

# AKRON BAR ASSOCIATION & AKRON BAR FOUNDATION



**2018**

## ANNUAL SPONSORSHIP AND ADVERTISING PACKET



## Akron Bar Association Sponsorships

Throughout the year, The Akron Bar Association and Akron Bar Foundation offer multiple opportunities for members of the Summit County legal community to sponsor activities and events, as well as to advertise with us. By becoming an annual sponsor, you will only receive a single request from us, rather than repeated requests throughout the year. *(This does not apply to the Professionalism Dinner, because firms prefer to know who is being recognized before making a sponsorship commitment).*

**Platinum Level**  
\$5,000

**Gold Level**  
\$3,750

**Silver Level**  
\$2,500

**Bronze Level**  
\$500 per event

**Dessert Sponsor**  
\$600 per event

### **Platinum Level (LIMITED QUANTITIES): \$5,000**

*Ads should be submitted in pdf format to the Akron Bar Marketing Department at [marketing@akronbar.org](mailto:marketing@akronbar.org). Full Page Ad (5 in. wide by 8 in. tall).*

*Ad design service is available upon request.*

**Foundation Gala**

Reserved table of ten; premier signage; full-page color ad in the Gala program; logo on website, and social media

**Akron Bar Association-Federal Courts Luncheon**

Reserved seating of four; premier signage; full-page color ad in the Federal Bar Luncheon program; and logo on website

**Law Day Luncheon (Law Week)**

Reserved table of ten; premier signage at all Law Week events including Street Law Summit, Law Day Luncheon, and two community "Ask an Attorney" events; mention on WAKR, logo on website, social media, and full-page color ad in Law Day Luncheon program

**Annual Meeting**

Reserved table of ten; premier signage; full-page color ad in Annual Meeting program; logo on website, and social media

**Professionalism Dinner**

Two dinner tickets

**Yearly Recognition**

Recognition at all Akron Bar Association events; name on event programs and all marketing material, and logo on website

**Business Card Advertisement**

One business card ad in all Akron Bar Association event program booklets

**2018 Legal Directory (Deadline to submit ad is 12/22/2017)**

One Legal Directory quarter-page black and white ad

**Reserved Parking: This spot reserved for: (Insert your firm name here)**

One reserved parking spot at the ABA Office

---

*The Professionalism Dinner is not included in Gold, Silver or Bronze Sponsorship Levels. However it is available under Annual Advertising Opportunities. Additional sponsorship opportunities for the dinner will be available when the event is scheduled. If you are interested in more information about the Professionalism Dinner, please contact our Director, Foundation and Office Operations.*

### **Gold Level (LIMITED QUANTITIES): \$3,750**

*Ads should be submitted in pdf format to the Akron Bar Marketing Department at [marketing@akronbar.org](mailto:marketing@akronbar.org). Full Page Ad (5 in. wide by 8 in. tall).*

*Ad design service is available upon request.*

**Foundation Gala**

Reserved seating of eight; full page color ad in program; signage at Gala; logo on website, social media; recognition in program

**Akron Bar Association-Federal Courts Luncheon**

Reserved table of eight; premier signage; full-page color ad in Federal Bar Luncheon program; and logo on website

**Family Spring Carnival**

Name on all flyers; premier signage; logo on website, and social media

**Law Day Luncheon (Law Week)**

Reserved table of eight; premier signage at all Law Week events including Street Law Summit, Law Day Luncheon, and two "Ask an Attorney" events; mention on WAKR, logo on website, social media, and full-page color ad in Law Day Luncheon program

**Business Card Advertisement**

One business card ad in all Akron Bar Association event program booklets

**2018 Legal Directory (Deadline to submit ad is 12/1/2017)**

One Legal Directory quarter-page black and white ad

---

### **Silver Level: \$2,500**

*Ads should be submitted in pdf format to the Akron Bar Marketing Department at [marketing@akronbar.org](mailto:marketing@akronbar.org). Half Page Ad (5 in. wide by 3.75 in. tall).*

*Ad design service is available upon request.*

**Foundation Gala**

Reserved seating of five; ½-page black and white ad in program; signage at Gala; logo on website, social media; recognition in program

**Law Day Luncheon (Law Week)**

Reserved seating of five; ½-page black and white ad in program; signage at Law Week events; logo on website, social media; recognition in program

**Annual Meeting**

Reserved seating of five; ½-page black and white ad in program; signage at Annual Meeting; logo on website, social media; recognition in program

**Red Mass (Luncheon)**

Recognition in the program and at the luncheon

### **Bronze Level: \$500.00 (EACH-SELECT ONE OR MORE)**

*Includes recognition at the event and logo on website.*

- |   |   |
|---|---|
| <input type="checkbox"/> Judicial Pioneer             | <input type="checkbox"/> Oktoberfest                                |
| <input type="checkbox"/> ABA Family Spring Carnival   | <input type="checkbox"/> Senior Lawyers Fall Outing                 |
| <input type="checkbox"/> Senior Lawyers Spring Dinner | <input type="checkbox"/> Holiday Celebration/New Attorney Admittees |

### **Dessert Sponsor \$600.00 (EACH-SELECT ONE OR MORE)**

*Make the event sweet. Includes your name advertised for sponsoring the dessert for one of these events.*

- Foundation Gala
- Annual Meeting

## **ANNUAL ADVERTISING OPPORTUNITIES**

*Includes advertising at all five of the events listed below:*

Full Page Ad (5 in. wide by 8 in. tall) • Half Page Ad (5 in. wide by 3.75 in. tall)

- ❖ *Foundation Gala*
- ❖ *Federal Bar Luncheon*
- ❖ *Law Day Luncheon*
- ❖ *Annual Meeting*
- ❖ *Professionalism Dinner*

**Full Page Color Ads - \$1,700**

Includes a full page color ad in all of the above event programs

**Full Page Ads - \$1,500**

Includes a full page black and white ad in all of the above event programs

**½ Page Ads - \$800**

Includes a half page black and white ad in all of the above event programs

**Business Card Ads - \$150**

Includes a business card size ad in all of the above event programs

## Other Opportunities

The Akron Bar Association has numerous other opportunities for sponsorship and advertising during the year. If none of the pre-packaged sponsorship offers meet your needs, please contact Ikel Kelly, Director, Foundation and Office Operations, at [ikelly@akronbar.org](mailto:ikelly@akronbar.org), to create your own sponsorship package.

### **Advertising in the Examiner – Monthly Digital Newsletter**

The Akron Bar Association's monthly magazine, the Examiner, is published as an email sent through Constant Contact. Your ad content is viewed by nearly 1400 members at least four times each month. Various rates and sizes are available. For additional information, please go to the following link: <http://www.akronbar.org/wp-content/uploads/2016/10/Rate-Sheet-2.pdf>

### **Mailing Labels**

The Akron Bar Association offers mailing labels of its members for purchase. Please note that we do not supply this information in electronic format. In addition, the Akron Bar Association must see in advance what will be mailed to the members, and reserves the right to refuse the sale of labels. For additional information, please go to the following link: <http://www.akronbar.org/wp-content/uploads/2014/11/LABEL-SALES-INFORMATION.pdf>

**Personalized Package Options/Other Amount** (Contact Ikel Kelly, Director, Foundation and Office Operations)

# 2018 ANNUAL SPONSORSHIP AND ADVERTISING PACKET

## **Mission**

*The Akron Bar Association, through education, advocacy and community service, empowers its members to reflect the highest professional standards, enabling them to earn the community's utmost respect so our legal system will be recognized as fair, accessible and just.*

## **Who we are**

The **Akron Bar Association** was founded in 1875 and is an Ohio not-for-profit corporation with a membership base of over 1,600 members consisting of lawyers, judges, paralegals, legal staff, law students and paralegal students. In addition to serving our members, we serve the public by providing referrals to pre-screened lawyers, Notary Public seminars, testing and supplies, and investigating grievances against attorneys with a Summit County mailing address.

## **Akron Bar Foundation**

As the charitable arm of the Akron Bar Association, the **Akron Bar Foundation** strives to improve the quality of justice and the image of lawyers through the support of law related and public service programs, primarily directed to the Akron Metropolitan area. In 2017, the Foundation was able to award grants totaling \$30,384 to 11 community organizations and to provide \$45,500 in scholarships to seven law school students.

*Shel Kelly*

Director, Foundation and Office Operations

Akron Bar Association

57 South Broadway Street

Akron, Ohio 44308

Phone: 330.253.5007

Direct Dial: 330.436.0103

Email: [ikelly@akronbar.org](mailto:ikelly@akronbar.org)

Website: [www.akronbar.org](http://www.akronbar.org)