



Dauphin County Bar Association

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



2024
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.

Ways to Connect:

- ▶ **Events:** In-person and virtual, professional, educational, and social. We hold multiple events each month and throughout the year. These events are great ways to form personal connections.
- ▶ **Dauphin County Reporter:** Dauphin County's official legal periodical, published weekly and distributed in print or electronic formats to over 1500 legal professionals.
- ▶ **Weekly Event-blasts:** Weekly email blasts feature our upcoming events and Continuing Legal Education sessions.
- ▶ **Monthly Newsletter:** Sent at the start of each month to a mailing list comprising our membership and other interested parties.
- ▶ **DCBA Website:** Event and Package sponsors can have logos placed on the DCBA Website's home page.
- ▶ **Social Media:** Event and Package Sponsors are featured on DCBA social media accounts: Facebook, LinkedIn, X (formerly Twitter), and Instagram.

Ways to Partner with DCBA: We offer a variety of opportunities, including package options as well as à la carte options for individual events. Our package and event sponsors receive additional promotional access through all the ways we connect with our members. In addition, we are happy to work with you to customize packages to your marketing needs.



New Members being sworn in at our Fall Membership Meeting

DCBA CALENDAR OF EVENTS

- | | |
|-------------|--|
| ▶ January | Annual Membership Dinner Meeting |
| ▶ February | President's Gala |
| ▶ April | Pro Bono Reception CLE Compliance Session One Bench Bar Conference |
| ▶ May | Law Day Breakfast Meeting |
| ▶ July | DCBA Picnic |
| ▶ August | CLE Compliance Session Two |
| ▶ September | Fall Membership Luncheon Meeting |
| ▶ November | New York City Bus Trip |
| ▶ December | CLE Compliance Session Three |

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



ANNUAL SPONSORSHIP PACKAGES

Platinum Sponsorship | \$10,000 | (CLE Compliance Sessions & Bench Bar conference not included)

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

Gold Sponsorship | \$5,000 | (CLE Compliance sessions & Bench Bar conference not included)

- ▶ Two tickets and representation at three DCBA events of your choosing
- ▶ Logo included in all promotional advertising for each selected event, including weekly e-blasts
- ▶ Logo and/or full-page ad included in event programs (if any)
- ▶ Logo/ad on DCBA website and in monthly newsletter for months of selected events
- ▶ Appreciation signage displayed at selected events
- ▶ Presidential thank you from podium at selected events
- ▶ One informational article in newsletter or one informational (non-marketing) CLE presentation
- ▶ Three full-page ads in *The Dauphin County Reporter*

Compliance Session Sponsorships | \$6,600 for all three sessions (a \$7,500 value)

- ▶ Acknowledgement with logo in promotional materials
- ▶ Opportunity to address group BEFORE the first morning and afternoon session
- ▶ Logo with thank you in newsletter before each session day.
- ▶ Company logo on DCBA Website for each compliance session month: April, August, & December
- ▶ Social media acknowledgement before each session day.
- ▶ Signage at coffee and lunch stations
- ▶ 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.

Special for 2024 Bench Bar Conference

The Dauphin County Bar Association's Bench Bar Conference happens every other year and is a highly anticipated event dedicated to both professional education and relaxation. In 2024, the event will be held over two days in Inner Harbor, Maryland. The DCBA Bench Bar is a unique opportunity to network and socialize with attorneys, judges, and other legal professionals.

Conference Sponsorship | \$3,500

- ▶ Two full registrations and access to all events (hotel accommodations not included)
- ▶ Logo and Sponsorship acknowledgment in all promotional materials
- ▶ Logo and Sponsorship acknowledgment in April and May Newsletters and on Social Media
- ▶ Shared presence/table at DCBA Event and CLE Registrations
- ▶ Signage and introductions throughout the event
- ▶ Full page advertisement in program (choice of inside front or back cover; first come, first served)

Friday Night Reception & Dinner Sponsorship | \$2,500

- ▶ Two tickets to reception and dinner
- ▶ Logo and Sponsorship acknowledgment in all promotional materials
- ▶ Logo and Sponsorship acknowledgment on Social Media
- ▶ Signage and introductions at reception/dinner
- ▶ Full Page advertisement in program

Saturday Breakfast & CLE | \$1,500

- ▶ Two Tickets to breakfast
- ▶ Signage and introduction at breakfast
- ▶ Signage at CLE sessions
- ▶ Full page advertisement in program

Friend of the Bench Bar | \$500 (members) | \$550 (non-members)

- ▶ Registration for one
- ▶ Listing in Program

Program Ads

- ▶ Full-page | \$500
- ▶ Half-page | \$300
- ▶ Quarter-page | \$200

À LA CARTE SPONSORSHIPS

(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 31, 2024 | \$1,200

January 31, 2024 | Harrisburg Hilton | 5:15pm Social hour/Reception | 6:30pm 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 10, 2024 | \$3,500

February 10, 2024 | Hotel Hershey | Formal dinner/dance with live band honoring outgoing president
6:00-7:00pm Reception | 7:15pm Dinner/Program followed by dancing

- ▶ Four 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 full-page ad in *The Dauphin County Reporter*

CLE Compliance Session (100) | April, August & December | \$2,500 ea.

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

- ▶ Acknowledgement with logo in promotional materials
- ▶ Opportunity to address group BEFORE the first morning and afternoon session
- ▶ Thank you (with logo) in newsletter before each session day
- ▶ Company logo on DCBA Website for the month of the sponsored session
- ▶ Social media acknowledgement before and after each session day
- ▶ Signage at coffee and lunch stations
- ▶ Vendor table set up outside session room

Pro Bono Breakfast (60) | April | \$1,000

Breakfast event honoring members' Pro Bono efforts

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

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

12:00pm Lunch/Program

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

New York City Bus Trip (40-50) | November | \$500

12:00pm Lunch/Program

- ▶ Two tickets
- ▶ One to two-minute remarks on bus
- ▶ Acknowledgment with logo in promotional flyer
- ▶ Social media acknowledgment before and after event

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:

One-Third Page ad:

- Weekly (52 issues) \$1,200.00
- Every other week (26 issues) \$ 750.00
- Quarterly (13 issues) \$ 500.00
- Monthly (4 issues) \$ 300.00
- One Issue only \$ 100.00

One-Half Page ad:

- Weekly (52 issues) \$1,500.00
- Every other week (26 issues) \$ 850.00
- Quarterly (13 issues) \$ 600.00
- Monthly (4 issues) \$ 400.00
- One Issue only \$ 150.00

Full-Page ad:

- Weekly (52 issues) \$3,000.00
- Every other week (26 issues) \$1,500.00
- Quarterly (13 issues) \$ 700.00
- Monthly (4 issues) \$ 500.00
- One Issue only \$ 200.00

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 one to two 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 e-blast to all members around the first of the month.

DCBA PACKAGE SPONSORSHIP FORM

I am pleased to be a sponsor the following package of the Dauphin County Bar Association

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 camera-ready pdf or image logo/ad.

Platinum Sponsorship

- \$10,000** – Includes:
- ▶ Two tickets and representation at DCBA events
 - ▶ Logo included in all promotional advertising for each event, including weekly e-blasts
 - ▶ Logo and/or full-page ad included in event programs (if any)
 - ▶ Logo/ad on DCBA website and in monthly newsletter for calendar year
 - ▶ Monthly social media acknowledgements
 - ▶ Appreciation signage displayed at events
 - ▶ Presidential thank you from podium at events
 - ▶ Two informational articles in newsletter or two informational (non-marketing) CLE presentations
 - ▶ Six full-page ads in *The Dauphin County Reporter*

Gold Sponsorship

- \$5,000** – Includes:
- ▶ Two tickets and representation at three DCBA events of your choosing
 - ▶ Logo included in all promotional advertising for each selected event, including weekly e-blasts
 - ▶ Logo and/or full-page ad included in event programs (if any)
 - ▶ Logo/ad on DCBA website and in monthly newsletter for months of selected events
 - ▶ Appreciation signage displayed at selected events
 - ▶ Presidential thank you from podium at selected events
 - ▶ One informational article in newsletter **or** one informational (non-marketing) CLE presentation
 - ▶ Three full-page ads in *The Dauphin County Reporter*

All Compliance Sessions Sponsorship

- \$6,600** – Includes:
- ▶ Acknowledgement with logo in promotional materials
 - ▶ Opportunity to address group BEFORE first session and AFTER lunch
 - ▶ Logo with thank you in newsletter before each session
 - ▶ Company logo on DCBA Website for each compliance session month: April, August, & December
 - ▶ Social media acknowledgement before each session
 - ▶ Signage at coffee and lunch stations
 - ▶ 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



125 Years of Service
1898-2023

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) | \$1,200**
January 31, 2024 | Harrisburg Hilton | 5:30pm Social hour/reception | 6:30pm Dinner/Program
- President's Gala (200+) | \$3,500**
February 10, 2024 | Hotel Hershey | Formal dinner/dance with live band honoring outgoing President | 6:00-7:00pm Reception | 7:15pm Dinner/Program followed by dancing
- CLE Compliance Session (100) | April | August | December (circle one) | \$2,500**
Full-day (6 hour-long sessions) of CLE plus lunch | 9:00am – 5:00pm
- Pro Bono Breakfast (60) | April | \$1,000**
Breakfast honoring member's Pro Bono efforts
- Law Day Breakfast (40) | May | \$1,000**
Breakfast honoring member's Pro Bono efforts | 8:00-8:30am Breakfast | 8:30am Program
- DCBA Picnic (75+) | July | \$1,500**
4:00pm Picnic Begins | 5:30 Dinner
- Fall Membership Meeting (70) | September | \$1,000**
12:00pm Lunch | 12:30 Program
- New York City Bus Trip (40-50) | November | \$500**
6:45am Pick up | 10:30am Drop off | 6:45pm Pick up | 10:30pm Drop off



Please make checks payable to: Dauphin County Bar Association, 213 North Front Street, Harrisburg, PA 17101; Tax ID #: 23-6256001

SPECIAL FOR 2024 BENCH BAR CONFERENCE

I am pleased to be a sponsor the following package of the Dauphin County Bar Association

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.

Conference Sponsorship

\$3,500 – Includes:

- ▶ Two full registrations and access to all events (hotel accommodations not included)
- ▶ Logo and Sponsorship acknowledgment in all promotional materials
- ▶ Logo and Sponsorship acknowledgement in April and May Newsletters and on Social Media
- ▶ Shared presence/table at DCBA Event and CLE Registrations
- ▶ Signage and introductions throughout the event
- ▶ Full page advertisement in program (choice of inside front or back cover, first come, first served)

Friday Night Reception & Dinner

\$2,500 – Includes:

- ▶ Two tickets to reception and dinner
- ▶ Logo and Sponsorship acknowledgment in all promotional materials
- ▶ Logo and Sponsorship acknowledgement on Social Media
- ▶ Signage and introductions at reception/dinner
- ▶ Full Page advertisement in program

Saturday Breakfast & CLE

\$1,500 – Includes:

- ▶ Two Tickets to breakfast
 - ▶ Signage and introduction at breakfast
 - ▶ Signage at CLE sessions
- Full page advertisement in program

Friend of the Bench Bar

\$500 (members) – Includes:

- ▶ Registration for one
- ▶ Listing in Program

\$550 (non-members) – Includes:

- ▶ Registration for one
- ▶ Listing in Program

Program Ads

- ▶ Full-page | \$500
- ▶ Half-page | \$300
- ▶ Quarter-page | \$200

Please make checks payable to:

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