



SCOTTSDALE BAR ASSOCIATION

SPONSORSHIP PROGRAM

About the Scottsdale Bar Association

The Scottsdale Bar Association is a non-profit organization of attorneys, judges, students, and other legal professionals who either live or work in the Scottsdale area. The mission of the Scottsdale Bar Association is to serve its members and to organize, sponsor, and promote law-related programs, activities, and education for the benefit of the community.

Who We Are

Our membership is comprised of the following:

- 200+ *Voting Members*, who are members in good standing of the State Bar of Arizona as attorneys, members of the judiciary, in-house counsel, governmental employee, or law school faculty member (in Maricopa County), and whose place of business is located in Scottsdale, Paradise Valley, Cave Creek, Carefree, Fountain Hills or on the reservations of the Salt River Pima Maricopa or Fort McDowell Indian Communities.
- 30+ *Non-Voting Attorney Members*, who are members in good standing of the State Bar of Arizona but do not meet the geographic qualifications for Voting Member.
- 20+ *Associate Members*, who have been admitted the practice of law in a jurisdiction other than Arizona, are graduates of an American Bar Association accredited law school, are Scottsdale Justices of the Peace, Tribal Court Judges, or inactive or retired members of the State Bar of Arizona.
- *Student Members*, who are students in good standing at any American Bar Association accredited law school located in Maricopa County, Arizona.

Our Community Involvement

The members of the Scottsdale Bar Association are not just passionate about their legal work. They care about the community in which they live and work, and give their time and effort for causes that are important to them. Here is just a sampling of their volunteer work:

- Paiute Neighborhood Center Legal Clinic in Scottsdale
- Wills for Heroes for first responders across Arizona
- Paw Town Angels Rescue

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- Boy Scouts and Girl Scouts
- Scottsdale Fire Fighter Charities
- Police Officers of Scottsdale Association
- Local religious organizations
- Southwest Autism Research & Resource Center
- Scottsdale Chamber of Commerce
- Special Olympics of Arizona

Our members have served on countless non-profit boards, including:

- Arizona Labor and Employment Relations Association
- Chicanos Por La Causa
- Phoenix Children's Hospital Foundation
- Greater Phoenix Economic Council
- Maricopa County Bar Foundation
- Girl Scouts Council
- Country Music Association

We devote our time to the improvement of the legal system by serving as leaders and members on the following organizations:

- State Bar of Arizona
- Maricopa County Bar Association
- City of Scottsdale Judicial Selection Committee
- Arizona Women Lawyers Association
- Arizona Supreme Court Committee on Character and Fitness
- Arizona Supreme Court Judicial Performance Conference Team
- Arizona Office of Administrative Hearings
- Arizona Employment Lawyers Association
- American Intellectual Property Lawyers Association
- Maricopa County Superior Court Commercial Court Practices and Procedures Committee
- Arizona Bar Examination instructor
- Instructor at Scottsdale and Mesa Community Colleges
- Professor(s) of Law at ASU Law School

We educate the community by leading or participating in events such as:

- Law Day events at local schools
- Ask the Lawyer events at public libraries
- AZ Disabled American Veterans

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Benefits to our Sponsors

Direct and personal access to our approximately members who are:

- Community Leaders
- Board Members
- Trusted Counsel to their Legal Clients
- Firm Administrators
- Political Advisors

Category Exclusivity

- At each event your company sponsors, there will be no other sponsor in your business category. This significant benefit means that your message is the exclusive message presented to our members in your category at and leading up to your sponsored event.

Year-round exposure

- On our website, which averages 2,775 unique page views per month
- At our events
- In our email newsletters
- In emails that feature sponsor messages and unique offers to members
- At our monthly meetings or socials

Literature Distribution

- Sponsors have the opportunity to distribute literature to and personally address our Members at the sponsored event

General Guidelines

- A Sponsor may reserve a maximum of three (3) luncheon sponsorships per 12 month period.
- A Sponsor may communicate their message through our “Sponsor Marketing Email Program” a maximum of two (2) times per 12 month period.
- The Luncheon CLE program presenter may not sponsor that event.
- The Sponsor may not directly or indirectly state or imply that he/she/it is endorsed by the SBA nor may the Sponsor use the SBA logo on its own materials.
- No political sponsorships are permitted.

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Monthly Luncheons

Our luncheons are held at the beautiful Gainey Ranch Golf Club in Scottsdale, with an average attendance of 50-75 members. Our luncheons are valuable for our members as a way to make new connections and further their relationships with each other. Additionally, there is a live, interactive program that provides one-hour of Continuing Legal Education (CLE) credit during each luncheon.

General Sponsor Opportunity

There may be one General Sponsor at each monthly luncheon. The General Sponsor receives the following benefits:

- Table provided for display and distribution of materials at the event
- Introduction to the attendees by the President and a 2-3 minute promotional presentation to the attendees by a sponsor representative
- Signage identifying the sponsor(s) at the sponsored event
- Identification on the SBA website as the General Sponsor (full year)
- Identification in all member emails as the General Sponsor of the luncheon (appx. 4 emails per event)
- Two tickets to the luncheon
- Category exclusivity
- **NEW** - Sponsor marketing email with unique offer to full membership (add-on option, see below for details and pricing)
- Annual number available - 11
- Single Luncheon Sponsorship Cost - \$400
- **Multi-event discount available** - A three-luncheon package commitment is available for \$900 (a net savings of \$300 / 25% !!)

Member Sponsor Opportunity

There may be one Scottsdale Bar Association Member Sponsor at each monthly luncheon. This may be an individual member or a law firm. The Member Sponsor receives the following benefits:

- Table provided for display and distribution of materials at the event
- 2 minute promotional presentation to the attendees
- Signage identifying the sponsor(s) at the sponsored event
- Identification on the SBA website as the Member Sponsor (full year)
- Identification in all member emails as the Member Sponsor of the luncheon (appx. 4 emails per event)
- Two tickets to the luncheon
- Annual number available – 11
- Single Luncheon Sponsorship Cost - \$250
- **Multi-event discount available** - A three-luncheon package commitment is available for \$600 (a net savings of \$150 / 20%!!)

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Holiday and Summer Socials

This “50th Anniversary” year, the organization will host only a Holiday Social reception, both at the beautiful Gainey Ranch Golf Club. The usual Summer Social reception will not be held in 2023. The highly-anticipated Holiday Social reception event is attended by approximately 100 members and guests including members of the Arizona judiciary. In addition to much-needed socializing, these events are opportunities for business to be discussed and new connections to be made.

General Sponsor Opportunity

There will be one General Sponsor for each Social, who will receive the following benefits:

- Introduction at the Social by the President
- Table provided for display and distribution of materials at the event
- Networking opportunities throughout the evening with member attendees
- Signage identifying the sponsor(s) at the sponsored event
- **NEW** - Sponsor marketing email with unique marketing offer to full membership
- Identification on the SBA website as the General Sponsor (full year)
- Identification in all member emails as the General Sponsor (appx. 8 emails per event)
- Two tickets to the Social
- Category exclusivity

Holiday Social General Sponsorship Cost - \$1500 (includes sponsor email feature)
Number available - 1

Summer Social General Sponsorship Cost – N/A 2023

Member Sponsor Opportunity

There may be two available Scottsdale Bar Association Member Sponsors at each Social, each receiving the following benefits:

- Introduction at the Social by the President
- Table provided for display and distribution of materials at the event
- Networking opportunities throughout the evening with member attendees
- Signage identifying the sponsor(s) at the sponsored event
- Identification on the SBA website as the Member Sponsor (full year)
- Identification in all member emails as the Member Sponsor (appx. 8 emails per event)
- Two tickets for Level 1 sponsors, an individual member or law firm of 5 or fewer attorneys
- Four tickets for Level 2 sponsors, an individual member or law firm of 6 or more attorneys

Holiday Social Level 1 Member Sponsorship Cost - \$600, Number available – 1
Holiday Social Level 2 Member Sponsorship Cost - \$1000, Number available - 1

Summer Social Level 1 Member Sponsorship – N/A
Summer Social Level 2 Member Sponsorship - N/A

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Marketing E-mail Program

Our members greatly value the resources offered by service providers in the legal community and they are continually seeking out new and beneficial partners. With the goal of presenting these valued businesses to our membership, the association sends one sponsor prepared e-mail each month that features a message about a single sponsor to our full e-mail list. This message, coming from the Scottsdale Bar Association Officers, describes the sponsor's product or service and includes a unique offer that is exclusive to our membership.

Our email list is not provided to sponsors as we must protect the privacy of our membership, however, the sponsor representative's contact information is clearly communicated and our members are strongly encouraged to directly contact that person for more information or to schedule a meeting.

As this opportunity is greatly desired by our sponsors, each sponsor e-mail may only be purchased as an add-on to a luncheon, social or the golf tournament 'name' sponsorship, and any given sponsor may only purchase no more than two (2) emails in a 12-month period. The e-mail need not be sent in the same month as any other scheduled sponsorship, however (e.g., the selected luncheon sponsorship or social sponsorship). The sponsor is required to provide the wording of their E-mail offer and any digital images to be used with the order submission.

Sponsor's net cost for this e-mail to members is \$500; combined price with one (1) luncheon sponsorship is \$900.

Sponsor's net cost for this e-mail to members is \$500 and is included in a combined price with the designated social sponsorship as noted above (\$1500 or \$1300).

Sponsor's net cost for a second e-mail, if desired, is an additional \$350.

For more information, contact scottsdalebar@aol.com.

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SPECIAL TIERED SPONSORSHIP PACKAGES

General Sponsors:

Platinum package

Golf tournament "Title" sponsorship AND Holiday Social
sponsorship combination: \$4000
{a savings of \$500}

Gold package

Golf tournament "Title" sponsorship AND a "3-Pack" luncheon
sponsorship combination: \$3700
{a savings of \$300}

Silver package

Holiday Social sponsorship AND a "3-Pack" luncheon
sponsorship combination: \$2200
{a savings of \$300}

Member Sponsors:

Holiday Social-luncheon package:

Level 1 (solo/small law firm):

Holiday Social sponsorship AND a "3-Pack" luncheon
sponsorship combination: \$1200

Level 2 (large law firm):

Holiday Social sponsorship AND a "3-Pack" luncheon
sponsorship combination: \$1500

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Golf Tournament

Each year, the association hosts an incredible golf tournament for our members and their guests. This event serves as a major fundraising event for the association and is an excellent venue for presenting your business to the decision-makers and community leaders in our Membership base. The details of this year's golf event are still in the process of being determined and such information will be updated when it is available this spring. However, information about sponsorship opportunities is provided below.

Sponsor Opportunities

There will be various levels of sponsorship available for the Golf Tournament. Benefits sponsors receive vary by category but the following are some of the benefits available (see order form for details of each category):

- Introduction of our name and general sponsors at the Awards program by the golf chair
- Table provided for display and distribution of materials at the event
- Signage identifying the sponsor(s) at the sponsored event
- Identification on the SBA website as a Sponsor (full year)
- Identification in all member emails as a Sponsor (appx. 8 emails per event)
- Major sponsorship opportunities available:

Tournament "TITLE" Sponsor **Exclusive – ONLY ONE** Cost - \$3000

Tournament "General" Sponsorships; the Luncheon, Awards Program and Player Cart sponsors); Cost varies - \$300 to \$500

{NAME/TITLE} Sponsor (exclusive – ONE available)

Investment: \$3000

The exclusive NAME or TITLE sponsor of the Tournament receives:

- Company name/logo featured in golf promotional material, signage, banners, website, and other materials as appropriate
- Recognition at the event functions (luncheon, award ceremony, etc.)
- Recognition at all Association functions prior to the event via announcements and other word of mouth marketing and at all subsequent functions following the tournament
- Web banner on Association website for one year
- Golf for a foursome
- Display table and prominent signage in the tournament registration area, in the pre-tournament luncheon area and at the post-tournament reception
- Opportunity to place a promotional item in the golf gift bags
- **NEW** - Sponsor marketing email with unique offer to full membership **INCLUDED in the pricing investment of \$3000!**

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Luncheon Sponsor (a general sponsor - one only) - Investment: \$300

- Opportunity to display your information at the luncheon (table set up for brochures, etc.)
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate
- Recognition at the event functions luncheon, award ceremony, etc.
- Recognition at all association functions prior to the event via word of mouth marketing (e.g., luncheons)
- Opportunity to place a promotional item in the golf gift bags

Awards Reception Sponsor (a general sponsor - one only) - Investment: \$300

- Opportunity to display your information at the awards reception (table set up for brochures, etc.)
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate
- Recognition at the event functions (luncheon, award ceremony, etc.)
- Recognition at all association functions prior to the event via word of mouth marketing (e.g., luncheons)
- Opportunity to place a promotional item in the golf gift bags

Player Cart Sponsor (a general sponsor - one only) - Investment: \$500

- Company logo placed on a sign on every golf cart to be viewed and talked about ALL DAY.
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Recognition at the event functions (luncheon, award ceremony, etc.)
- Recognition at all association functions prior to the event via word of mouth marketing (e.g., luncheons)
- Opportunity to place a promotional item in the golf gift bags.

Driving Range and Putting Contest Sponsor (one only) Investment: \$200

- Company logo placed on signage at the range entrance and at the putting green area where players can see it
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Opportunity to place a promotional item in the golf gift bags

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Logo Golf Ball Sponsor (one only) - Provision of logoed ball sleeves for all participants

- Opportunity to place a promotional item in the golf gift bags
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Investment: \$200

Hole Sponsors (12 tee boxes available)

- Signage at tee box
- Opportunity to place a promotional item in the golf gift bags
- Investment: \$100 FOR NEW; \$75 FOR RETURNING SPONSOR

Closest to the Pin Sponsor (2 available – men's and women's)

- Signage at selected tee box
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Opportunity to place a promotional item in the golf gift bags
- Investment: \$125 for one, \$200 for both

Longest Putt Sponsor (2 available – men's and women's)

- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Opportunity to place a promotional item in the golf gift bags
- Investment: \$125 for one, \$200 for both

Longest Drive Sponsor (2 available – men's and women's)

- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Opportunity to place a promotional item in the golf gift bags
- Investment: \$125 for one, \$200 for both

Ditty "Gift" Bag Sponsor (exclusive) - Provision of logoed bags for all golfers (approximately 60)

- Company name/logo featured in all ditty gift bags for all attendees (approx. 100)
- Opportunity to place an additional promotional item in the golf gift bags
- Company name/logo featured in all promotional material, signage, banners, website, and other materials as appropriate (does not include exclusive sponsors)
- Investment: \$200 plus the cost of bags provided to the SBA

Ditty Bag Gift donors

- Opportunity to place a promotional item in the golf gift bags {swag of your choice: e.g., logoed pens, notepads, etc.}
- Investment: \$100 plus provision of gift items (approximately 50+)