

# **Anchorage Bar Association Corporate**

## **Partnership Program**

The Anchorage Bar Association seeks to align with corporate sponsors who share in the goals and aspirations the Bar Association.

The Anchorage Bar Association recognizes that in order to attract and maintain corporate relationships, we must demonstrate our commitment to provide value.

We believe we are in a unique position to offer unparalleled benefits. We facilitate and deliver relationship building opportunity with a large and growing audience.

The ability to affiliate with the Anchorage Bar Association has proven to be most valuable to those companies with Anchorage Bar relationships. Our leadership will do all it can to assure sponsorship awareness within our association, to reach defined objectives and to provide access to all that is meaningful to us.

In turn, the sponsorship dollars received by Anchorage Bar Association are put to specific use. By far the largest percentage is devoted to our membership efforts.

To support these efforts, additional sponsor dollars are committed to more and improved Association products for recruitment and retention of membership. The application of this strategy has proven successful—when the association partnered with a cell phone provider to offer a special rate to members, membership in the association doubled.

We believe that the benefits and opportunities available prove to be exceedingly advantageous to our Corporate partners.

## Membership “Snapshot” Report

As of June 2007, Anchorage Bar membership totaled approximately 500. The following demographic information applies to this membership.

Geographic location:

Anchorage attorneys	400
Other (Mat-Su, Fairbanks, Juneau, Kenai, Out-of-state, etc.)	100

## Promotional Opportunities

The Anchorage Bar has many tools to communicate your sponsorship to our members. The Anchorage Bar Association publishes numerous publications, periodicals and e-based newsletters, including:

- **Anchorage Bar Page** in Anchorage Journal of Commerce

A monthly newsletter-type page for the Anchorage Bar Association members and the members of the public. All members of the Anchorage Bar Association get a free subscription the Alaska Journal of Commerce with their membership.

- **Web Page**

A web page at [www.anchoragebarassociation.org](http://www.anchoragebarassociation.org)

## Corporate Partner Opportunities

The Anchorage Bar Association has three levels of full- time sponsorship:

<b>Gold</b>	<b>\$5,000</b>
<b>Silver</b>	<b>\$2,500</b>
<b>Bronze</b>	<b>\$1,000</b>

### **Discounters.**

Corporate partners who are willing to offer our members a discount on their products and services. Corporate sponsors at the gold and silver level can get exclusive rights to offer discount to our member in a particular classification.

The following is our attempt to catalogue most of the communication opportunities available to our sponsors. The Association has worked with many sponsors over the years and approached sponsorships in a variety of ways; from affinity, royalty, program specific to straight ad marketing. The Association is quite flexible and works “one-on-one” with each sponsor to design an approach that meets the needs and maximizes the sponsor’s goals for the sponsor’s product or service.

### **Advertising/Promotional Rights/Mailings**

- Letter to Anchorage Bar members and potential members from President (Gold and Silver Levels)
- License to use Anchorage Bar Association logo in advertising/promotion to members (Gold, Silver and Bronze Levels)
- Right to make promotional offer to members (All levels including Discounters)
- First option to purchase licensing rights to major projects (Gold, Silver and Bronze)
- Premium positioning in Association publications and on association website (Gold and Silver)
- Reciprocal web link (All levels)
- Logos on Association web site (Gold, Silver and Bronze)
- Recognition in association meeting brochures (All levels)
- ID in non-meeting sponsored component materials (e.g. stand-alone CLE or other initiatives) (Gold and Silver)
- Membership list (Gold)
- Insertions in Association new member materials (all levels)
- Recognition in press releases (All levels)

### **Meetings/CLE**

**We offer the right to purchase a table at specific Anchorage Bar events in addition to the sponsorship categories.**

- Overall promotional rights at association meetings (Gold, one free table at St. Patrick’s Day party)

- Promotional rights at selected meeting events (Gold and Silver)
- Opportunity to conduct focus group (Gold)
- Primary stand alone CLE opportunities (Gold and Silver)
- Premium meeting exhibit space at all events (Gold, Silver and Bronze)
- Sponsor literature at association events (All levels)
- Sponsor signage placed at all sponsored events. (Gold, Silver and Bronze)
- Verbal acknowledgment (Gold, Silver and Bronze)
- Opportunity to co-create proprietary member event (Special sponsorship)
- ID in sponsored CLE materials (Gold and Silver)
- Distribution of collateral product handouts (All Levels)

#### **Tickets and hospitality**

- Free registration at association events (Gold-3 Silver-3 Bronze-1, Table sponsors -1, Discounters-1)
- Invitations to association ticketed function
- Participation in CLE

#### **Contact information**

Anchorage Bar Association  
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Administrative Director

## Summary of Sponsorship Benefits

### Gold

- Letter to Anchorage Bar members and potential members from President (Gold and Silver Levels)
- License to use Anchorage Bar Association logo in advertising/promotion to members (Gold, Silver and Bronze Levels)
- Right to make promotional offer to members (All levels including Discounters)
- First option to purchase licensing rights to major projects (Gold, Silver and Bronze)
- Premium positioning in Association publications and on association website (Gold and Silver)
- Reciprocal web link (All levels)
- Logos on Section web site (Gold, Silver and Bronze)
- Recognition in association meeting brochures (All levels)
- ID in non-meeting sponsored component materials (e.g. stand-alone CLE or other initiatives) (Gold and Silver)
- Membership list (Gold)
- Overall promotional rights at association meetings (Gold, one free table at St. Patrick's Day party)
- Promotional rights at selected meeting events (Gold and Silver)
- Opportunity to conduct focus group (Gold)
- Primary stand alone CLE opportunities (Gold and Silver)
- Premium meeting exhibit space at all events (Gold, Silver and Bronze)
- Sponsor literature at association events (All levels)
- Sponsor signage placed at all sponsored events. (Gold, Silver and Bronze)
- Verbal acknowledgment (Gold, Silver and Bronze)
- ID in sponsored CLE materials (Gold and Silver)
- Free registration at association events (Gold-3 Silver-3 Bronze-1, Table sponsors -1, Discounters-1)
- Invitations to association ticketed function

### Silver

- Letter to Anchorage Bar members and potential members from President (Gold and Silver Levels)
- License to use Anchorage Bar Association logo in advertising/promotion to members (Gold, Silver and Bronze Levels)
- Right to make promotional offer to members (All levels including Discounters)
- First option to purchase licensing rights to major projects (Gold, Silver and Bronze)
- Premium positioning in Association publications and on association website (Gold and Silver)

- Reciprocal web link (All levels)
  - Logos on Section web site (Gold, Silver and Bronze)
  - Recognition in association meeting brochures (All levels)
  - ID in non-meeting sponsored component materials (e.g. stand-alone CLE or other initiatives) (Gold and Silver)
  - Promotional rights at selected meeting events (Gold and Silver)
  - Primary stand alone CLE opportunities (Gold and Silver)
  - Premium meeting exhibit space at all events (Gold, Silver and Bronze)
  - Sponsor literature at association events (All levels)
  - Sponsor signage placed at all sponsored events. (Gold, Silver and Bronze)
  - Verbal acknowledgment (Gold, Silver and Bronze)
- ID in sponsored CLE materials (Gold and Silver)
- Free registration at association events (Gold-3 Silver-3 Bronze-1, Table sponsors -1, Discounters-1)
  - Invitations to association ticketed function

## Bronze

- License to use Anchorage Bar Association logo in advertising/promotion to members (Gold, Silver and Bronze Levels)
  - Right to make promotional offer to members (All levels including Discounters)
- First option to purchase licensing rights to major projects (Gold, Silver and Bronze)
  - Reciprocal web link (All levels)
  - Logos on Section web site (Gold, Silver and Bronze)
  - Recognition in association meeting brochures (All levels)
  - Sponsor literature at association events (All levels)
  - Sponsor signage placed at all sponsored events. (Gold, Silver and Bronze)
  - Verbal acknowledgment (Gold, Silver and Bronze)
- Free registration at association events (Gold-3 Silver-3 Bronze-1, Table sponsors -1, Discounters-1)
  - Invitations to association ticketed function

## Discounters

- Right to make promotional offer to members (All levels including Discounters)
- Reciprocal web link (All levels)
  - Recognition in association meeting brochures (All levels)
  - Sponsor literature at association events (All levels)

- Free registration at association events (Gold-3 Silver-3 Bronze-1, Table sponsors -1, Discounters-1)
- Invitations to association ticketed function