



Photo credit: VISIT Milwaukee

2019

Milwaukee Bar Association
Sponsorship & Promotions Program



Dear Colleagues and Friends,

The Milwaukee Bar Association (MBA) has a long and proud tradition of leadership, service, and innovation in the Milwaukee legal community and beyond. As the largest voluntary bar association in the state, the MBA serves as a valuable resource to, and a voice for our members and the Milwaukee legal community as a whole. During this time of rapid legal, economic and technological change, the MBA looks to our partners to collaborate with us to bring the knowledge, tools and services to enable our members to grow and thrive as they navigate an evolving legal marketplace.

In this brochure you will find many ways to partner with the MBA that will boost visibility, educate, and provide return on investment. The MBA values our vendor, firm and organizational partnerships and works hard to provide opportunities for annual participation. See what the MBA has in store for you in 2019!



Matthew Falk
MBA President
Falk Legal Group LLC



Aaron Olejniczak
MBA President Elect
Andrus Intellectual Property Law LLP

MBA Overview

Mission: To serve the interests of the lawyers, judges and the people of Milwaukee County by working to promote the professional interests of the local bench and bar, and encourage collegiality, public service and professionalism on the part of the lawyers of Southeastern Wisconsin.

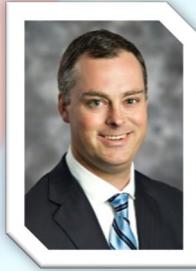
For additional information and to discuss the opportunities available to you, please contact Sarah Martis, MBA Executive Director at smartis@milwbar.org or (414) 276-5934.



MBA Board of Directors



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Falk Legal Group, LLC



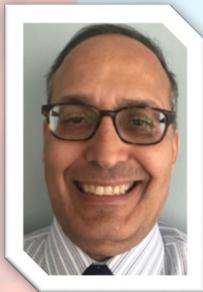
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MBA Programs

Continuing Legal Education

The MBA's 17 Sections, sponsors and partners provide in excess of 100 hours of CLE programming each year to address gaps in knowledge as the world and the law evolve, and to assist attorneys in satisfying their CLE requirements. MBA programming seeks to address novel topics in formats that attract and engage the audience including panel discussions, participation from the bench and networking opportunities to further enhance the educational and mentoring experience.

Law & Technology Conference

The annual Law & Technology Conference is a multi-track conference that addresses how leveraging technology can make the practice of law more efficient and reduce expenses. Legal experts and technology partners join to give attendees practical application skills they can use immediately to enhance their practices.

Pro Bono Reception

The MBA honors the Milwaukee members of the *Pro Bono* Honor Society with a festive reception to celebrate the importance of *pro bono* work. Members of local legal service organizations also provide brief updates about available *pro bono* opportunities. Representatives from the judiciary attend and speak to the importance of *pro bono* service in Milwaukee County.

Judges Night

The premiere networking event of the MBA season, Judges Night is a veritable "who's who" of the legal community. Attendance annually exceeds 400 at this bustling reception which provides the opportunity to get to know many of the judges in Milwaukee.

State of the Court

At this marquis event, our members hear directly from court leaders on issues facing our courts and their impact on the Milwaukee legal community. In addition, the MBA recognizes the outstanding efforts and commitment to *pro bono* work by members of the bar. The luncheon is traditionally attended by 300 lawyers and judges.

Annual Meeting

This program is an important annual event for MBA members as it provides an overview of the MBA's activity from the previous year and a glimpse into the upcoming year. The annual meeting includes both an awards program and the swearing in of board members and officers. The format is an evening meeting and reception welcoming 300+ members of the Milwaukee legal community, always in an engaging location!

Member Mash Up

Created with the intention of engaging new and established attorneys, this quarterly networking event is held at unique venues throughout the city. Through this sponsorship, the event is free to MBA members.



Sponsorship Packages

Platinum Level Sponsor - \$5,000

Overall MBA Sponsorship

- MBA homepage website ad and logo for 1 year
- Company profile in 1 issue of the *Messenger* magazine
- 1 email to the full MBA database (~10,000)
- MBA mailing list for up to 3 direct mail pieces
- Quarterly Facebook/LinkedIn promotions

Event Sponsorship – Pick 4

- Law & Technology Conference: Exhibit booth, 10 minute lunch presentation, bag insert, raffle item, logo on meeting materials and signage, pre/post conference mailing list, 2 complimentary registrations
- *Pro Bono* Reception: Display table, name and logo recognition in invitation materials
- Judges Night: Display table, logo on Judges Night program, invitation and meeting banners/signage, post event mailing list, full page program ad, 4 complimentary registrations
- State of the Court: Display table (limited spots), logo on invitation and event signage, recognition by MBA president during program, 2 complimentary registrations
- Member Mash Up: Display table and opportunity to distribute marketing materials, logo on event communication and onsite signage, 2 complimentary registrations.
- Annual Meeting: Display table, recognition by MBA president during program, logo on invitation and screen during the program, full page program ad, 2 complimentary registrations

Gold Level Sponsor - \$3,500

Overall MBA Sponsorship

- MBA homepage website ad and logo for 9 months
- Company profile in 1 issue of the *Messenger* magazine
- 1 email to the full MBA database (~10,000)
- MBA mailing list for up to 2 direct mail pieces
- Quarterly Facebook/LinkedIn promotions

Event Sponsorship – Pick 3

- Law & Technology Conference: Exhibit booth, bag insert, raffle item, logo on meeting materials and signage, pre/post conference mailing list, 2 complimentary registrations
- *Pro Bono* Reception: Display table, name and logo recognition in invitation materials
- Judges Night: Display table, logo on Judges Night program, invitation and meeting banners/signage, program ad, 2 complimentary registrations
- State of the Court: Logo on invitation and event signage, table sponsorship sign, recognition by MBA president during program, 2 complimentary registrations
- Member Mash Up: Display table and opportunity to distribute marketing materials, logo on event communication and onsite signage, 2 complimentary registrations.
- Annual Meeting: Display table, recognition by MBA president during program, logo on invitation and screen during the program, 1/2 page program ad, 2 complimentary registrations



Sponsorship Packages

Silver Level Sponsor - \$2,000

Overall MBA Sponsorship

- MBA homepage website ad and logo for 6 months
- MBA mailing list for 1 direct mail piece
- Quarterly Facebook/LinkedIn promotions

Event Sponsorship – Pick 2

- Law & Technology Conference: Exhibit booth, bag insert, raffle item, logo on meeting materials and signage
- *Pro Bono* Reception: Display table, name and logo recognition in invitation materials
- Judges Night: Logo on Judges Night program, invitation and meeting banners/signage, 1 complimentary registration
- Member Mash Up: Display table and ability to hand out marketing materials, logo on event communication and onsite signage, 2 complimentary registrations.
- State of the Court: Logo on invitation and event signage, table sponsorship/sign, 1 complimentary registration
- Annual Meeting: Display table, logo on invitation and screen during program, 1/2 page program ad

Bronze Level Sponsor - \$1,000

Overall MBA Sponsorship

- MBA homepage website ad and logo for 3 months
- 2 Facebook/LinkedIn promotions

Event Sponsorship – Pick 1

- Law & Technology Conference: Exhibit booth, bag insert, logo on meeting materials and signage
- *Pro Bono* Reception: Display table, name and logo recognition in invitation materials
- Judges Night: Logo on Judges Night program, invitation and meeting banners/signage, 1 complimentary registration
- State of the Court: Logo on invitation and event signage, table sponsorship/sign, 1 complimentary registration
- Member Mash Up: Display table and opportunity to hand out marketing materials, logo on event communication and onsite signage, 2 complimentary registrations.
- Annual Meeting: Display table, logo on invitation and screen during the program, 1/2 page program ad

Copper Level Sponsor - \$500

Overall MBA Sponsorship

- MBA homepage website ad and logo for 3 months
- 2 Facebook/LinkedIn promotions

Event Sponsorship – Pick 1

- *Pro Bono* Reception: Name and logo recognition in invitation materials
- Judges Night: Logo on Judges Night program, invitation, meeting signage, and 1 complimentary registration
- Member Mash Up: Display table option, logo on event communication and onsite signage, 2 complimentary registrations.
- State of the Court: Logo on event signage, table sponsorship/sign, 1 complimentary registration



Sponsorship a La Carte

Law & Technology Conference

Sponsorship Packages:

- \$3,500 – Gold
 - ✓ Booth space
 - ✓ Logo on conference promotions, website, program with description, signage and on rotating slides
 - ✓ Mention from the podium during the conference welcome, lunch, and closing
 - ✓ Opportunity for inclusion in 25 Tips, Tricks presentation
 - ✓ Outside back cover, full color program ad
 - ✓ Opportunity to give away a product/service in a raffle
 - ✓ Up to 3 bag inserts
 - ✓ Pre-conference attendee list (1 month prior to event) and post-conference attendee list (2 weeks post event)
 - ✓ Mention in attendee email prior to the conference
 - ✓ 4 conference registrations
- \$1,500 – Silver
 - ✓ Booth space
 - ✓ Logo on conference website, program, signage and on rotating slides following Gold Sponsor logos
 - ✓ Introduction at lunch
 - ✓ Opportunity to give away a product/service in a raffle
 - ✓ Pre-conference attendee list (1 month prior to event) and post-conference attendee list (2 weeks post event)
 - ✓ Up to 2 bag inserts
 - ✓ 1 conference registration

Speaking Opportunities:

- \$2,500 – Presentation sponsor: 50 minute, CLE credit approved session on a relevant topic, approved by the program committee and presented by the sponsor. Also includes all benefits of Silver level sponsorship.

Visibility Opportunities:

- \$1,500 – Badge sponsorship
- \$1,500 – Notebooks/Pens
- \$1,500 – Conference bag with sponsor logo
- \$1,000 – Exhibitor bingo
- \$750 – Mailing list
- \$250 – Signage sponsor
- Program Ad
 - ✓ \$1,000 - Outside back cover, full color
 - ✓ \$750 - Inside back cover, full color
 - ✓ \$1,000 - Inside front cover, full color
 - ✓ \$500 - Interior, black and white ad

Meal Sponsorship:

- \$2,000 – Lunch
- \$1,500 – Breakfast
- \$1,000 – Coffee break
- \$1,000 – VIP Pre-conference reception
- \$500 – Closing reception

Scholarship Sponsorship:

- \$250 – Law Student Scholarships: Funding for two law students to attend the conference. Sponsors receive name recognition in program.



Sponsorship a La Carte

Judges Night

Sponsorship Packages:

- \$2,500 – Gold
 - ✓ Logo placement on event invitation, banners and signage
 - ✓ Display table
 - ✓ Logo placement on banners/signage
 - ✓ Full page back cover program ad
 - ✓ Acknowledgement in *MBA Messenger* magazine
 - ✓ Copy of event guest list
 - ✓ 6 complimentary registrations
- \$1,500 – Silver
 - ✓ Logo placement on invitation, banners and signage
 - ✓ Program ad and acknowledgement
 - ✓ Acknowledgement in *MBA Messenger* magazine
 - ✓ Copy of event guest list
 - ✓ 4 complimentary registrations
- \$750 – Bronze
 - ✓ Logo placement on event signage
 - ✓ Ad in event program
 - ✓ Acknowledgement in event program
 - ✓ Acknowledgement in *MBA Messenger* quarterly magazine
 - ✓ 2 complimentary registrations

Visibility Opportunities:

- \$500 – Member Reception Sponsor
- \$500 – Music sponsor
 - ✓ Logo placement on music signage and event program
 - ✓ Acknowledgement in *MBA Messenger* quarterly magazine
 - ✓ Event attendance for two
- \$200 – Program advertiser
 - ✓ Includes full-page b/w ad – 8 in x 5 in

Pro Bono Cocktail Reception

- \$500 – Exhibitor
 - ✓ Includes name and logo recognition in invitation materials
 - ✓ Display table at the event
- \$300 – Food and Beverage sponsor
 - ✓ Includes name and logo on invitation
 - ✓ Signage acknowledging support
 - ✓ Beverage napkins with company logo

State of the Court Luncheon

Sponsorship Packages:

- \$1,000 – Gold
 - ✓ Logo placement on promotions, invitation, MBA website and event signage
 - ✓ Display table
 - ✓ Recognition by MBA president in program
 - ✓ Event attendance for 2
 - ✓ Acknowledgement in the MBA magazine
- \$500 – Silver
 - ✓ Logo placement on event signage
 - ✓ Display table
 - ✓ Recognition by MBA president during program
 - ✓ Event attendance for 2
 - ✓ Acknowledgement in the MBA magazine

Visibility Opportunities:

- \$500 – Industry table sponsor
- \$250 – Signage sponsor

Sponsorship a La Carte

Annual Meeting

Sponsorship Packages:

- \$1,200 – Gold
 - ✓ Logo placement on invitation and on screen during event (full screen)
 - ✓ Prominent display table space
 - ✓ Program ad (full page b/w– 8 in x 5 in)
 - ✓ Recognition by MBA President during program
 - ✓ 4 complimentary registrations
 - ✓ Acknowledgement in *MBA Messenger* magazine
- \$600 – Silver
 - ✓ Logo acknowledgement during event (shared screen)
 - ✓ Display table
 - ✓ Program ad (halfpage b/w– 4 in x 2.5 in)
 - ✓ Recognition by MBA President during program
 - ✓ 1 complimentary registration
 - ✓ Acknowledgement in *MBA I* magazine
- \$200 – Bronze
 - ✓ Full page (b/w ad – 8 in x 5 in)

Communications

Web or Social Media Banner/Graphic Ad

- \$300 – Facebook or LinkedIn post
- \$150 – Website ad (90 day posting period)

Website or Social Media Video Advertisement

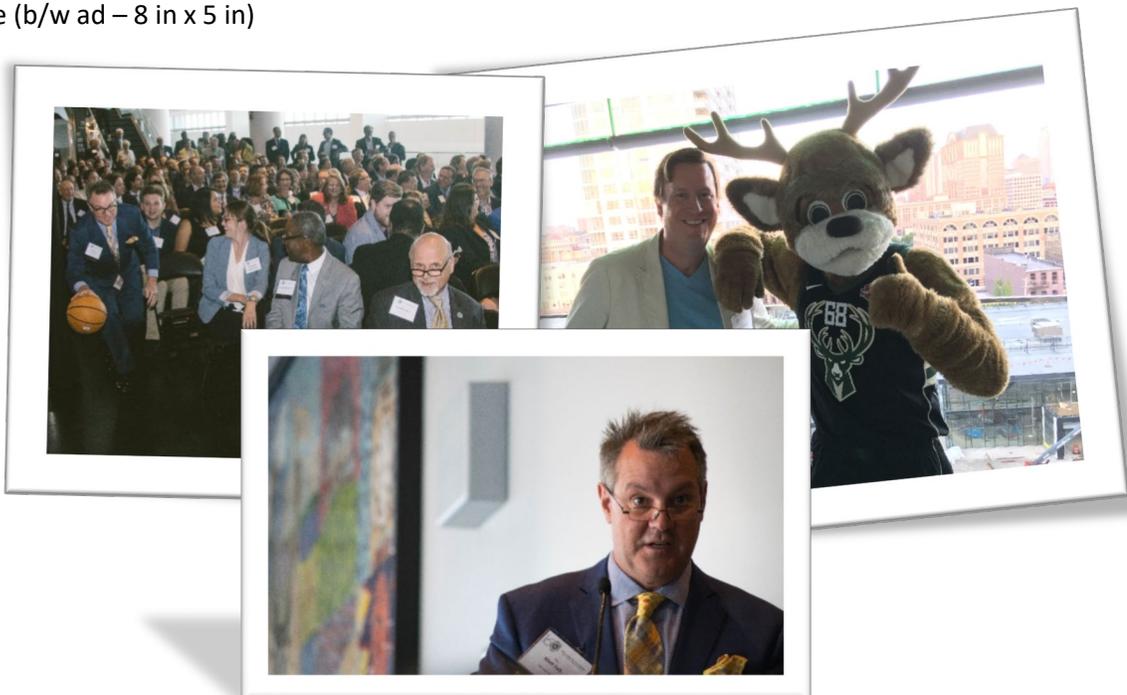
- \$500 – Facebook or LinkedIn post
- \$250 – Website ad (90 day posting period)

Social Media Messaging

- \$100 – 1 post
- \$75 each – quarterly posts
- \$50 each – monthly posts

Messenger Magazine (quarterly)

- \$800 – Full page ad
- \$400 – Half page ad
- \$200 – Quarter page ad
- \$100 – Business card ad



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