



SPONSORSHIP PROSPECTUS

For the first time in its nearly 100 year history, the Federal Bar Association offers an exclusive customized branding, marketing, public relations and digital media program. This program provides sponsors with an exceptional opportunity to generate leads and brand awareness, through the new entitlements that have been diligently designed to deliver unparalleled access to decision-making leaders on a national level.

Premier Sponsor (*exclusive*)

\$50,000

Strategic offerings

- > Hospitality suite provided for exclusive demonstrations or one on one meetings
- > Welcome remarks during opening general session of event
- > Five complimentary registrations
- > 12 passes for all ticketed social events
- > VIP seating for general sessions and banquet programs

Thought Leadership

- > Introduces Keynote Speaker
- > Hosted panel session by sponsor, or one-hour breakout program during educational conference programming

Accessibility

- > Sponsor of FBA Board of Directors Reception with invitations for four guests from your company

Brand Building

- > Sponsored by tagline in all conference promotion and mentions throughout the promotion season including conference promotional brochure (19,000 distribution)
- > Sponsorship of Annual Meeting Mobile App
- > Social media hashtags for your company on all postings regarding Annual Meeting and Convention
- > Premium signage on podium and program during all general sessions
- > Full page ad in one issue in *Federal Lawyer*
- > Monthly social media post by FBA recognizing partnership
- > Press release announcing title sponsorship
- > Post-conference attendee list including email addresses

President's Program Sponsor (*exclusive*)

\$25,000

- > Welcome remarks by organization representative during Day-2 General Session
- > Participation in one panel session or breakout session by organization representative
- > Company branding on all event marketing materials including promotional brochure (19,000 distribution), event social media, onsite registration materials, onsite program guide and onsite signage
- > Sponsor of Annual Meeting and Convention Presidential Installation Banquet including six tickets for guests from your company
- > One-page advertisement in *The Federal Lawyer* issue of choice
- > Three complimentary Full Convention registrations
- > Post-conference attendee list including email addresses
- > Press release announcing sponsorship
- > 6x social media postings about your company and its event sponsorship

Event Partner Sponsor

\$12,500

- > Recognition from podium during event by FBA Leadership
- > Company branding on event marketing materials including promotional brochure (19,000 distribution), event social media, onsite registration materials, onsite program guide and onsite signage
- > One half page advertisement in *The Federal Lawyer* issue of choice
- > Two complimentary Full Convention registrations
- > Post-conference attendee list including email addresses
- > 3x social media postings about your company and its event partnership

Thought Leadership Sponsor *(exclusive)*

\$10,000

- > Hosted panel session by sponsor, or one-hour breakout program during educational conference programming
- > Two complimentary Full Convention registrations
- > Post-conference attendee list including email addresses

Luncheon Sponsor *(exclusive)**

\$7,500

**Three Opportunities Available: Younger Federal Lawyers Awards Luncheon
FBA Public Service Awards Luncheon
FBA Leadership Awards Luncheon*

- > Introduction of luncheon program or keynote speaker (upon availability)
- > Company branding on event program and signage
- > Photo opportunity with award recipients or keynote speaker (upon availability)
- > Reserved seating for three guests from your company
- > One complimentary Full Convention registration
- > Post-conference attendee list including email addresses

Mobile App *(exclusive)*

\$3,000

- > Sponsored by YOUR COMPANY in promotion and onsite materials
- > Logo on app home screen and exclusive icon with company information
- > Exclusive signage with sponsorship acknowledgement
- > Promotional handout to attendees in registration packets

Welcome Bag

\$2,500

- > Company branding on item of choice for convention welcome bag: Lanyard, Notebook, Welcome Bag, Pen, Mint Tin, Chocolate Treat, Flash drive
- > Every attendee sees your branding throughout event
- > Promotional handout to attendees in registration packets

FBA Fitness 5K

\$2,500

- > Sponsored by YOUR COMPANY in promotion and onsite materials
- > Company logo on race t-shirts
- > Exclusive signage with sponsorship acknowledgement

Breakfast & Break

\$1,000

- > ~~Company branding on event signage~~
- > ~~Branded refreshment break opportunity — include a special break item designated by your company in coordination with FBA staff and venue.~~

FRIDAY, SEPTEMBER 6 – THE FLORIDA AQUARIUM

- > Company branding on event marketing materials including promotional brochure (19,000 distribution), event social media, onsite registration materials, onsite program guide and onsite signage
- > Company branding featured throughout the reception venue
- > Recognition from podium during event by FBA Leadership
- > Post-conference attendee list including email addresses
- > Opportunity for additional sponsorship of special events during convention reception including animal encounters and scuba diver with company branding. Additional sponsorships can be added on to Convention Reception sponsorships or purchased “a ’la carte” by themselves with the benefits below:
 - One (1) 20-minute encounter during the reception
 - Logo at event site (photo opp)
 - Mention of your encounter time in the reception program

African Black Footed Penguin Encounter

Aquarium biologists brings African Black Footed Penguin out in an Acrylic Sided Cart.



Guests may take photos, ask questions & get an up-close-and-personal look with them.

(3 available)

+ Add-on to Convention Reception Sponsor: \$2,000
 + A’la Carte Sponsorship: \$4,000

Stingray touch tank

Interactive program allowing guests to understand more about Rays and have the rare opportunity to touch them as well.



(3 available)

+ Add-on to Convention Reception Sponsor: \$1,500
 + A’la Carte Sponsorship: \$3,000

No Bone Touch Zone

Interactive program allowing guests to understand more about our no bone animals and have the opportunity to touch them as well.



(3 available)

+ Add-on to Convention Reception Sponsor: \$1,500
 + A’la Carte Sponsorship: \$3,000

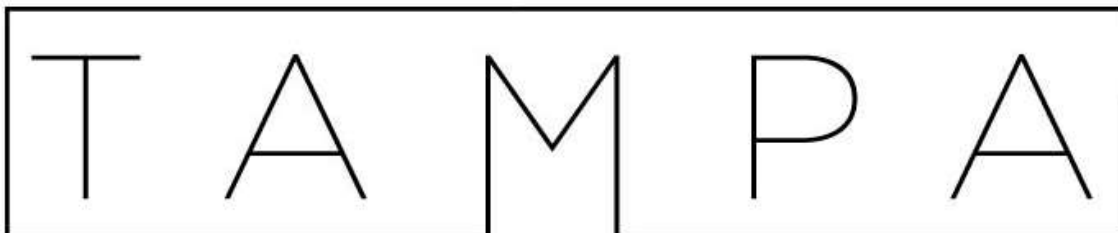
Coral Reef Aquarium Divers

Aquarium diver will interact with guests with logoed signage, messages on magna-doodles. Each sponsor gets 20 minutes with your company’s logo displayed in the tank and held by aquarium divers.



(6 available)

+ Add-on to Convention Reception Sponsor: \$1,000
 + A’la Carte Sponsorship: \$2,000



2019 ANNUAL MEETING SPONSORSHIP AGREEMENT FORM

- | | | |
|--|---|--|
| <input type="checkbox"/> Premier (\$50,000) | <input type="checkbox"/> Lunch (\$7,500)
<input type="checkbox"/> YFLA <input type="checkbox"/> Public <input type="checkbox"/> Leader | <input type="checkbox"/> FBA Fitness 5K (\$2,500) |
| <input type="checkbox"/> President (\$25,000) | <input type="checkbox"/> Convention Reception (\$5,000)
<input type="checkbox"/> Penguin <input type="checkbox"/> Stingray
<input type="checkbox"/> Touch Zone <input type="checkbox"/> Diver | <input type="checkbox"/> Welcome Bag (\$2,500)
<input type="checkbox"/> Pen <input type="checkbox"/> Mints
<input type="checkbox"/> Chocolate <input type="checkbox"/> Flash drive |
| <input type="checkbox"/> Event Partner (\$12,500) | | <input type="checkbox"/> Breakfast/Break (\$1,000) |
| <input type="checkbox"/> Thought Leadership (\$10,000) | <input type="checkbox"/> Mobile App (\$3,000) | |

ORGANIZATION / FIRM NAME (as it should appear in materials)

POINT OF CONTACT NAME (FIRST / LAST / TITLE)

ADDRESS

CITY

STATE

ZIP

CONTACT PHONE

CONTACT EMAIL

METHOD OF PAYMENT

- SEND INVOICE FOR PAYMENT
- CHECK* (made payable to the "Federal Bar Association")
- CREDIT CARD VISA MC AMEX

CREDIT CARD NUMBER

EXP DATE

BILLING ZIP CODE

CARD HOLDERS NAME (printed)

SIGNATURE

* Please send check, along with copy of completed sponsorship agreement form to:
Federal Bar Association; Attn: 2019 Annual Meeting & Convention
PO Box 79395
Baltimore, MD 21279

EMAIL COMPLETED SPONSORSHIP AGREEMENT FORM TO
ELIZABETH JOHNSON (EJOHNSON@FEDBAR.ORG) – THANK YOU FOR YOUR SUPPORT!