



# Federal Bar Association



WASHINGTON, DC • MARCH 18-21, 2020

# Sponsorship Prospectus

Dear Valued Partner,

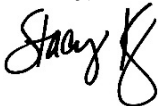
The Federal Bar Association's mission has brought together attorneys and judges from all parts of the country and all areas of legal practice and has united them in common service to the federal legal profession. In less than a year, the FBA will celebrate 100 years of service to its members and the legal community—service that was inspired by the vision of the founders so many years ago. From its small beginning in 1920 with 438 founding members, the FBA has grown to more than 18,000 members and is where members have built enduring professional and personal relationships with each other.

Our rich history has shown us that when we strategically collaborate, we have the power to inspire, connect, transform and deliver new opportunities and rich experiences. We are excited about the plans that are already underway for this momentous occasion. The FBA will be celebrating March 18-21, 2020, with events and programming including, a reception at the Supreme Court of the United States, a keynote luncheon address by former Nixon White House Counsel John Dean at The Watergate Hotel, and an evening anniversary gala at a notable DC location.

Our Centennial Celebration sponsorship package brings your company even more visibility and value than ever, combining print, digital exposure, and exclusive benefits to maximize your reach to our membership of more than 18,000 attorneys. Our Centennial Celebration offers the chance for your business to be included in this historic anniversary and reach FBA leaders from across the country. This prospectus describes the full range of sponsorship opportunities, as well as the benefits of your participation in various programs during the Centennial Celebration.

I am continually motivated and inspired by the dedication of FBA leaders who have made it possible for the FBA to thrive and grow over the past 100 years. On behalf of the FBA and its leadership, I hope you'll choose to partner with us for this once in a lifetime event!

Sincerely,



Stacy King  
Executive Director, Federal Bar Association

## ABOUT US

### ADVOCACY

The FBA monitors and advocates on federal issues that impact the practice of federal lawyers and the courts and it keeps its members abreast of current federal issues.

### LEADERSHIP

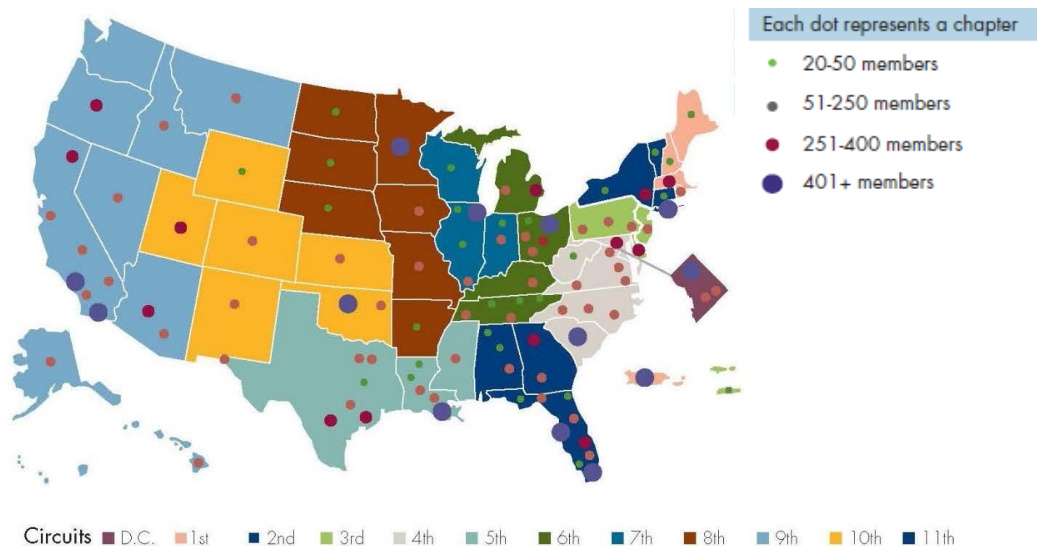
The FBA provides opportunities for members to participate in association governance and help shape the FBA's future while making an impact on the growth of the federal legal community.

### NETWORKING

The FBA connects members with a vast network of federal practitioners across all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands and provides opportunities to socially interact.

### LEARNING

The FBA provides various educational and learning opportunities at the national and local level and promotes high standards of professional competence and ethical conduct and the public they serve.

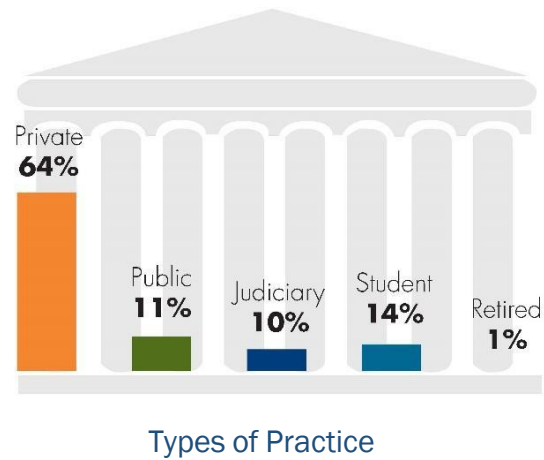
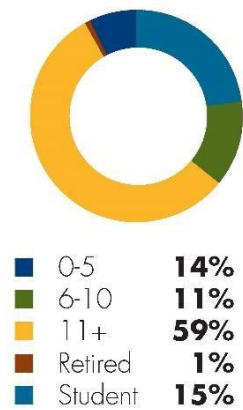


# FBA BY THE NUMBERS

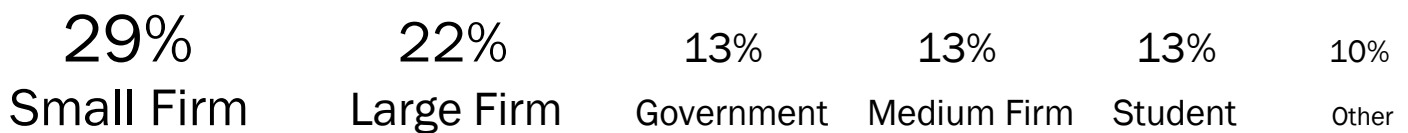
## MEMBERSHIP

With over 18,000 members—including 1,600 federal judges—FBA members run the gamut of federal practice, from small to large firms, corporations and federal agencies. With nearly 100 chapters nationwide and 30 substantive practice area sections and career divisions, the FBA serves as the catalyst for communication between the bar and the bench, as well as the private and public sectors. As a conference sponsor, you will be part of an exclusive group sharing legal, finance, tech, and business solutions with our influential and decision-making conference attendees.

Years in Practice



## AVERAGE ATTENDEE PRACTICE TYPE





## SPONSORSHIP PROSPECTUS

For the first time in its 100 years of history, the Federal Bar Association offers an exclusive customized branding and marketing program. Our new program offers sponsorships by event or by marketing objective.

### STRATEGIC SPONSORSHIP

\$50,000

Strategic Partners will be promoted throughout the year and at every live event. Strategic partners are aligned with FBA's mission to strengthen the federal legal system and achieve business objectives in the process and are developed with corporations and firms with a specific strategic emphasis. A custom full year marketing program is established. At a minimum, deliverables are offered in strategic, thought leadership and brand building areas.

#### ► *Strategic Offerings*

- › Annual marketing briefing and strategy session with association staff at FBA HQ to discuss annual marketing plan
- › Provide 10-minute corporate briefing to FBA Board of Directors during an upcoming meeting
- › Host an invitation only dinner for 10 during FBA Annual Meeting and Convention or Leadership Summit and Convention. Dinner will not conflict with event programming

#### ► *Thought Leadership*

- › Provide content for three webinars scheduled in coordination with FBA educational calendar. (*Topics approved by FBA*)
- › Host panel session, introduce Annual Meeting and Convention keynote speaker or deliver breakout program at FBA Annual Meeting and Convention. (*Sessions approved by association programming committee*)

#### ► *Brand Building*

- › Sponsored by YOUR COMPANY opportunity for one FBA national event (excluding Annual Meeting & Convention) and all corresponding benefits with naming rights sponsorship available
- › Strategic Partner Listing on FBA Home Page
- › Signage at nine FBA national events as Strategic Partner
- › Podium recognition at every FBA national event
- › Monthly social media post by FBA recognizing strategic partnership
- › Press release announcing strategic partnership
- › Strategic partner recognition in each issue of *Federal Lawyer*. Six issues annually

### FOUNDERS CLUB – CENTENNIAL SPONSOR OPPORTUNITIES

\$15,000 – \$1,500

In recognition of its 100<sup>th</sup> Anniversary, a Founder's Club will be provided to recognize your company's participation in the founding of the Federal Bar Association. Founder's Club members will be recognized throughout the year and at anniversary events.

*[Conference Sponsorship Opportunities Continued next page]*

## Platinum

\$15,000

- > Remarks by platinum sponsor representative during selected opportunity
- > Company branding on all materials associated with event: Promotional and onsite print and electronic materials, event webpage, *The Federal Lawyer* promotion of event
- > Use of 100<sup>th</sup> Platinum Sponsor Logo
- > Company name recognition from podium at 100<sup>th</sup> Anniversary Gala by FBA Leadership
- > Premium table for (10) at 100<sup>th</sup> Anniversary Gala
- > One-page advertisement during corresponding issue of *The Federal Lawyer*
- > 5x social media postings about your company and its event partnership
- > Recognition in 100<sup>th</sup> Anniversary commemorative book
- > Founder's Club listing on FBA Website
- > Post-event attendee list provided with email addresses for one-time use

## Gold

\$10,000

- > Company branding on all materials associated with event: Promotional and onsite print and electronic materials, event webpage, *The Federal Lawyer* promotion of event
- > Table for (10) at 100<sup>th</sup> Anniversary Gala
- > Half-page advertisement during corresponding issue of *The Federal Lawyer*
- > 3x social media postings about your company and its event partnership
- > Recognition in 100<sup>th</sup> Anniversary commemorative book
- > Founder's Club listing on FBA Website
- > Post-event attendee list provided with email addresses for one-time use

## Silver

\$7,500

- > Company branding on all materials associated with event: Promotional and onsite print and electronic materials, event webpage, *The Federal Lawyer* promotion of event
- > Five (5) complimentary tickets for reserved seating at 100<sup>th</sup> Anniversary Gala
- > Quarter-page advertisement during corresponding issue of *The Federal Lawyer*
- > 1x social media postings about your company and its event partnership
- > Recognition in 100<sup>th</sup> Anniversary commemorative book
- > Founder's Club listing on FBA Website
- > Post-event attendee list provided with email addresses for one-time use

100 <sup>th</sup> Anniversary Gala Keynote ( <i>exclusive</i> )	\$5,000	Leadership Summit Keynote Luncheon ( <i>exclusive</i> )	\$5,000
<ul style="list-style-type: none"> <li>&gt; Company branding on all materials associated with event: Promotional and onsite print and electronic materials, event webpage, <i>The Federal Lawyer</i> promotion of event</li> <li>&gt; Introduction of keynote address</li> <li>&gt; Exclusive event signage recognizing sponsorship</li> <li>&gt; Photo opportunity with speaker*</li> <li>&gt; Two (2) complimentary tickets to Anniversary Gala</li> </ul>		<ul style="list-style-type: none"> <li>&gt; Company branding on all materials associated with event: Promotional and onsite print and electronic materials, event webpage, <i>The Federal Lawyer</i> promotion of event</li> <li>&gt; Introduction of keynote address</li> <li>&gt; Exclusive event signage recognizing sponsorship</li> <li>&gt; Photo opportunity with speaker*</li> <li>&gt; Two (2) complimentary tickets to luncheon</li> </ul>	

*\*Due to the official capacity of some speakers, photo opportunity may be limited. Check with Elizabeth Johnson on availability.*

Leadership Summit Mobile App ( <i>exclusive</i> )	\$3,000	Leadership Summit Lanyard ( <i>exclusive</i> )	\$2,500
<ul style="list-style-type: none"> <li>&gt; Sponsored by YOUR COMPANY in promotion and onsite materials</li> <li>&gt; Logo on app home screen and exclusive icon with company information</li> <li>&gt; Acknowledgment on Anniversary Gala signage</li> </ul>		<ul style="list-style-type: none"> <li>&gt; Every attendee sees your brand throughout the event</li> <li>&gt; Logo on lanyard</li> <li>&gt; Acknowledgment on Anniversary Gala signage</li> </ul>	

Leadership Summit Transportation	\$2,000	Leadership Summit Breakfast & Break	\$1,500
<ul style="list-style-type: none"> <li>&gt; Sponsored by YOUR COMPANY in promotion and onsite materials</li> <li>&gt; Acknowledgment on Anniversary Gala signage</li> <li>&gt; One (1) complimentary ticket to event reception at the Supreme Court of the United States</li> </ul>		<ul style="list-style-type: none"> <li>&gt; Catered break sponsored by YOUR COMPANY in promotion and registration materials</li> <li>&gt; Signage at event</li> <li>&gt; Acknowledgment on Anniversary Gala signage</li> </ul>	

# FBA CENTENNIAL SPONSORSHIP AGREEMENT FORM

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Strategic (\$50,000) | <input type="checkbox"/> Gala Keynote (\$5,000)                 | <input type="checkbox"/> Transportation (\$2,000)   |
| <input type="checkbox"/> Platinum (\$15,000)  | <input type="checkbox"/> Leadership Summit Keynote (\$5,000)    | <input type="checkbox"/> Breakfast/Breaks (\$1,500) |
| <input type="checkbox"/> Gold (\$10,000)      | <input type="checkbox"/> Leadership Summit Mobile App (\$3,000) |   |
| <input type="checkbox"/> Silver (\$7,500)     | <input type="checkbox"/> Leadership Summit Lanyard (\$2,500)    |   |

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

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POINT OF CONTACT NAME (FIRST / LAST / TITLE)

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ADDRESS

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CITY

STATE

ZIP

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CONTACT PHONE

CONTACT EMAIL

## METHOD OF PAYMENT

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

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CREDIT CARD NUMBER

EXP DATE

BILLING ZIP CODE

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CARD HOLDERS NAME (printed)

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SIGNATURE

\* Please send check, along with copy of completed sponsorship agreement form to:  
Federal Bar Association; Attn: 100<sup>th</sup> Anniversary Gala  
PO Box 79395  
Baltimore, MD 21279

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

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