

SAN ANTONIO BAR ASSOCIATION

2021 PARTNERSHIP OPPORTUNITIES



ADVERTISE

NETWORK

SPONSOR

The San Antonio Bar Association (SABA) is the largest voluntary bar association in San Antonio. Founded in 1898, SABA members are represented at all levels of civic leadership—the judiciary, law firms, businesses and professional organizations.

Our members include law firm decision-makers, court administrators and judges, and the most engaged and successful members of the legal community in San Antonio.

- 60% of our members are small and solo-firm entrepreneurs who embrace technology and work-smart innovation.
- Our members value our communications—our emails boast 200% over the industry-average open and click-through rates.
- 25% of our members are up-and-coming attorneys who have practiced for fewer than 10 years. The talent pipeline is robust and the SABA community fosters a strong mentor culture.

As a partner, SABA has various opportunities to share your news, messages and services with legal-industry decision-makers. Through print and digital marketing and event sponsorship, SABA members will recognize your business as an important resource in their professional network.

SanAntonioBar.org

ADVERTISE

Reach the most engaged and successful members of the legal community in San Antonio.



A go-to for any size firm, SABA offers advertising opportunities in both print and digital with pricing to fit your budget.

PRINT

SAN ANTONIO LAWYER™

The official print publication of the San Antonio Bar Association, SABA's award-winning magazine is published six times per year starting with the JAN/FEB issue and is distributed to more than 3,000 legal professionals. As a bonus, all 6,500 attorneys in San Antonio receive the JUL/AUG issue. *San Antonio Lawyer* is an exclusive member benefit. This journal-quality publication features articles about San Antonio legal legends, legal history and substantive law.

SABA DIRECTORY

Printed each spring, the SABA Directory features all SABA members including photos and contact information along with bench book and vendor listings. This highly regarded member benefit is a year-round resource and used frequently by SABA members. Given its convenient size, it travels well in all legal briefcases for ease of access.

MAIL LABELS

Reach members of the Greater San Antonio/Bexar County legal community through direct mail. Labels can be generated according to a variety of criteria, including date admitted to the Texas bar, zip code and law school.

ONLINE

FIND QUALIFIED EMPLOYEES

Publish your job announcement through Career Center, a national legal-search site used exclusively by attorneys. The search site is free for job seekers.

CLASSIFIED ADS

Posted monthly and promoted weekly to members, your classified ad is an affordable and timely way to share a listing for office space, a job opening or a law-related service. Classified ads are text-only.

SABA WEBSITE & SABA PUBLIC-RESOURCE SITE

Frequented by Bexar County residents looking for legal services and attorneys seeking referrals, the SABA website receives 17,000+ visitors per month and 33,000+ page views per month. SanAntonioBar.org is the only curated site for San Antonio specific legal information, attorney referrals and non-profit low bono and pro bono resources.

SanAntonioBar.org

NETWORK

New for 2021 – Prominently introduce your business to the SABA community and educate members.



Share your knowledge with your fellow members through this business-to-business marketing opportunity.

ONLINE NEWSLETTER

SABA CONNECTIONS™

Our online monthly newsletter is distributed to more than 6,500 legal professionals in the greater San Antonio metro area. *SABA Connections*™ contains practice-specific articles, vendor resources and timely industry news and announcements.

SABA Connections™ will include no more than two law firm spotlights and no more than two vendor spotlights per month containing a logo or image and a 750-word substantive law article. The cost to participate is \$750 per month. Participation is limited to optimize market exposure.



Attorneys & Health Insurance Q&A
Friday, November 20, 2020
3:00 PM - 3:30 PM CST

Speakers

Ned Hodge, Insurance Advisor
Angela Theesfold, Director of Group Sales

Come join us for a Vendor Spotlight of **Davidson Camp Insurance**. Local experts **Ned Hodge** & **Angela Theesfold** plan to give tips on finding the best health insurance options for attorneys. SABA members are encouraged to come and participate in this Q&A.

[REGISTER HERE](#)

SanAntonioBar.org

ANNUAL SPONSORSHIP

Support the San Antonio Bar Association and be recognized as a legal resource throughout the year.



Annual or event-specific sponsorship is the most visible form of support for the local legal community.

Sponsors are recognized through prominent placement of firm logos on the SABA website and in our publications, along with social-media recognition, premier seats at events and other exclusive benefits.

ANNUAL

Annual Sponsors enjoy the advantage of maximum networking and recognition opportunities through exclusive benefits. Annual sponsorship is a \$5,000 annual investment. We offer two categories of Annual Sponsors—Community Partners and Bar Partners.

Community Partners are vendor and service providers that serve attorney and law-firm clients. Community Partners receive the following benefits.

- SA Bar Foundation Gala – 4 tickets
- SA Bar Foundation Law Week – 2 tickets to the Law Week luncheon
- CLE Seminar Sponsor – 1
- SuperBar Happy Hour Mixer Sponsor
- Quarterly Luncheon – 2 tickets to one luncheon
- SA Bar Foundation Fun Run Host Sponsor
- SABA Vendor Membership for 2
- Feature on the SABA website Newsfeed Blog
- Web ad for 12 months with link to your website
- Full-page ad in a single issue of *San Antonio Lawyer™* magazine
- BONUS! Social media sponsor recognition - 3 times per year

Bar Partners are law firms and attorneys who want to maximize exposure, network and gain professional leadership opportunities. Bar Partners receive the following benefits.

- SA Bar Foundation Gala and Law Week – Silver Sponsor
- CLE Seminar Sponsor – Presenter/Sponsor
- SA Bar Foundation Fun Run for Justice – Host Sponsor
- Spotlight on The SABA website Newsfeed Blog
- BONUS! Social media sponsor recognition - 3 times per year

* IN-PERSON and/or HYBRID EVENTS WILL BEGIN IN SEPTEMBER 2021, if public meeting ordinances prevent in-person events, substantive adjustments will be made to sponsor benefits that match or exceed monetary value.

SanAntonioBar.org

SABA EVENT SPONSORSHIP

Support the San Antonio Bar Association and be recognized as a legal resource at various events.

SABA SIGNATURE EVENTS

- **CLE Seminars** – Full-day events; 5 times a year
- **Brown Bag Series** – Free lunchtime CLE presented by a SABA member
- **SuperBar Happy Hour Mixer** – Annual party for all affinity bars and SABA sections
- **Chili Cook-Off & Family Fun Day; Annual Weekend Competition**
A full day of laughs and tasty fun for SABA and SA Young Lawyers Association
- **Member Luncheons** – Quarterly gatherings with keynote CLE and fellowship
- **Off the Clock Happy Hour** – Quarterly after-work gathering at a local watering hole, co-sponsored with a featured affinity bar
- **UnWined Socials** – Member-hosted social mixer at a firm or home, subsidized by SABA
- **Virtually Together Events** – Since March 2020 – Events have been online and comparable benefits will be substituted.

Event Sponsors receive benefits throughout the event marketing cycle and include print, online and social-media advertisements and event tickets. There are three levels of event sponsorship throughout the year for both vendors and law firms.

TITLE SPONSOR \$2,500

Events include:

- CLE Seminars, SuperBar Happy Hour Mixer and the Annual Chili Cook-Off

Benefits include:

- Logo placement above event titles in all event marketing, 3 social media shout-outs, and your company logo on signage at the event.

LUNCH SPONSOR \$1,000

Events include:

- Member Luncheons and CLE Seminars

Benefits include:

- Logo on all event marketing, 2 social media shout-outs, your company logo on signage at the event and a vendor table at the event.

HOSPITALITY & AV SPONSOR \$500 PER EVENT

Events include:

- Brown Bag Luncheons, Off the Clock, UnWined, CLE Seminars, Chili Cook-Off, Member Luncheons and Virtually Together

Benefits include:

- Logo on all event marketing and 1 social media shout-out.

* IN-PERSON and/or HYBRID EVENTS WILL BEGIN IN SEPTEMBER 2021, if public meeting ordinances prevent in-person events, substantive adjustments will be made to sponsor benefits that match or exceed monetary value.

SA BAR FOUNDATION SPONSORSHIP

The charitable arm of the Bar Association, the SA Bar Foundation promotes civic education, access to justice and recognizes members who exhibit professional excellence.

SA BAR FOUNDATION SIGNATURE EVENTS

(a 501(c)3 charitable organization)

- **Annual Awards & Gala Benefit** – SABA luminaries are recognized including Outstanding Lawyer of the Year and the SAYLA Outstanding Young Lawyer of the Year
- **Law Week** – A week of education culminating in a keynote civic-education luncheon event, Law Week hosts talent-pipeline events at schools, including elementary-school readings and high-school enrichment; jury-appreciation events and courthouse tours
- **Fun Run for Justice Charity 5K** – Event supporting legal scholarship and civic education

AWARDS GALA AND LAW WEEK SPONSORSHIPS

Gold Sponsor \$5,000

Benefits include:

- Logo placement above event title in all marketing, 5 social media shout-outs, logo included on event signage, a front-row table for 10 guests at the Gala and 2 event tickets to Law Week reception.

Silver Sponsor \$3,000

Benefits include:

- Logo on all event marketing, 4 social media shout-outs, logo included on signage at event, a second-row table for 10 guests at the Gala and 2 event tickets to Law Week reception.

Bronze Sponsor \$2,000

Benefits include:

- Logo on all event marketing, 2 social media shout-outs, logo included on signage at event, a table for 10 guests and 2 event tickets to Law Week reception.

FUN RUN FOR JUSTICE

Title Sponsor \$2,500

Benefits include:

- Title placement of logo on race-day shirt and race-day banner.
- Prominent recognition in promotional materials, including social media, and in print.
- 20 complimentary race entries

Host Sponsor \$1,000

Benefits include:

- Large logo on race-day shirt and race-day banner.
- Prominent recognition in promotional materials, including social media, and in print.
- 12 complimentary race entries.

* IN-PERSON and/or HYBRID EVENTS WILL BEGIN IN SEPTEMBER 2021, if public meeting ordinances prevent in-person events, substantive adjustments will be made to sponsor benefits that match or exceed monetary value.

JOIN US

We hope in 2021 you will consider partnering with us!



GALA & AWARDS



SOCIAL MIXERS



COMMUNITY OUTREACH



EDUCATION



READY TO SIGN UP?

REGISTER HERE

HAVE QUESTIONS?

Law Firms, email Ashley Benson at AshleyB@sabar.org

Industry Vendors, email Chellie Thompson at Chellie@monarchmediainc.com