



Dauphin County Bar Association

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



2022

**Dauphin County Bar Association
Sponsorship Opportunities Media Kit**
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 our 1,500 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
- June Bench/Bar Conference
- July Joint DCBA/CCBA 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.



SPONSORSHIP PACKAGES

Premier Sponsorship | \$20,000 | (does not include compliance sessions sponsorship)

- ▶ Includes all benefits of our Partnership Sponsorship, PLUS
- ▶ Business Exclusivity

Partnership Sponsorship | \$15,000 | (does not include compliance sessions sponsorship)

- ▶ Two tickets and representation at all DCBA events
- ▶ Full page advertisement in conference program (placement 1st come, 1st serve)
- ▶ 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 Sponsorship | All 3 for \$3,000 (receive all the benefits of sponsoring an individual session at a discount)

- ▶ Acknowledgement with logo in promotional materials
- ▶ Social media acknowledgement before each session
- ▶ Thank you (with logo) in newsletter before each session
- ▶ Acknowledged by CLE presenter
- ▶ Vendor table set up outside session room



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) | January | \$1,200

January 26, 2022 | 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 12, 2022 | Hotel Hershey | 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 | \$1,200

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

- ▶ Vendor Table outside of session room
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Thank you with logo in one newsletter
- ▶ Social media acknowledgment before event
- ▶ Acknowledgment from CLE presenter to audience

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

Joint DCBA/CCBA Picnic (100+) | July | \$1,500

3:30pm Picnic begins | 5:30pm Dinner | Joint picnic with Cumberland County Bar Association

- ▶ 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*

CLE Compliance Session (100) | August | \$1,200

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

- ▶ Vendor table outside of session room
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Thank you with logo in one newsletter
- ▶ Social media acknowledgment before event
- ▶ Acknowledgment from CLE presenter to audience

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

CLE Compliance Session (100) | December | \$1,200

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

- ▶ Vendor table outside of session room
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Thank you with logo in one newsletter
- ▶ Social media acknowledgment before event
- ▶ Acknowledgment from CLE presenter to audience



BENCH/BAR PACKAGE SPONSORSHIP

June 10 – 12, 2022 | Skytop Lodge | 135 members & guests

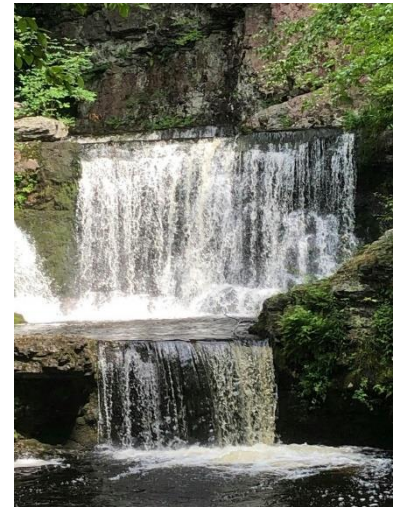


Supreme Package | \$7,500 | Limit 2

- ▶ Includes all benefits of our Superior Package, PLUS
- ▶ One overnight accommodation
- ▶ Opportunity to host one special event of your choosing during weekend

Superior Package | \$5,000 | Limit 5

- ▶ Two tickets for full access to and benefits for all events
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Full page advertisement in program (placement 1st come, 1st serve)
- ▶ Appreciation signage displayed at conference
- ▶ Two informational articles in newsletter or two informational (non-marketing) CLE presentations in calendar year
- ▶ Social media acknowledgment before, during & after event
- ▶ Presidential thank you from podium
- ▶ One to two minute remarks at dinner
- ▶ Four ads in *The Dauphin County Reporter*



BENCH/BAR À LA CARTE SPONSORSHIP

Friday Night Reception | \$2,000

- ▶ Two tickets to reception
- ▶ Acknowledgment with logo in promotional flyer
- ▶ ½ page advertisement in program
- ▶ Appreciation signage displayed at conference
- ▶ Social media acknowledgment before & after event

Saturday Breakfast & CLEs | \$2,500 | Limit 2

- ▶ Two tickets to breakfast
- ▶ Acknowledgment with logo in promotional flyer
- ▶ ½ page advertisement in program
- ▶ Appreciation signage displayed at conference
- ▶ Social media acknowledgment before event
- ▶ Vendor table outside CLE
- ▶ One to two-minute remarks at one CLE session



CLE Vendor Tables Only | \$1,000

- ▶ One ticket to breakfast
- ▶ Business card size ad in program

Saturday Night Reception, Dinner & Entertainment | \$3,500 | Limit 2

- ▶ Two tickets
- ▶ Acknowledgment with logo in promotional flyer
- ▶ ½ page advertisement in program
- ▶ Appreciation signage displayed at conference
- ▶ Social media acknowledgment before event
- ▶ One to two-minute remarks at dinner



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		**Superior Bench Bar Package	Thank You With Logo		Tickets	
			F	N L	P	W	Thank You With Logo	½ Page Ad	Full Page Ad		½ Page	Full Page	B	A		N L	P D	All DCBA Events	Single DCBA Event
Premier Package	✓	2	✓	✓	✓	✓		✓	✓*		6	✓	✓	✓		✓	2		
Partnership Package		2	✓	✓	✓	✓		✓	✓*		6	✓	✓	✓		✓	2		
A La Carte Sponsorships																			
Annual Membership Meeting			✓				✓					✓	✓			1	✓		2
President's Gala			✓	2			✓				1	✓	✓						2
Pro Bono Reception			✓						✓			✓	✓						1
Law Day Breakfast Membership Meeting		1	✓						✓			✓	✓						1
Joint DCBA/CCBA Picnic		1	✓								1	✓	✓			2			2
Fall Membership Meeting \$1,000		1	✓						✓			✓	✓						1

COMPLIANCE SESSION SPONSORSHIPS

	Acknowledged by CLE Presenter	Acknowledgment with Logo in Flyers	Social Media thank you before event	Thank you with Logo in Newsletter	Vendor Table Set Up
Package of All 3 Sessions at a discounted rate	✓	✓	✓	3	✓
À La Carte Compliance Session Sponsorships					
April	✓	✓	✓	1	
August	✓	✓	✓	1	✓
December	✓	✓	✓	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

BENCH BAR 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.

	Acknowledgement with Logo in Promotional Flyer	Appreciation Sign	CLE Or NL Article	Overnight Accommodations	Program			Remarks (1-2 min)	Dauphin County Reporter Ad		Social Media			Thank You from Podium	Tickets		Vendor Table	Weekend Special Event
					B C	½ page	Full page		½ Page	Full Page	B	D	A		All Events	Single Event		
SUPREME (Limit 2)	✓	✓	2	1			✓	✓		4	✓	✓	✓	✓	2			✓
SUPERIOR (Limit 5)	✓	✓	2				✓	✓		4	✓	✓	✓	✓	2			
À La Carte Bench Bar Sponsorships																		
Friday Night Reception	✓	✓				✓					✓		✓			2		
Saturday Breakfast & CLEs	✓	✓				✓		✓			✓					2		✓
CLE Vendor Tables Only									✓								1 (breakfast)	
Saturday Night Reception & Entertainment	✓	✓				✓		✓			✓					2		

Legend:

- CLE Continuing Legal Education
- NL Newsletter
- BC Business Card
- B Before
- D During
- A After

*Ad size placement is first come, first serve

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 12th 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 2nd and 4th 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 1,200) around the 1st 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 to find out specific deadlines for each event for your camera ready pdf or image logo/ad.

Premier Sponsorship

- \$20,000** – Includes:
 - ▶ All benefits of our Partnership Sponsorship, PLUS
 - ▶ Business exclusivity

Partnership Sponsorship

- \$15,000** – Includes:
 - ▶ Two tickets and representation at all DCBA events
 - ▶ Full page advertisement in conference program (placement 1st come, 1st serve)
 - ▶ 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*

All Compliance Sessions Sponsorship

(Receive all the benefits of sponsoring an individual session at a discount)

- \$3,000** – Includes:
 - ▶ Acknowledgement with logo in promotional materials
 - ▶ Social media acknowledgement before each session
 - ▶ Thank you (with logo) in newsletter before each session
 - ▶ Acknowledged by CLE presenter
 - ▶ Vendor table set up outside session



Please make checks payable to:

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

DCBA À LA CARTE 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@dcba-pa.org to find out specific deadlines for each event for your pdf or image camera ready logo/ad.

Annual Membership Meeting | 180-200

5:30-6:30pm Social Hour | 6:45/7:00pm Dinner/Program

- \$1,200** – Includes:
- ▶ 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+

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

- \$3,500** – Includes:
- ▶ 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

- \$1,200** – Includes:
- ▶ Vendor able set up outside session room
 - ▶ Acknowledgement with logo in promotional materials
 - ▶ Thank you (with logo) in ONE newsletter
 - ▶ Acknowledged by CLE presenter

Pro Bono Reception | 60

Reception honoring members' Pro Bono efforts

- \$1,000** – Includes:
- ▶ 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

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

- \$1,000** – Includes:
- ▶ 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 in calendar year

Joint DCBA/CCBA Picnic | 100+

Summer picnic with Cumberland County Bar Association

- \$1,500** – Includes:
- ▶ Two tickets
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ Social media acknowledgment before & after event
 - ▶ One informational article in newsletter or informational (non-marketing) CLE in calendar year
 - ▶ Thank you with logo in two newsletters
 - ▶ One-time ad in The Dauphin County Reporter

Fall Membership Meeting | 70 | September

12pm Lunch/Program

- \$1,000** – Includes:
- ▶ One ticket
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ Social media acknowledgment before and after event
 - ▶ One to two-minute remarks at event
 - ▶ One information article or informational (non-marketing) CLE in calendar year



Please make checks payable to:

Dauphin County Bar Association
Attention: Bridgette Hilbish
213 North Front Street
Harrisburg, PA 17101

BENCH/BAR SPONSORSHIP FORM

I am pleased to be a sponsor the Dauphin County Bar Association's Bench/Bar Conference

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):

PACKAGES

Supreme Package | (135 members & guests) | Limit 2

Fri-Sun biennial conference at a resort

- \$7,500** – Includes:
 - ▶ All benefits of the Superior Bench Bar Package, PLUS
 - ▶ One overnight accommodation
 - ▶ One special event of your choosing during weekend

Superior Package | (135 members & guests) | Limit 5

Fri-Sun biennial conference at a resort

- \$5,000** – Includes:
 - ▶ Two tickets for full access to and benefits for all events
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ Full page advertisement in program (placement 1st come, 1st serve)
 - ▶ Appreciation signage displayed at conference
 - ▶ Two informational articles **or** informational (non-marketing) CLEs in calendar year
 - ▶ Social media acknowledgment before, during & after event
 - ▶ Presidential thank you from podium
 - ▶ Four ads in *The Dauphin County Reporter*

À LA CARTE OPTIONS

Friday Night Reception

- \$2,000** – Includes:
 - ▶ Two tickets to reception
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ ½ page advertisement in program
 - ▶ Appreciation signage displayed at conference
 - ▶ Social media acknowledgment before & after event

Saturday Breakfast & CLEs | Limit 2

- \$2,500** – Includes:
 - ▶ Two tickets to breakfast
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ ½ page advertisement in program
 - ▶ Appreciation signage displayed at conference
 - ▶ Social media acknowledgment before event
 - ▶ Vendor table outside CLE
 - ▶ One to two-minute remarks at one CLE session

CLE Vendor Tables Only

- \$1,000** – Includes:
 - ▶ One ticket to breakfast
 - ▶ Business card size ad in program

Saturday Night Reception, Dinner & Entertainment | Limit 2

- \$3,500** – Includes:
 - ▶ Two tickets
 - ▶ Acknowledgment with logo in promotional flyer
 - ▶ ½ page advertisement in program
 - ▶ Appreciation signage displayed at conference
 - ▶ Social media acknowledgment before event
 - ▶ One to two-minute remarks at dinner

Important information: Please contact bridgette@dcba-pa.org to find out specific deadlines for each event for your pdf or image camera ready logo/ad.

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