



Federal Bar Association

Annual Meeting & Convention

September 15-17, 2022
Francis Marion Hotel | Charleston, SC

Sponsorship Prospectus

The Federal Bar Association provides a customized branding and marketing program that offers sponsorships by event or by marketing objective

<p>ADVOCACY</p> <p>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</p>	<p>NETWORKING</p> <p>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</p>
<p>LEADERSHIP</p> <p>The FBA provides opportunities for members to participate in association governance and help shape the FBA's future while making and impact on the growth of the federal legal community</p>	<p>LEARNING</p> <p>The FBA provides various educational and learning opportunities at the national and local level and promotes high standards of professional competence and ethical conduct to the public they serve</p>

Strategic Partner **\$50,000**

Strategic Partners will be promoted throughout the year at every live event and are aligned with FBA's mission to strengthen the federal legal system and achieve business objectives in the process. Benefits 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 Placement

- ♦ Marketing briefing & 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. Dinner will not conflict with event programming

Thought Leadership

- ♦ Provide content for three webinars scheduled on a mutually agreed upon date and educational topic
- ♦ Host one panel session, introduce Annual Meeting and Convention keynote speaker or deliver breakout program at FBA Annual Meeting and Convention. Sessions must be approved by association programming committee
- ♦ Authorship opportunity for three articles in *The Federal Lawyer*

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
- ♦ Strategic partner recognition in each issue of *Federal Lawyer* (six issues annually)

Continue for More Sponsorship Opportunities!

Premier**\$10,000**

- ◆ Remarks by premier sponsor representative during Welcome Address or other selected opportunity
- ◆ Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ Participation in one panel session by organization representative as determined by program committee -OR- opportunity to host up to two (2) video webinars on a mutually agreed upon date and educational topic marketed to association members and conference attendees
- ◆ Sponsor of the conference luncheon* with company branding on event signage
- ◆ Full-page advertisement -OR- authorship opportunity for article in *The Federal Lawyer* (provided by sponsor)
- ◆ Three (3) Education Package registrations (Thursday/Friday programming) or memberships to the FBA/South Carolina Chapter (new members only)
- ◆ Option to purchase discounted Education Package registrations
- ◆ Post-event attendee list provided with name, organization and email addresses for one-time use
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

*Panel participation subject to program committee and staff approval. Participation limited to licensed attorneys who can contribute to educational subject matter and submit CLE materials (if slotted on a CLE panel). Speakers are confirmed approximately 12 weeks in advance for session development. Confirm availability well in advance for consideration.

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

Thought Leadership**\$5,000**

- ◆ Company recognition from podium during Welcome Address
- ◆ Opportunity to host one (1) video webinar on a mutually agreed upon date and educational topic marketed to association members and conference attendees
- ◆ Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ Half-page advertisement -OR- authorship opportunity for article in *The Federal Lawyer* (provided by sponsor)
- ◆ Two (2) Education Package registrations (Thursday/Friday programming) or memberships to the FBA/South Carolina Chapter (new members only)
- ◆ Option to purchase discounted Education Package registrations
- ◆ Post-event attendee list provided with name, organization and email addresses for one-time use
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Welcome – LIMITED**\$4,000**

- ◆ Company logo on item of choice: lanyard, tote bag, notebook or other to be determined item
- ◆ Option to provide promotional flyer to be distributed to conference attendees (provided by sponsor)
- ◆ Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ One (1) Education Package registration (Thursday/Friday programming) or membership to the FBA/South Carolina Chapter (new members only)
- ◆ Option to purchase discounted Education Package registrations
- ◆ Post-event attendee list provided with name, organization and email addresses for one-time use
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Event Partner**\$3,500**

- ◆ Company name on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ Social media posts about your company and its event partnership
- ◆ One (1) Education Package registration (Thursday/Friday programming)
- ◆ Pre and Post-event attendee list provided with name, organization and email addresses for one-time use
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Session Sponsor – LIMITED**\$2,500**

- ◆ Company name on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ Session sponsored by YOUR COMPANY in promotion materials and event signage*
- ◆ Company recognition at podium in advance of selected conference session*
- ◆ One (1) Education Package registration (Thursday/Friday programming)
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

*Due to the official capacity of some speakers, naming rights of sessions may be limited. Confirm availability well in advance for consideration.

Breakfast / Break**\$1,000**

- ◆ Company name on all materials associated with event: marketing, website, onsite program, and event signage
- ◆ Stand-alone sign posted at breakfast or break with your company name
- ◆ Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Additional Sponsorship Opportunities

Reception Sponsor

A La Carte: \$5,500 | Add-On: \$4,500

Benefits:

- ◆ Company branding on all materials associated with the selected item: marketing, website, onsite program, and event signage
- ◆ Two (2) CLE registration package (Thursday/Friday programming)
- ◆ Three (3) additional tickets to selected evening reception
- ◆ Pre and post event attendee list provided with name, organization and email addresses for one-time use each
- ◆ Option to provide promotional flyer to be distributed to conference attendees *(provided by sponsor)*

Select Reception Date and One Featured Item

Opening Cocktail Party	Convention Reception
South Carolina Society Hall Thursday, September 15 (5:30 – 7:30 pm)	William Aiken House Friday, September 16 (6:00 – 9:30 pm)
Four Corners of Law Tour Historic tour led by locals prior to cocktail party	Bourbon Tasting Sip and savor select bourbons in a lounge setting
Bar + Beverage Branded specialty drink at the bar	Bar + Beverage Branded specialty drink at the bar
Dessert Cupcake party favors from Sugar Bakeshop	Dessert Dessert bar with iconic Southern sweets
Entertainment Music by local string duet band	Entertainment Music by Joe Clarke Swing Band



Presidential Installation (Exclusive) SOLD!

- Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- Company logo featured in banquet program
- Remarks by representative during installation program

A La Carte: \$10,000 | Add-On: \$9,000

CLE App (Exclusive)

- Company name on all materials associated with event: marketing, website, onsite program, and event signage
- Company logo featured in app banner
- Option to provide promotional flyer to be distributed to conference attendees *(provided by sponsor)*

A La Carte: \$3,000 | Add-On: \$2,000

Wi-Fi (Exclusive) SOLD!

- Company name on all materials associated with event: marketing, website, onsite program, and event signage
- Event collateral recognition as exclusive wi-fi provider; "Wi-Fi Brought to you by YOUR COMPANY"
- Incorporate sponsor name into event's network credentials (subject to hotel approval)
- Option to provide promotional flyer to be distributed to conference attendees *(provided by sponsor)*

A La Carte: \$3,000 | Add-On: \$2,000

Exhibit Table

- (1) six-foot table placed in high traffic area
- Pre and post-event attendee list provided with name, organization and email addresses for one-time use

Add-On ONLY: \$500

2022 FBA Annual Meeting & Convention Agreement Form

Email Completed Sponsorship Agreement Form to Barbara Bienkowsi at SPONSOR@FEDBAR.ORG

Sponsorship Level	A La Carte	Add-On
Strategic (\$50,000)	THU Opening Cocktail (\$5,500) () Entertainment () Dessert () Beverage () Tour	THU Opening Cocktail (\$4,500) () Entertainment () Dessert () Beverage () Tour
Premier (\$10,000)	FRI Convention Reception (\$5,500) () Entertainment () Dessert () Beverage () Bourbon	FRI Convention Reception (\$4,500) () Entertainment () Dessert () Beverage () Bourbon
Thought Leader (\$5,000)	President Installation (\$10,000)	President Installation (\$9,000)
Welcome (\$4,000)	Mobile App (\$3,000)	Mobile App (\$2,000)
Event Partner (\$3,500)	Wi-Fi (\$3,000)	Wi-Fi (\$2,000)
General Session (\$2,500)		Exhibit Table (\$500)
Breakfast/Break (\$1,000)		

Organization / Firm Name (as it should appear in collateral)

Address City State Zip

Point of Contact (Name / Position)

Contact Email Address

Contact Phone Number

Method of Payment

<input type="checkbox"/> Send Invoice	<input type="checkbox"/> Check*	<input type="checkbox"/> VISA	<input type="checkbox"/> MC	<input type="checkbox"/> AMEX	<input type="checkbox"/> Transfer
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*Send Check with Copy of Agreement Form to:

Federal Bar Association
Attn: Sponsorship
PO Box 79395, Baltimore, MD 21279
(Include Invoice# on Check Memo Line)

Contact SPONSOR@FEDBAR.ORG for questions and to secure your sponsorship today!

Credit Card Payment Information

Cardholder Name

Credit Card Number

Exp Date

Billing Zip Code

Signature

THANK YOU FOR YOUR SUPPORT

This Sponsorship Agreement (the "Agreement") is made and entered into as of the signature date on the agreement form (the "Effective Date") by and between FEDERAL BAR ASSOCIATION ("Association") and the sponsor identified by the Organization Name on the sponsorship agreement form ("Sponsor"). (1) Payment of the sponsorship fee by Sponsor for the selected Sponsorship Level is due within thirty (30) days of the Effective Date. In consideration of payment by Sponsor of the sponsorship fee, the Association agrees to provide the benefits identified in this Agreement. The Association reserves the right to substitute benefits of the same or greater value for the Sponsorship as the Association determines in its sole and absolute discretion. (2) In the event the Association Event or the benefits identified in this Agreement are cancelled or limited due to fire, civil unrest, equipment malfunction, acts of God, governmental regulation, pandemic, inability to secure material or transportation facilities, the action or inaction of third parties, labor strikes, work stoppages or other causes beyond the control of the Association, the Association shall not be required to return the sponsorship fee. (3) Sponsor shall defend and indemnify the Association and its employees, agents, representatives, contractors, members and guests from and against any and all claims, causes of action, demands, liability and expenses (including reasonable attorneys' fees and cost) of any nature arising from or in connection with any action by Sponsor or its employees, agents, representatives or contractors, including but not limited to any of Sponsor's goods, services and materials. The obligations stated in this paragraph include but are not limited to claims, causes of action, demands, liability and expenses arising out of or in connection with personal injury, property damage and direct or contributory infringement of, or inducement to infringe, any United States or foreign patent, trademark, copyright or other intellectual property right. (4) This Agreement is a binding commitment of Sponsor to have a Sponsorship at the Association Event and may not be modified or terminated by Sponsor without the prior written consent of the Association. (5) Except as provided in paragraph 2 of this agreement, in the event the Association unilaterally cancels the Association Event, the sponsorship fee will be refunded. (6) In any action against the Association, the liability of the Association shall not exceed the amount paid by the Sponsor pursuant to this Agreement. Sponsor shall not be entitled to direct or consequential damages. (7) This Agreement shall be governed by and interpreted under the laws of the Commonwealth of Virginia. (8) Any action may only be brought in any federal or state court located in the Commonwealth of Virginia. Sponsor agrees that it is subject to, and consents to, personal jurisdiction in the Commonwealth of Virginia.