

## YOUR LINK TO ERIE'S LEGAL COMMUNITY

The majority of Erie County Bar Association members work in private law firms while others work in business, government, the nonprofit sector and other settings. All members are active in the profession and their community.

The ECBA's Business Partners Program opportunities bring your message to the individual attorneys who you want to reach, allowing you to cost effectively invest your marketing dollars. Your business benefits from having direct engagement with ECBA members and real opportunities for lasting relationships.

## ERIE COUNTY BAR ASSOCIATION

### OUR MISSION

The Erie County Bar Association serves the lawyers, the judiciary and the public of Erie County, Pennsylvania by assisting our members in the practice of law and by engaging in activities that promote the public's understanding of and respect for our American system of law and justice.

### GOALS

- To provide members with appropriate opportunities for education.
- To provide programs, services and staff assistance to facilitate the practice of law.
- To provide opportunities for collegiality and networking among members.
- To promote high standards of civility, professionalism and ethical conduct.
- To increase the public's awareness of the programs and services available to them through the ECBA and its membership.
- To promote and conduct public education on legal matters.
- To assist in representing those in our community who need an attorney.



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# BUSINESS PARTNERS PROGRAM

CONNECTING YOU AND ERIE'S LEGAL PROFESSION



# ECBA

## ERIE COUNTY BAR ASSOCIATION

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

The Erie County Bar Association (ECBA) offers its Business Partners Program as a way to provide you with easy and effective opportunities for accessing our membership.



The ECBA understands that you have products and services which could assist our members with their day-to-day legal practices, help them run their offices more efficiently, support their personal and professional insurance needs and much more.

But gaining access to Erie's legal market can be a challenge. That's where the ECBA Business Partners Program can help.

The key word is "Partners." These opportunities for ECBA member access are only available to businesses participating in the Program. The benefits cannot be obtained any other way.

Three sponsorship levels are offered: Platinum, Gold and Silver. They provide cost-effective options for placing you and your business "front and center" allowing direct engagement with ECBA members.

Should you have any questions or need additional details about the ECBA Business Partners Program, my contact information is 814-459-3111 or [jskresge@eriebar.com](mailto:jskresge@eriebar.com).

*Julie S. Kresge*, CFRE  
Executive Director

## 2023 SPONSORSHIP OPPORTUNITIES AND BENEFITS

Benefits	Visibility	Platinum - \$7,500	Platinum Total Audience	Gold - \$5,000	Gold Total Audience	Silver - \$2,500	Silver Total Audience
Erie County Legal Journal article	Your educational article published in the <i>Journal</i> (approx. 900 words in length), sent electronically to 500 members and other subscribers (hard copy).	6x per year	3,000 views	4x per year	2,000 views	2x per year	1,000 views
Erie County Legal Journal advertisement	Your corporate advertisement placed in Erie's official legal publication, sent electronically to 500 members and other subscribers (hard copy), 52 weeks, new advertisements welcome throughout the year.	full page ad, 8h x 5w"	26,000 views	half page ad, 4h x 5w"	26,000 views	quarter page ad, 2h x 5w"	26,000 views
Mid-year (Jun.) and Annual (Dec.) Membership Mtg. exhibit space	The ECBA has two membership meetings per year: Mid-year (June) and Annual (December). Sponsorship provides space as an exhibitor; an opportunity to have a presence and network at two of our best attended events, in-person and virtual audience.	Mid-year and Annual Meeting, 4 tickets	125+ attendees, plus guests	Annual Meeting, 3 tickets	125+ attendees, plus guests	Mid-year Meeting, 2 tickets	125+ attendees, plus guests
Law Day, annually in May	Join the ECBA membership and the Erie community for a keynote address from a nationally known speaker, lunch and presentation of several local awards. Your organization will be announced during event and receive tickets, in-person and virtual audience.	8 tickets	\$400 value	4 tickets	\$200 value	4 tickets	\$200 value
ECBA eNewsletter	Your corporate website link placed in the ECBA's monthly eNewsletter, sent electronically to 500 members and other subscribers, company visibility can be expanded with special announcements.	12 mo.	6,000 views annually	12 mo.	6,000 views annually	12 mo.	6,000 views annually
ECBA membership labels	Only Business Partners have access to our 500-member mailing labels, great for specific marketing initiatives. The ECBA does not sell membership email addresses or an electronic version of mailing labels.	3x per year	1,500 labels	2x per year	1,000 labels	1x per year	500 labels
ECBA Attorney Directory advertisement	Our members report that this is the #1 member benefit! Used many times each day by attorneys and their staff. Your organization's ad remains very visible all year long!	full page ad, 8h x 5w"	1,000+ copies	half page ad, 4h x 5w"	1,000+ copies	quarter page ad, 2h x 5w"	1,000+ copies
Seminar Sponsorship/CLE	Your presence at registration to a Continuing Legal Education (CLE) seminar; 3 minutes at the seminar's start to tell members about your business and how it can assist them; your support noted on the seminar's promotional materials; and a post-seminar attendance list provided upon request. A Business Partner can be a presenter at a seminar if the subject matter is determined by the ECBA to qualify for CLE credit. Looking for an after-hours networking opportunity with ECBA members? We can also schedule a seminar at the end of the day to provide valuable networking with attendees (food/bev. is an additional cost), in-person and virtual format.	2x/4 attend	---	1x/3 attend	--	n/a/	--
Website ad/slider	Your logo prominently displayed on our website, both on the member and public sides. Clicking on it provides a direct link to your website.	12 mo.	52,600+ hits per year	12 mo.	52,600+ hits per year	12 mo.	52,600+ hits per year
Facebooks ads	The ECBA Facebook page has over 2,600 followers and counting! Supply a custom message to our audience of not only members, but the community as well. Content and graphic would need to be supplied. Use of other ECBA social media and podcasting as appropriate.	12x per year	31,200+ hits per year	8x per year	20,800+ hits per year	4x per year (quarterly)	10,400+ hits per year
Paralegal Education Program	The ECBA is organizing a formal Paralegal Educational Program in 2023. Seminar materials and invitations have the opportunity for your organization's exposure.						