



Cincinnati Paralegal Association
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www.cincinnati-paralegals.org

CORPORATE SPONSORSHIP PROGRAM

NOVEMBER 2016

Please contact marketing@cincinnati-paralegals.org for details.

TABLE OF CONTENTS

About the Cincinnati Paralegal Association.....	3
Mission Statement	3
Why Support the Cincinnati Paralegal Association?	3
Sustaining Membership.....	4
Professional Service	4
Sponsorship Package Opportunities	5
A La Carte Advertisement & Sponsorship Opportunities	7
Advertising Terms and Conditions	10

ABOUT THE CINCINNATI PARALEGAL ASSOCIATION

The Cincinnati Paralegal Association (“CPA”) was formed in February 1982 when a group of Cincinnati paralegals met to develop a network among themselves and to discuss the roles of paralegals. Since that time, the CPA has matured into a strong association with almost 200 members (and growing), most of whom are working as paralegals in the Greater Cincinnati area.

The purpose and goals of the CPA are to:

- a) promote the paralegal profession;
- b) act as a forum for the exchange of information;
- c) provide seminars for the continuing legal education of paralegals;
- d) communicate with the legal community and the general public;
- e) participate in local and national issues which affect the profession;
- f) engage in projects, solicitations and other activities which the Board of Directors may deem necessary and desirable.

MISSION STATEMENT

"The Cincinnati Paralegal Association, an Ohio nonprofit corporation, is committed to the professional development of the individual paralegal and the paralegal profession, the establishment and support of professional standards, and the advancement of paralegals as an integral and distinctive partner in the delivery of legal services."

WHY SUPPORT THE CINCINNATI PARALEGAL ASSOCIATION?

The Cincinnati Paralegal Association (“CPA”) targets a large audience and is the only paralegal association serving Hamilton, Clermont, Butler and Warren counties, with a range extending from downtown Cincinnati up through the Lebanon/Springboro area, and parts of Northern Kentucky. We are also a part of the Ohio Statewide Alliance, a network that covers the entire State of Ohio.

While our new and improved website launched in October 2015, we have had a robust online presence since 2001. The CPA’s website (www.cincinnati-paralegals.org) intends to mirror the growth of our profession providing news, articles, links, career tools and much more to our members and to visitors as well. We are actively increasing our web outreach by employing SEO tactics and different medias of advertising. The CPA also has very active profiles on both LinkedIn and Facebook, thereby extending our reach even further throughout Cincinnati, the State of Ohio and the world.

Our monthly newsletter, *The Paralegal Resource*, is distributed to every member of the CPA, as well as to representatives of the other paralegal association members of the Ohio Statewide Alliance. Use of our newsletter is a great way to target the “niche” market for specialized advertising and publicity for your products.

SUSTAINING MEMBERSHIP

Any person, partner, organization or other entity interested in supporting this Association. Sustaining Members shall have all the privileges of this Association, except that they shall not have the right to vote or hold an elected or appointed office. **Annual Dues - \$150.00 for fiscal year June 1st through May 31st.**

Additional Sustaining Member benefits:

- Unlimited Job Bank Ads in the CPA newsletter, *The Paralegal Resource* and on the Members-Only section of the CPA website
- Booth at CLE event (both Spring and Fall events)
- Listing on the Sustaining Member page of the CPA website

Dues are prorated after December 31st for NEW SUSTAINING MEMBERS ONLY. Due to the nearness to the end of the calendar year, applications for new or renewal membership for Sustaining members will not be processed after April 1st, but will be held for the next calendar year.

Sustaining Memberships are also included in each of our Sponsorship packages.

PROFESSIONAL SERVICE

At various times, the CPA is in need of professional services such as photocopying, scanning, graphic design, printing, and/or marketing services. If your company is interested in donating or providing professional services at a reduced costs, please contact us at marketing@cincinnati-paralegals.org.

SPONSORSHIP PACKAGE OPPORTUNITIES

Each sponsorship term is 1 year, and available for renewal.

SPONSORSHIP LEVEL:

Diamond Sponsor: \$1,500.00

- Sustaining Membership (see above)
- Premier sponsorship of a social event; includes sponsor name spotlighted in all promotional material
- Full-page advertisement in CLE brochure (Spring and Fall Seminars)
- Front-page button ad on CPA website, plus listing on the CPA Sponsorship page (12 months)
- Opportunity to provide promotional items for participants at two (2) General Membership meetings, plus the opportunity to make a 5-minute presentation to attendees at the same meeting; includes sponsor name to be spotlighted in all meeting notices
- Opportunity to publish three (3) expert advice/opinion articles in the CPA newsletter, *The Paralegal Resource*, and on the Members-Only page (three issues). Subject to the approval of the CPA Board, and the topic/subject area must contain substantive content and not strictly focused on marketing your service; limit of 1500 words
- Full-ad in *The Paralegal Resource* for 11 issues (1 year)
- Special name badges for all representatives at all events signifying you as a Diamond Sponsor
- Acknowledgement at all CPA events

Platinum Sponsor: \$1,000.00

- Sustaining Membership (see above)
- Elite sponsorship of a social event; includes sponsor name spotlighted in all promotional material
- Half-page advertisement in CLE brochure (Spring and Fall Seminars)
- Front-page button ad on CPA website, plus listing on the CPA Sponsorship page (6 months)
- Opportunity to provide promotional items for participants at one (1) General Membership meetings, plus the opportunity to make a 5-minute presentation to attendees at the same meeting; includes sponsor name to be spotlighted in all meeting notices
- Opportunity to publish two (2) expert advice/opinion articles in the CPA newsletter, *The Paralegal Resource*, and on the Members-Only page (two issues). Subject to the approval of the CPA Board, and the topic/subject area must contain substantive content and not strictly focused on marketing your service; limit of 1500 words
- Half-ad in *The Paralegal Resource* for 11 issues (1 year)
- Special name badges for all representatives at all events signifying you as a Platinum Sponsor
- Acknowledgement at all CPA events

Gold Sponsor: \$750.00

- Sustaining Membership (see above)
- Elite sponsorship of a social event; includes sponsor name spotlighted in all promotional material
- Quarter-page advertisement in CLE brochure (Spring and Fall Seminars)
- Listing on the CPA Sponsorship page (12 months)
- Opportunity to provide promotional items for participants at one (1) General Membership meetings, plus the opportunity to make a 5-minute presentation to attendees at the same meeting; includes sponsor name to be spotlighted in all meeting notices
- Opportunity to publish one (1) expert advice/opinion article in the CPA newsletter, *The Paralegal Resource*, and on the Members-Only page. Subject to the approval of the CPA Board, and the topic/subject area must contain substantive content and not strictly focused on marketing your service; limit of 1500 words
- Sponsor-ad in *The Paralegal Resource* for 11 issues (1 year)
- Special name badges for all representatives at all events signifying you as a Gold Sponsor
- Acknowledgement at all CPA events

Silver Sponsor (Sustaining Member Plus): \$300 – Law Firms Only

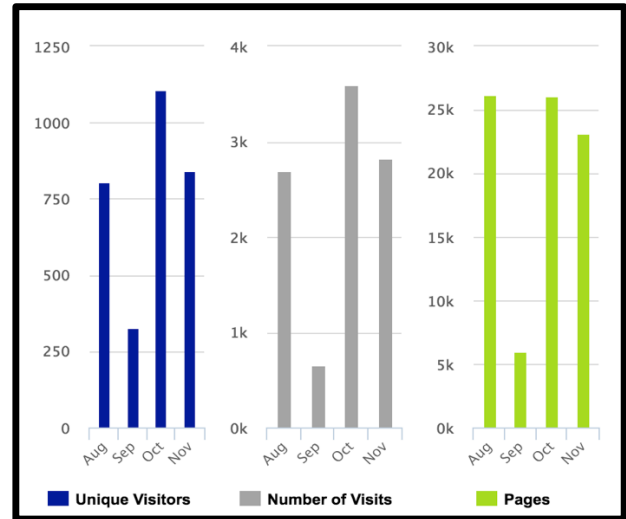
- Sustaining Membership (see above)
- Listing on the CPA Law Firm Supporters page and rotating supporter button on the front page (with link) (12 months)
- Recognition in the CPA newsletter, *The Paralegal Resource*, for 11 issues (1 year)
- Opportunity to publish three (3) expert advice/opinion articles in the CPA newsletter, *The Paralegal Resource*, and on the Members-Only page (3 issues). Subject to the approval of the CPA Board, and the topic/subject area must contain substantive content and not strictly focused on marketing your service; limit of 1500 words
- “Law Firm of the Month” – includes 5 free lunches at the General Membership meeting of your choice (subject to availability), a 10-minute presentation by the law firm (not required), along with announcements in all of the publications sent out prior to the meeting and announced in social media.
- Special name badges for all representatives at all events signifying you as a Silver Sponsor
- Acknowledgement at all CPA events

A LA CARTE ADVERTISEMENT & SPONSORSHIP OPPORTUNITIES

WEBSITE

We actively promote our website, www.cincinnatiaparalegals.org using social media. Our website is target-marketed and listed on many search engines. Our new website launched in mid-October 2015 and the site statistics so far are amazing. We're reaching an average of 715 UNIQUE visitors each month and an average of 2,108 visits per month (8.9 pages per visit). And our numbers keep growing!

Month	Unique Visitors	Number of Visits	Pages
Jun 2016	467	1,063 <i>(2.28 visits/visitor)</i>	11,584 <i>(24.81 pages/visitor)</i>
Jul 2016	749	1,821 <i>(2.43 visits/visitor)</i>	19,485 <i>(26.01 pages/visitor)</i>
Aug 2016	806	2,695 <i>(3.34 visits/visitor)</i>	26,187 <i>(32.49 pages/visitor)</i>
Sep 2016	325	659 <i>(2.03 visits/visitor)</i>	5,954 <i>(18.32 pages/visitor)</i>
Oct 2016	1,108	3,589 <i>(3.24 visits/visitor)</i>	26,079 <i>(23.54 pages/visitor)</i>
Nov 2016	841	2,820 <i>(3.35 visits/visitor)</i>	23,161 <i>(27.54 pages/visitor)</i>
Totals	4,296	12,647	112,450



In addition to our website, our Facebook reaches approximately 150 people a week and our LinkedIn group and company combined have over 300 followers. Traffic is driven to our website through both of these social media sites. At various levels sustaining members gain visibility in these mediums, on our website, and more!

Rates are as indicated for the time periods referenced:

Button Link (Front Page & Links Page) – 12 months	\$400.00
Button Link (Front Page & Links Page) – 6 months	\$200.00
Button Link (Front Page & Links Page) – 3 months	\$100.00
Button Link (Membership Page) – 12 months	\$250.00
Listing and link on Sponsors Page – 12 months	\$200.00
Listing and link on Sponsors Page – 6 months	\$100.00
Listing and link on Sponsors Page – 3 months	\$ 50.00

You will receive instructions as to where to submit your button link and a link to the online invoice after the Board of Directors has accepted you as an advertiser. You will be notified of the acceptance by the Board of Directors and will be emailed the link to the online invoice within 5 business days after your submission.

(Note: Your button link must be for a website that provides legitimate products and/or services to the paralegal and legal community).

JOB BANK

The CPA's Job Bank is available only to our members and is located on our website's Member Only Pages, as well as in our newsletter, *The Paralegal Resource*. Sustaining Members of the CPA may place advertisements in the Job Bank free of charge. Non-sustaining members may also place advertisements in the Job Bank for a fee of \$75.00 for a three-month run. Please see our Job Bank Policy located on our website under Sponsorship/Advertising.

If you have any questions with regard to procedures on how to post a Job Bank ad, please contact our Job Bank Coordinator, at jobbank@cincinnati-paralegals.org. If you have any questions concerning payments, please contact our Treasurer at treasurer@cincinnati-paralegals.org.

THE PARALEGAL RESOURCE

Do you want to deliver your message to our membership via our monthly newsletter, *The Paralegal Resource*? Packed with the latest news and information, it is a great way to reach our members. Format of any advertisement is limited due to the nature of our newsletter as our newsletter is delivered in a blog format, online and via email. Please contact our Newsletter Editor at newsletter@cincinnati-paralegals.org for a current copy of *The Paralegal Resource*. The costs for these ads are shown in the table below.

Advertising Rates based on the size of ad and placement:

	Full Ad	Half Ad	Sponsor Ad
Per Issue	\$75	\$50	\$30
Six Issues	\$400	\$250	\$150
11 Issues	\$700	\$400	\$350

SOCIAL/CLE EVENT SPONSORSHIP

Sponsor, or Co-Sponsor, a CPA event. Sponsorship would cover the cost of the venue, food, poster board with the company's logo and its brand name, jointly with "The Cincinnati Paralegal Association and its logo hosts with XXXX", promotional materials including designed event flyers, informational brochures and/or promotional items, door prizes.

Premier sponsorship (3 per event)	\$500.00
Elite sponsorship (no more than 2 per event)	\$250.00

Events available to sponsor include:

- Holiday party (3 premier sponsors, up to 2 additional elite sponsors)
- Student reception & Student Courthouse tour (counts as 1 event, 1 premier sponsor or 2 elite sponsors)
- CLE Seminar (both Spring and Fall seminars)
- New Member Happy Hour
- Paralegal Day events

CLE SEMINARS (SPRING AND FALL) – ADVERTISING & BOOTH RENTAL

Advertising (per event)

Full Page	\$100.00
Half Page	\$75.00
Quarter Page	\$50.00
Business card	\$25.00

Booth rental (per event) - \$50

GENERAL MEMBERSHIP MEETINGS/ANNUAL MEETING

Door prizes are always appreciated for any meeting. When providing a door prize for a General Membership Meeting or for the Annual Meeting, winners will be chosen from those in attendance at the time of the drawing. Sponsors of door prizes will be announced at the beginning of the meeting and included in all promotional material for the event. Please contact our Events Committee Chair at events@cincinnati-paralegals.org if you are interested in providing a door prize for any of our meetings.

PROFESSIONAL CREDENTIALS DOOR PRIZE SPONSORSHIP

The CPA awards at least two (2) door prizes each year towards the cost of obtaining professional credentials. These voluntary credentials allow paralegals in this region to substantiate their education, experience and dedication to the profession. More information about each credential can be obtained by visiting the Professional Development section of the CPA's website.

Sponsorship amount - \$250

Any of the Sponsorship Packages and the A La Carte Advertising and Sponsorship Opportunities may be purchased by visiting our website located at www.cincinnati-paralegals.org and clicking on the Shop tab at the top of the page.

If you have any questions about any of the packages or the a la carte options, please contact us at marketing@cincinnati-paralegals.org.

ADVERTISING TERMS AND CONDITIONS

Payment Terms – Payment for advertising and/or sponsorship should be made using our online PayPal checkout, however checks are also accepted. Full payment must be received before advertising is placed in the newsletter and/or website, or Job Bank ads posted.

Publisher's Copy Protection Clause – Advertisers and advertising agencies assume liability for all content (including text, representation, photos and illustrations) in any advertisement placed in the newsletter and/or website and will be held responsible for any claim arising against CPA. The CPA reserves the right to reject at any time any advertisement that conflicts with its standards.

Contract Requirements – Once an order is accepted, actual display in the newsletter will be completed in time for distribution of the next issue. All ads are required at least two (2) weeks in advance. Once information is placed in the newsletter, cancellations cannot be accepted.

The advertiser or advertising agency will indemnify and hold the CPA harmless of any claims or suits for libel, violation of privacy rights, copyright infringement, and any other claims or suits based upon the content of the subject matter.

Rate Protection Policy – Published rates will be valid for twelve (12) calendar months.

Vendor Submission Requirements – All ad copies are to be supplied electronically in Word format. Graphics must be provided in JPEGs format by e-mail, or be available through a URL.

Membership Directory – The Membership Directory is exclusively for the **personal** use of the members of the Cincinnati Paralegal Association. The use of this directory for the distribution of advertisements, solicitations, notices and/or materials of any kind, by any means, without the permission of the Cincinnati Paralegal Association is strictly prohibited. Any person or organization (including members) desiring to use the membership list for any type of solicitation should contact the Board of Directors of the Cincinnati Paralegal Association for prior approval. If approval is granted, the distribution shall be conducted under the direction and supervision of the Cincinnati Paralegal Association.