



2011 Sponsorship Opportunities

www.legalmarketing.org/minnesota

The Legal Marketing Association, Minnesota Chapter (LMA-MN) is pleased to offer opportunities for product and service providers to engage with our members. By supporting and participating in our events, biennial conference and other activities, your organization becomes more than a sponsor, you become of member of the LMA community.

Without our sponsors, we could not offer the quality programming and networking opportunities that have kept our membership between 80 and 100 members strong for the past several years. If you wish to support LMA-MN and connect with legal marketers in the Twin Cities, please review the following opportunities and contact Liz Kuntz at (651) 690-3358 or liz@ingenuitymarketing.com.



LMA-MN has more than 80 members, the majority of whom are legal marketers at top law firms in the Twin Cities.

What is LMA?

The Legal Marketing Association is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of those involved in marketing within the legal profession.

Who will attend the Chapter Programs?

LMA-MN programming is attended by a range of marketing professionals in the Twin Cities area—from CMOs responsible for the development and management of marketing policy and strategy in their firms, to those on the front lines who implement tactical marketing initiatives. Our meetings draw decision-makers and influencers in leadership positions at law firms who attend to gain knowledge and information that will assist them professionally. During the year, our sponsors have numerous opportunities to connect with our members and maximize their visibility.

Who are LMA sponsors?

Our sponsors are vendors offering products and services to the law firm marketing professional and the law firms where they work. They include advertising agencies, engravers, event and meeting planners, caterers, executive search firms, graphic designers, management consultants, multimedia producers, promotion companies, public relations firms, publishers, software vendors, commercial printers, technical and legal training companies, video production companies, and web developers.

Why sponsor the LMA-MN?

LMA members understand the value that vendors bring to the table and interact with our sponsors throughout the year. Sponsorship provides one of the best opportunities to align your product or service with LMA-MN members. An LMA-MN sponsorship can cost-effectively assist you in reaching your target market of decision makers and influencers at law firms who purchase your products or services.

Where are LMA events held?

LMA-MN Chapter programs are typically held in the offices of downtown Minneapolis law firms such as Faegre & Benson, Gray Plant Mooty, Briggs and Morgan, Fredrikson & Byron, and others with capacity to host our group on a voluntary basis.

2011 Sponsorship Opportunities

Chapter Program Sponsorships: \$500 per meeting (held in February, March, April, May, June, July, September, October, November and December)

- Two complimentary registrations
- Recognition as sponsor during opening remarks
- Opportunity to speak 3-5 minutes prior to main presentation
- Ability to provide handouts to the attendees
- Recognized as meeting sponsor in all program promotions
- Logo on LMA-MN website Sponsor page all year
- Logo on the LMA-MN website home page concurrent with promotion of program
- One-time mailing to program attendees
- Opportunity to submit an article for the LMA-MN chapter newsletter (content subject to approval by the LMA-MN board)

Chapter Reception Sponsorship: \$1,500 per Reception (held in January and August)

- Recognition as sponsor during the reception
- Opportunity to speak for 3-5 minutes during the reception
- Ability to provide handouts to the attendees
- Ability to host a drawing or raffle during the event
- One-time mailing to all event attendees
- Recognized as reception sponsor in all mailings & marketing for the event
- Logo on LMA-MN website Sponsor page all year
- Logo on the LMA-MN website home page concurrent with promotion of program
- Opportunity to submit an article for the LMA-MN chapter newsletter (content subject to approval by the LMA-MN board)

Your Honor Awards Program and Reception Sponsorship, including November Chapter meeting: \$2,000 (November)

- Co-emcee YHA Program with YHA Chair
- Exclusive Sponsorship (only one sponsor)
- Two complimentary registrations
- Donation of YHA awards (Note: physical awards themselves or payment for awards)
- Reception sponsorship after the YHA program with signage during the reception for vendor
- Ability to provide handouts or logo items at reception
- Ability to host a drawing/raffle during the event
- Recognized as YHA sponsor in all mailings and marketing for the event
- One-time mailing to all event attendees
- YHA Sponsor has the first right of refusal for the following year sponsorship
- Logo on LMA-MN website Sponsor page all year
- Logo on the LMA-MN website home page concurrent with promotion of program
- Opportunity to submit an article for the LMA-MN chapter newsletter (content subject to approval by the LMA-MN board)

Sponsorship Bundles

Annual Gold Sponsor: \$4,000

- One Chapter reception sponsorship (January or August)
- Two Chapter program sponsorships
- Sole Your Honor Award Program and Reception Sponsorship Held in November
- Recognition at all LMA-MN functions as Chapter Gold Sponsor
- Annual Gold Bundle Sponsor has the first right of refusal for the following year Annual Gold Bundle Sponsorship
- Industry exclusive offering

Annual Silver Sponsor: \$1750

- One Chapter reception sponsorship (January or August)
- One Chapter program sponsorships

Annual Bronze Sponsor: \$750

- Two Chapter program sponsorships

How do I sign up to sponsor?

Sponsorships are available on a **first-come, first served basis**. To register as a 2011 LMA-MN sponsor, simply complete the attached *Sponsorship Application* form and mail it to:

Liz Kuntz, LMA-MN President
Ingenuity Marketing Group
360 N Robert Street, Suite 711
St. Paul MN 55101

Questions? Check out the website at www.legalmarketing.org/minnesota or contact Liz at liz@ingneuitymarketing.com or 651.690.3358.

2011 LMA-MN Application & Contract for Sponsorship

Return completed application with payment in full. Sponsorships will be given based upon a first-come, first-served basis. LMA-MN will accept only original, signed contracts. Facsimile copies are not acceptable to guarantee sponsorship.

Cancellations must be made in writing to LMA-MN President, Liz Kuntz . Sponsors whose cancellations are received within 15 calendar days of the event they were to sponsor will forfeit their deposit. No refunds will be issued after that date.

The acceptance of this application shall be at the discretion of LMA-MN and upon acceptance, becomes a contract. By completing and signing this application, the undersigned agrees to comply with, and be subject to, the terms and conditions contained within it. LMA-MN reserves the right to refuse or deny sponsorship.

IMPORTANT Please clearly print or type this application. A signature is required to complete the contract.

Company Name (*exactly as it should appear in publications*):

Address _____

City _____ State _____

Zip Code _____ Country _____

Authorized by _____

Telephone _____ Fax _____

Contact Person _____

E-mail _____

Title _____

By signing this application, the sponsoring organization acknowledges having read the contract and agrees to all terms, rules, and regulations set forth in the prospectus.

Date _____

Authorized signature _____

LOGO: Please email your company's high resolution (300 dpi) logo for use on the LMA-MN Chapter website. to Liz Kuntz at liz@ingenuitymarketing.com.

Payment Information

Please check your sponsorship level below.

- \$4,000 Annual Gold Bundle
- \$1,750 Annual Silver Bundle
- \$750 Annual Bronze Bundle
- \$2,000 Your Honor Award Sponsor
- \$500 Chapter Program Sponsorship
- Additional Chapter Program Sponsorships # _____
- \$1,500 Chapter Reception Sponsorship

Please make checks payable to LMA-MN (no credit cards accepted)

Total Amount enclosed \$ _____

Please sign and return this contract with full payment to:

Liz Kuntz

Ingenuity Marketing Group

LMA-MN President

360 N Robert Street, Suite 711

St. Paul MN 55101

Questions? Contact Liz Kuntz at liz@ingenuitymarketing.com at

651.690.3358.

FOR LMA-MN USE ONLY

Date Application Received _____

Deposit Received _____ Check # _____

Date to Treasurer _____