



**Dauphin County Bar Association**

213 NORTH FRONT STREET, HARRISBURG, PA 17101 (717) 232-7536 FAX (717) 234-4582



**2023**

**Dauphin County Bar Association  
Sponsorship Opportunities Media Kit**  
**[www.dcba-pa.org](http://www.dcba-pa.org)**

**Your Audience:** The DCBA is a professional organization of approximately 1,500 lawyers who actively engage in the Association's various programs of public service, professional development and personal interaction. DCBA events attract lawyers from all over Dauphin County, as well as our neighboring counties. Attendees at our functions include leaders in the legal community, attorneys who are well-established in their careers, and those who are in their early years of practice. Our members run the gamut from solo practitioners to leaders in large corporations to public servants. Among this diverse group, you will find a consistent commitment to the rule of law and the advancement of access to justice issues. The Dauphin County Bar Association is a state leader in Pro Bono activities, and it is known for the collegiality of its members.

**Your Exposure:** In addition to our in-person and/or virtual events, our partners have additional opportunities to be introduced to our members. DCBA's monthly newsletters and weekly event notices are e-blasted to over 1,300 members. These event promotions highlight our sponsors. We provide additional exposure on our social media accounts (Facebook, LinkedIn, Twitter, and Instagram) as well as our website. Our *Dauphin County Reporter* is a weekly publication available both in print and electronically. These opportunities begin on January 1 each year, so sign on early to maximize your business dollars.

**Ways to Partner with DCBA:** There are multiple events and levels of sponsorships available to our partners. Your best value will be in our package options; à la carte options are available as well. In addition, we are happy to work with you to customize packages to your marketing needs.



## DCBA CALENDAR OF EVENTS

- January Annual Membership Dinner Meeting
- February President's Gala
- April Pro Bono Reception, CLE Compliance Session # 1
- May Law Day Breakfast Meeting
- July DCBA Picnic
- August CLE Compliance Session # 2
- September Fall Membership Luncheon Meeting
- December CLE Compliance Session # 3

For questions about these and other DCBA sponsorship opportunities, contact Patrice Merzanis, Executive Director at 717-232-7536 x6 or [patrice@dcba-pa.org](mailto:patrice@dcba-pa.org).



## SPONSORSHIP PACKAGES

### Premier Sponsorship | \$17,000

- ▶ Includes all benefits of our Partnership Sponsorship, PLUS
- ▶ Compliance session package
- ▶ Business exclusivity at events

### Partnership Sponsorship | \$10,000 | (does not include compliance sessions sponsorship)

- ▶ Two tickets and representation at all DCBA events
- ▶ Presidential thank you from podium at all events
- ▶ Appreciation signage displayed at events
- ▶ Social media acknowledgment before and after event
- ▶ Logo included in all promotional advertising for each event
- ▶ Logo and/or full page ad included in program (if any)
- ▶ Logo/ad on DCBA website and in monthly newsletter for calendar year
- ▶ Two informational articles in newsletter or two informational (non-marketing) CLE presentations
- ▶ Six ads in *The Dauphin County Reporter*

### Compliance Session Sponsorships | All 3 for \$2,250

(Plus, all costs and arrangements associated with providing coffee\* throughout the day and lunch\*)

- ▶ Acknowledgement with logo in promotional materials
- ▶ Social media acknowledgement before each session
- ▶ Thank you (with logo) in newsletter before each session
- ▶ Opportunity to address group BEFORE first session and AFTER lunch
- ▶ Vendor table set up outside session room

\*food and beverage arrangements to be made in cooperation with DCBA; DCBA will handle the arrangements if requested to do so.

#### General Information:

- ▶ Sponsorships listed here do not include Young Lawyer Section events. Your participation in Young Lawyer events, Foundation events, and other opportunities will be welcomed.
- ▶ Sponsorships are confirmed when payments are received and processed by the DCBA.
- ▶ Sponsors are responsible for their own accommodations and travel arrangements.
- ▶ Sponsors will comply with DCBA deadlines, including receipt of artwork and event registrations.

# À LA CARTE SPONSORSHIP

(Note: À la carte choices may be limited due to other business partners taking advantage of our package options)

## **Annual Membership Meeting (180-200) | February | \$1,200**

February 1, 2023 | Harrisburg Hilton | 5:30-6:30pm Social hour/Reception | 6:45/7:00pm Dinner/Program

- ▶ Two tickets
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Thank you with logo in program (if any) and one newsletter
- ▶ Social media acknowledgment before & after event
- ▶ Presidential thank you from podium

## **President's Gala (200+) | February | \$3,500**

February 11, 2023 | Hilton Harrisburg | Formal dinner/dance with live band honoring outgoing president  
6:00-7:00pm Reception | 7:15/7:30pm Dinner/Program followed by dancing

- ▶ Two tickets
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Thank you with logo in program and in two newsletters
- ▶ Social media acknowledgment before & after event
- ▶ Presidential thank you from podium
- ▶ One-time ½ page ad in *The Dauphin County Reporter*

## **CLE Compliance Session (100) | April, August & December**

Full-day (6 hour-long sessions) of CLE plus lunch

- ▶ **Coffee Sponsorship | \$500** (Plus, all costs and arrangements associated with providing coffee\* throughout the day)
  - Acknowledgement with logo in promotional materials
  - Social media acknowledgement before each session
  - Thank you (with logo) in newsletter before each session
  - Opportunity to address group BEFORE first session
  - Vendor table set up outside session room
- ▶ **Lunch Sponsorship | \$500** (Plus, all costs and arrangements with providing lunch\*)
  - Acknowledgement with logo in promotional materials
  - Social media acknowledgement before each session
  - Thank you (with logo) in newsletter before each session
  - Opportunity to address group AFTER lunch
  - Vendor table set up outside session room
- ▶ **Full Sponsorship | \$850** (Plus, all costs and arrangements associated with providing coffee service throughout the day and lunch\*)
  - Acknowledgement with logo in promotional materials
  - Social media acknowledgement before each session
  - Thank you (with logo) in newsletter before each session
  - Opportunity to address group BEFORE first session and AFTER lunch
  - Vendor table set up outside session room

\*food and beverage arrangements to be made in cooperation with DCBA; DCBA will handle the arrangements if requested to do so.



## **Pro Bono Reception (60) | April | \$1,000**

Reception honoring members' Pro Bono efforts

- ▶ One ticket
- ▶ One to two-minute remarks
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Social media acknowledgment before & after event

## **Law Day Breakfast Membership Meeting (50) | May | \$1,000**

8:00-8:30am Breakfast | 8:30am Program

- ▶ One ticket
- ▶ One to two-minute remarks
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Social media acknowledgment before & after event
- ▶ One informational article in newsletter **or** informational (non-marketing) CLE presentation in calendar year

## **DCBA Picnic (75+) | July | \$1,500**

4:00pm Picnic begins | 5:30pm Dinner

- ▶ Two tickets
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Social media acknowledgment before & after event
- ▶ One informational article in newsletter **or** informational (non-marketing) CLE presentation in calendar year
- ▶ Thank you with logo in two newsletters
- ▶ One-time ad in *The Dauphin County Reporter*

## **Fall Membership Meeting (70) | September | \$1,000**

12:00pm Lunch/Program

- ▶ One ticket
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Social media acknowledgment before and after event
- ▶ One to two-minute remarks at event
- ▶ One informational article in newsletter **or** informational (non-marketing) CLE presentation in calendar year

# SPONSORSHIP PACKAGES

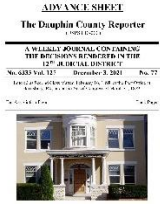
Packages combine sponsorship elements for most of our major events and provide the broadest opportunity for exposure to our members and the best value for your marketing dollars.

	Business Exclusive	CLE or Newsletter Article	Acknowledgment with Logo in				Program			Remarks (1-2 Min)	Reporter Ad Size		Social Media		Compliance Session Package	Thank You With Logo		Vendor Table Set Up	Tickets	
			F	NL	P	W	Thank You With Logo	½ Page Ad	Full Page Ad		½ Page	Full Page	B	A		NL	PD		All DCBA Events	Single DCBA Event
<b>Premier Package</b>	✓	2	✓	✓	✓	✓		✓	✓*		6	✓	✓	✓	✓			2		
<b>Partnership Package</b>		2	✓	✓	✓	✓		✓	✓*		6	✓	✓		✓			2		
<b>Compliance Session Package</b>			✓	✓					✓			✓	✓		✓	✓				
<b>A La Carte Sponsorships</b>																				
<b>Annual Membership Meeting</b>			✓				✓					✓	✓			1	✓			2
<b>President's Gala</b>			✓	2			✓			1		✓	✓							2
<b>Pro Bono Reception</b>			✓						✓			✓	✓							1
<b>Law Day Breakfast Membership Meeting</b>		1	✓						✓			✓	✓							1
<b>DCBA Picnic</b>		1	✓								1	✓	✓		2					2
<b>Fall Membership Meeting</b>		1	✓						✓			✓	✓							1

**Legend:** CLE - Continuing Legal Education | F - Flyers/Promotional Materials | NL - Newsletter | P - Program | W - Website | B - Before | A - After | PD - Podium  
 \*As appropriate to the event

<b>COMPLIANCE SESSION SPONSORSHIPS</b>									
	Acknowledgment with Logo in Flyers	Coffee provided by sponsor	Lunch provided by sponsor	Opportunity to Address the Group	Social Media thank you before event	Thank you with Logo in Newsletter	Vendor Table Set Up		
<b>All 3 Compliance Sessions</b>	✓			✓	✓	3	✓		
<b>April Compliance Session Only</b>									
				B	A				
<b>Coffee Only</b>	✓	✓		✓		1	✓		
<b>Lunch Only</b>	✓		✓		✓	1	✓		
<b>Full</b>	✓	✓	✓	✓	✓	1	✓		
<b>August Compliance Session Only</b>									
<b>Coffee Only</b>	✓	✓		✓		1	✓		
<b>Lunch Only</b>	✓		✓		✓	1	✓		
<b>Full</b>	✓	✓	✓	✓	✓	1	✓		
<b>December Compliance Session Only</b>									
<b>Coffee Only</b>	✓	✓		✓		1	✓		
<b>Lunch Only</b>	✓		✓		✓	1	✓		
<b>Full</b>	✓	✓	✓	✓	✓	1	✓		

# THE DAUPHIN COUNTY REPORTER



*The Dauphin County Reporter* was established January 1, 1898, and designated the Legal Periodical for Dauphin County on February 5, 1919. The Reporter is a weekly journal containing the decisions rendered in the 12<sup>th</sup> Judicial District, and is owned, edited and published each Friday by the Dauphin County Bar Association. Deadlines for publication are 12 noon on Tuesday for publication on Friday.

Commercial ad/display ad rates are as follows:

- 1/3 page ad (2" high x 4" wide) . . . . . \$1200/yr.
- 1/2 page ad (3 1/2" high x 4" wide) . . . . . \$1500/yr.
- Full page ad (7" high x 4" wide) . . . . . \$3000/yr.

## CONTINUING LEGAL EDUCATION (CLE)

DCBA runs at least 24 continuing legal education (CLE) seminars per year on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of each month. Additionally, there may be extra CLEs during the year. Advertising for each CLE is done weekly for about 1 to 2 months leading up to the event. This is done by MailChimp e-blast to all members.



## MONTHLY NEWSLETTER

The DCBA monthly newsletter is sent via MailChimp eblast to all members (approximately 1,300) around the 1<sup>st</sup> of the month.

# DCBA PACKAGE SPONSORSHIP FORM

I am pleased to be a sponsor of the Dauphin County Bar and would like to sponsor the following event(s):

COMPANY/CONTACT NAME/TITLE:

ADDRESS/CITY/STATE/ZIP:

PHONE/FAX/EMAIL:

TICKET HOLDER #1 NAME/EMAIL (IF ANY):

TICKET HOLDER #2 NAME/EMAIL (IF ANY):

**Important information:** Please contact [bridgette@dcbpa.org](mailto:bridgette@dcbpa.org) to find out specific deadlines for each event for your camera ready pdf or image logo/ad.

## Premier Sponsorship

- \$17,000** – Includes:
  - ▶ All benefits of our Partnership Sponsorship
  - ▶ Compliance session package
  - ▶ Business exclusivity at events

## All Compliance Sessions Sponsorship

- \$2,250** (Plus, all costs and arrangements associated with providing coffee\* throughout the day and lunch\*) – Includes:
  - ▶ Acknowledgement with logo in promotional materials
  - ▶ Social media acknowledgement before each session
  - ▶ Thank you (with logo) in newsletter before each session
  - ▶ Opportunity to address group BEFORE first session and AFTER lunch
  - ▶ Vendor table set up outside session room

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## Partnership Sponsorship

- \$10,000** – Includes:
  - ▶ Two tickets and representation at all DCBA events
  - ▶ Presidential thank you from podium at all events
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**Please make checks payable to:**



Dauphin County Bar Association  
213 North Front Street  
Harrisburg, PA 17101  
Tax ID #: 23-6256001



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