LSCs** in the Southeast and receive the following benefits:
 - Complimentary attendance at local events;
 - Opportunity to distribute promotional materials at local events; and,
 - Opportunity to introduce your company at local events.
 - *Events are all virtual until further notice and vary by LSC.*
 - *LSC selection is first-come first-served.*
- Choose **3 opportunities from Level II** of a la carte benefits menu below.

Silver Partner: \$3,000

- Company listing and hyperlink on LMASE webpage.
- Logo with hyperlink in LMASE digital newsletter every other month.
- LMASE membership listing (name, title and company only).
- Acknowledgement by listing at all 8 LMASE webinars (4 signature, 4 monthly).
- Choose **1 targeted LSC** in the Southeast and receive the following benefits:
 - Complimentary attendance at local events;
 - Opportunity to distribute promotional materials at local events; and,
 - Opportunity to introduce your company at local events.
 - *Events are all virtual until further notice and vary by LSC.*
 - *LSC selection is first-come first-served.*
- Choose **2 opportunities from Level I** of a la carte benefits menu below.

Bronze Partner: \$1,500

- Company listing on LMASE webpage.
- Logo in LMASE digital newsletter twice per year.
- LMASE membership listing (name and company only).
- Acknowledgement by listing at all 8 LMASE webinars (4 signature, 4 monthly).
- Choose **1 opportunity from Level I** of a la carte benefits menu below.

A La Carte Menu: Customize Your Partnership*

**refer to investment level above for more details*

Level I

- Sponsored content in monthly LMASE digital newsletter.
 - 350 word limit; must be approved by LMASE Board.
- Send one targeted email to membership.
 - All content provided by partner. Email sent by LMASE Board.
- Present a 20 minute product demo to membership.
 - This is a 30 minute webinar organized and promoted by LMASE.
 - Partner leads the session, 20 minutes for demo and 10 minutes for questions.
- Host a virtual social for the LSC Chairs + LMASE Board (date TBD).
- Sponsor LMASE Cares event for the LMASE membership.

Level II

- Sponsored content in monthly LMASE digital newsletter.
 - 350 word limit; must be approved by LMASE Board.
- Send one targeted email to membership.
 - All content provided by partner. Email sent by LMASE Board.
- Present a 20 minute product demo to membership.
 - This is a 30 minute webinar organized and promoted by LMASE.
 - Partner leads the session, 20 minutes for demo and 10 minutes for questions.
- Host a virtual social for the LSC Chairs + LMASE Board (date TBD).
- Sponsor LMASE Cares event for the LMASE membership.
- Sponsor virtual summer social in July for the entire LMASE membership.
- Opportunity to be interviewed on LMASE podcast.
- Sponsor one (1) *LMASE Presents* monthly webinar.

A La Carte Menu: Customize Your Partnership*

**refer to investment level above for more details*

Level III

- Sponsored content in monthly LMASE digital newsletter.
 - 350 word limit; must be approved by LMASE Board.
- Send one targeted email to membership.
 - All content provided by partner. Email sent by LMASE Board.
- Present a 20 minute product demo to membership.
 - This is a 30 minute webinar organized and promoted by LMASE.
 - Partner leads the session, 20 minutes for demo and 10 minutes for questions.
- Host a virtual social for the LSC Chairs + LMASE Board (date TBD).
- Sponsor LMASE Cares event for the LMASE membership.
- Sponsor virtual summer social in July for the entire LMASE membership.
- Opportunity to be interviewed on LMASE podcast.
- Sponsor two (2) *LMASE Presents* monthly webinars OR sponsor one (1) LMASE Signature quarterly program (June, Sept, or Nov program only).
- Sponsor LMASE Your Honor Awards program.
- Moderate virtual roundtable for LMASE prior to LMA Annual Conference in October to build excitement and discuss relevant topics.
- Sponsor available holiday socials in December for LSCs across the region.

To reserve your partnership package, contact:

Raven Hicks

LMASE Director of Sponsorships

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