

2 0 1 8

NCAPA MARKETING BROCHURE

Events

Advertisements

Scholarships

Donations

Professional
Services

THANK YOU FOR YOUR INTEREST IN NCAPA!

Enclosed is our 2018 list of events, advertisements, and other ways in which legal services providers, law firms, companies, individuals or associations can sponsor NCAPA and connect with our membership! Options range from \$25 to \$1,500!

Look inside for these great marketing opportunities!



EVENTS AND ADVERTISEMENTS

Hoping to gain exposure, build good will, and connect with a specific audience? Sponsoring an NCAPA event might be the perfect approach. Here are some reasons why NCAPA event sponsorship is an effective marketing channel:

- ✓ Events provide a captive audience to support brand visibility.
- ✓ Event attendance targets legal professionals and companies that may utilize your business services.
- ✓ **Return on investment.**
- ✓ Consumer perception. Customers will assume your business is reliable and reputable if you can sponsor other organizations.
- ✓ Lead generation. By attending in person, you can learn about customers, promote your products, and build a mailing list.

Sponsors for any of these event options will receive a complimentary quarter size advertisement in *OnPoint* (see page 4). A complimentary electronic version of *OnPoint* will be sent to the Sponsor. In addition, an email blast containing general information about the sponsor will be sent to the event attendees. During the event, sponsors will have the opportunity to introduce themselves and their company/organization to the attendees, and distribute printed materials.

NCAPA's Second Annual Golf Tournament for the

Andrea Lupanze Scholarship Fund



\$500

Come spend a beautiful fall day at the Laytonsville Golf Club with members and friends of the NCAPA while supporting a worthwhile cause! There will be several firms and corporations joining us for a day of competition with prizes! You can play as an individual entry or "best ball" in a scramble format with a foursome of your choosing. **DON'T PLAY GOLF? NO PROBLEM!** Bring a set of clubs and learn! Join us for lessons and lunch! *Estimated Attendance: 45*

Member Welcome

\$500

New members to NCAPA will be invited to mingle and network with fellow new members, Board members and sponsors, and learn more about NCAPA committees, volunteer and pro bono opportunities, and benefits of membership. *Estimated Attendance: 15-20*

Winter Social (February/March)

\$1,000

Mingle with the Board of Directors, members, and their guests at a networking social event. Non-members of the legal community are welcome to attend to encourage membership. *Estimated Attendance: 50*



Mid-Year Meeting (June/July)

\$1,000

The Board and Committee Chairs report on events for the year to our members, take questions from members, ask for comments and suggestions on the management and plans for the association. *Estimated Attendance: 45*

Paralegal Week Events (October)

Kick-Off Celebration

\$1,000



Kick-off event/or networking social for paralegal week, open to paralegal members and their non-member paralegal guests. *Estimated Attendance: 40*

Luncheon

\$500



Three course meals, currently only open to NCAPA Members to allow members to network and mingle with the NCAPA Board, fellow members and sponsors. *Estimated Attendance: 35*



Professional Development

Roundtable

\$500

This event is subject to change and pricing is determined by the third event of Paralegal Week in 2018. *Estimated Attendance: 30*

EVENTS AND ADVERTISEMENTS

PCCE™ and PACE® Scholarships

Legal services providers, companies and associations have the opportunity to sponsor the following scholarship awards for paralegals selected to receive the below scholarships:

PCCE

The Paralegal CORE Competency Exam™ (PCCE™) was established to test core competencies in early career and entry-level paralegals.

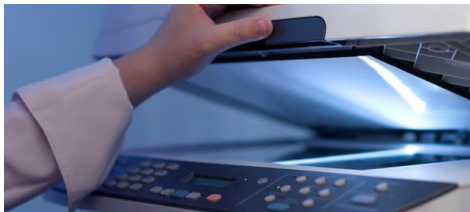
PCCE™ Scholarship (\$700) Partial PCCE™ Scholarships (\$350 each)

The Paralegal Advanced Competency Exam (PACE®) tests the competency level of experienced paralegals to measure a paralegal's knowledge of general paralegal practice, ethics and technology. NCAPA offers the annual Andrea Lupanze, RP, PACE® Memorial Scholarship as a tribute to the dedication and spirit of a very giving former NCAPA Board President.

PACE® Scholarship (\$800) Partial PACE® Scholarships (\$400 each)

Professional Services

On occasion, NCAPA requires professional services, such as photocopying, scanning, graphic design, printing, and marketing services. If your company is interested in donating or providing professional services at a reduced cost, please contact Director D.B. "Brandy" Swanson, CP, RP at sponsorship@ncapa.com. All vendors supporting NCAPA in this way will be rewarded with recognition at the event and in print (when available).



Looking Forward!!

NCAPA Education Conference (June 2019)

\$500

Seminars and speakers gather for a full day of continuing legal education classes for members of the paralegal community.

Companies and Legal Services Providers interested in exhibiting at the Education Conference should contact NCAPA at education-conference@ncapa.com.

Estimated Attendance: 50

Continuing Legal Education Classes and Hot Topic Meetings

Continuing Legal Education Courses (CLEs).....\$450
Hot Topic Members-Only Meetings.....\$450

NCAPA will host various educational meetings during 2018 organized around substantive areas of law or the interests of its members. Tentatively scheduled for once a month!

Ad-hoc Sponsorship Opportunities

NCAPA is always looking for new and exciting events to engage its members. Whether it is a new CLE, networking event or special occasion, our sponsors can select from a wide range of opportunities to collaborate with NCAPA. If you have any ideas or questions, please email sponsorship@ncapa.com. We look forward to working with you!



EVENTS AND ADVERTISEMENTS

Annual Meeting (November)

Featuring a Silent Auction!



The Annual Meeting of the Members and Awards Dinner is held each November to recognize NCAPA members, sponsors, and supporters of the paralegal profession. This year, NCAPA will be hosting a **Silent Auction** in conjunction with the Annual Meeting.

Tickets will be available for purchase by the public. The following sponsorship packages are available:

RUBY SPONSOR - \$1,500 ★

- ✓ Table for 10
- ✓ Premium Seating
- ✓ Signature Drink or Dessert (named after the company)
- ✓ Distribution of Materials
- ✓ Full-Page Advertisement in *OnPoint*
- ✓ Email Blast
- ✓ Logo featured in Program

GOLD SPONSOR - \$1,000 ★

- ✓ Table for 8
- ✓ Preferred Seating
- ✓ Distribution of Materials
- ✓ Full-Page Advertisement in *OnPoint*
- ✓ Logo featured in Program

SILVER SPONSOR - \$750 ★

- ✓ Table for 6
- ✓ Half-Page Advertisement in *OnPoint*
- ✓ Name featured in Program

BRONZE SPONSOR - \$500 ★

- ✓ Seating for 4
- ✓ Quarter-Page Advertisement in *OnPoint*
- ✓ Name featured in Program

The Premiere Publication for Legal Professionals in the DC Metro Area!

OnPoint

Online Magazine Ads

OnPoint is NCAPA's quarterly online magazine that is emailed to all of NCAPA's active members (currently over 200 members and growing). It features industry-related articles, educational articles, and articles regarding NCAPA Events.

Ad sizes available in *OnPoint*:

Basic Card	\$25/Issue
Quarter Page (3 ¼ x 4 ¾)	\$75/Issue
Half Page (7 ½ x 5 or 2 ¼ x 10)	\$115/Issue
Full Page (7 ½ x 10)	\$175/Issue
Legally Substantive Article & Business Card Ad	\$175/Issue

NCAPA emails a monthly newsletter entitled "*Sidebar*," which highlights NCAPA events.

Ads available in the *Sidebar* monthly email newsletter:

Name, logo and contact information	\$25
Name, logo, contact information, and message (<i>up to five lines</i>)	\$50

Special Packages – Email Blast

50% discount when you pre-pay for four (4) email blasts \$100

Purchase one email blast (normally \$100) and one full-page advertisement (normally \$175) in *OnPoint* for \$225 (a savings of \$50). \$225

Final content is subject to approval by the OnPoint Editor. Please email editor@ncapa.com with any questions.

*A non-refundable deposit equal to half the agreed-upon amount is due thirty (30) days after a legal service provider agrees to sponsor an event. The non-refundable deposit will be applied toward the event. The sponsor must pay the remaining balance at least two weeks prior to the date of the event.