

LBA Sponsorships & Advertising

600 W Main St Ste 110 Louisville, KY 40202 Kristen L. Miller LBA Executive Director kmiller@loubar.org

www.loubar.org (502) 583-5314

A Message from the Executive Director

Thank you for considering a partnership with the Louisville Bar Association!

Why should you become an LBA sponsor? There's no better way to reach such a large, sought-after audience of skilled and highly-educated professionals in our community.

LBA sponsorship gives you direct access to nearly 2,200 attorneys, judges, legal support professionals and law students. And our sponsorships go far beyond just adding your logo to our website — we'll put you in the same room with the members you want to meet. We'll position you as a thought leader in your field using our popular publications. And we'll help you show our members how you provide value to their lives and careers.

Want to know more? Keep reading to learn how an LBA sponsorship can work for you. If you have any questions regarding our sponsorship program, please feel free to contact me. And if you're ready to join us as one of our valued partners, just let us know — you can email me, or complete the form on the last page of this packet and return it to your LBA staff liaison.

We look forward to having you on the Louisville Bar Association team!

Thank you,

LOUISVILLE BAR ASSOCIATION Kristen L. Miller Executive Director

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About the LBA

Established in 1900, the Louisville Bar Association is our local legal community's heart and home. From our historic building on the corner of 6th and Main, right in the center of downtown's Museum Row, our staff of 10 association professionals execute hundreds of meetings, events and educational sessions each year for our nearly 2,200 members.

The LBA motto, *Law. Community. Education.*, reflects our mission to provide service not only to our own members, but to the city at large. As an association, we strive to promote justice, professional excellence and respect for the law; improve public access to the judicial system; provide law-related services to the community; and serve our members.

We are a voluntary bar association — which means our members *choose* to join our organization, unlike mandatory bar associations attorneys must join to retain their license to practice. That's why our team works hard every day to earn and keep our members' respect and show them the value of their membership — and we'll do the same for our sponsors.

Sponsorship Opportunities

At the LBA, we pride ourselves on providing the right strategic opportunities for our partners, no matter the size of their sponsorship budget.

Whether you want to speak directly to our members through branded content in our monthly *Bar Briefs* newspaper (with a circulation of nearly 2,400), or you want to meet face-to-face with our members at events and educational sessions, we have the right package for you.

There are a few different ways you can partner with the LBA:

- We offer five different sponsorship packages the best and most cost-effective way to reach our membership. Purchasing one of our packages is much less expensive than purchasing each of the many benefits separately, so it's a great way to maximize your exposure while minimizing your costs.
- You can also create your own sponsorship package from our many standalone sponsorship opportunities. This allows you to target your sponsorship dollars in the way that works best for you.

Not sure you've found the right fit? Our team is happy to work with you to develop a plan that helps you reach your sponsorship goals.

DIAMOND

\$15,000

- **Business Associate Level Bar** Membership
- Placement on Event PowerPoint*
- Full Table Tickets to Bench & Bar Social:
- **Full Table** Tickets to Awards Luncheon:
- Title Sponsor for One Signature
- **Booth at Event of Your Choice**
- **Exclusive Sponsorship**

Exclusive Sponsorship

Recognition for CLE Seminar (2)

for up to four hours

One Free Use of Seminar Room

for up to four hours

Bar Briefs —

Full Page Ad (4)

Ad in eBriefs (12)

15% off Additional Ads

- Bar Briefs –

20% off additional Ads

Bar Briefs –

- **Branded Content Article (4)** Bar Briefs —
- Pictorial Roster Full Page Premium Placement Ad

PLATINUM

\$10,000

- **Business Associate Level Bar** Membership
- PowerPoint* Placement on Event
- Tickets to Bench & Bar Social (4)
- Tickets to Awards Luncheon (4)
- Title Sponsor for One Signature
- **Booth at Event of Your Choice**
- Recognition for CLE Seminar (1)
- One Free Use of Seminar Room
- Ad in eBriefs (6)
- Bar Briefs Half Page Ad (4)
- Bar Briefs –

- **Branded Content Article (2)**
- Pictorial Roster Half Page Premium Placement Ad



2025 LBA Sponsorship Packages

GOLD \$5,000

SILVER

\$2,500

- Business Associate Level Bar Membership
- PowerPoint*
- Tickets to Bench & Bar Social (2)
- Tickets to Awards Luncheon (2)

PowerPoint* Placement on Event

- A La Carte Item Annual Sponsor for One
- Ad in eBriefs (3)

Bar Briefs –

5% off Additional Ads

Branded Content Article (1)

Premium Placement Ad Pictorial Roster — Half Page

Pictorial Roster –

Quarter Page Display Ad

BRONZE

Business Associate Level Bar

Membership

- Business Associate Level Bar Membership
- Placement on Event PowerPoint*

Ad in eBriefs (2)

Tickets to Awards Luncheon (2) Tickets to Bench & Bar Social (2)

Bar Briefs — Half Page Ad (2)

- Bar Briefs Branded Content Article (1)
- Pictorial Roster Eighth

Contact Kristen Miller, kmiller@loubar.org, for more information. Event A La Carte options are available to fit every budget.

*Subject to availability



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^{*}Subject to availability

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Event A La Carte options are available to fit every budget. Contact Kristen Miller, kmiller@loubar.org, for more information.

Pictorial Roster - Eighth Page Display Ad

Law. Community. Education.

LBA Standalone Sponsorship Options

EVENTS

Event	Exclusive	Non-Exclusive
■ Bench & Bar Social	\$5,000	\$3,000
■ Awards Luncheon		\$1,000
■ Judicial Reception		\$500
■ New Admittee Receptions		\$250
■ Educational Sessions	\$500	\$250
■ UofL Student-Firm Networking Event	\$1,500	\$500

Event A La Carte options are available to fit every budget. Contact Kristen Miller, kmiller@loubar.org, for more information.

ADVERTISING

ar Briefs (BB)

BB Ad Size	Dimensions (width x height)	12 runs*	6 runs*	1 run*
Full Page	10.25" x 13"	\$725/run	\$770/run	\$835
3/4 page	7.65" x 13"	\$580/run	\$630/run	\$675
1/2 page 1/2 wide 1/2 tall	10.25" x 6.5" 5" x 13"	\$410/run	\$440/run	\$480
1/3 page	7.65" x 5"	\$325/run	\$350/run	\$380
1/4 page	5" x 6.5"	\$240/run	\$265/run	\$290
1/8 page	5" x 3"	\$145/run	\$160/run	\$180

*Add full color for \$150 per run

BB Branded Content (with company logo and web link): \$450 per piece

eBriefs

eBriefs Ads	Frequency	Cost
1 ad	One run in weekly enewsletter	\$150
4 ads	Four runs in our weekly enewsletter over a two-month period	\$500

Social Media

Social Media Posts (LBA members receive a 10% discount)	Cost
1-3 posts	\$50 each
4-9 posts	\$45 each
10+ posts	\$40 each

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Dimensions (width x height)	Cost	
7.5" x 9.625"	\$1,680	
7.5" x 4.75"	\$990	
3.625" x 4.75"	\$590	
3.625" x 2.313"	\$340	
Premium Placement – inside cover, front or back		
7.75" x 10"	\$2,000	
7.75" x 5.125"	\$1,200	
	7.5" x 9.625" 7.5" x 4.75" 3.625" x 4.75" 3.625" x 2.313" t – inside cover, front or back 7.75" x 10"	

Benefits of LBA Sponsorship

BENCH & BAR SOCIAL

This fun, high-energy networking event is the LBA's biggest event of the year. Hundreds of LBA members join us to reconnect with friends and colleagues, build collegiality among the members of our legal community and raise funds for the Louisville Bar Foundation. There's no better opportunity to introduce your company to such a wide range of LBA members than this highly-anticipated night.

LBA ANNUAL AWARDS LUNCHEON

Each fall, the LBA honors our legal community's best and brightest at this midday luncheon. Typically attended by approximately 125 guests, it's a great opportunity to get in front of the most dedicated members of the LBA and the firms/legal offices that employ them as we celebrate their accomplishments.

JUDICIAL RECEPTION

This popular reception gives our members – particularly our newer members – the opportunity to meet leaders from Louisville's judicial community.

NEW ADMITTEE RECEPTIONS

The LBA welcomes new attorneys who have just passed the bar exam to our legal community each year. These are fun, casual nights where new attorneys can meet each other, mingle with judges and network with other attorneys.

EDUCATIONAL SESSIONS

Professional and legal educational content continues to be one of the most sought-after LBA benefits, particularly in late spring as the state CLE deadline approaches at the end of June. The LBA will work with you directly to identify planned sessions that fit your company's marketing strategies, or to even develop a session that would align with both yours and the LBA's needs.

UOFL STUDENT-FIRM NETWORKING EVENT

The LBA and UofL Brandeis School of Law sponsor this special networking event for law students and local smaller/mid-sized firms. Firms introduce themselves to future attorneys and connect with top talent in a personal setting. Students meet with leaders of firms that don't typically participate in on-campus interviews, explore new career paths and build valuable connections.

BRANDED CONTENT

Branded Content uses storytelling to promote your message in a way that adds value for readers. The LBA offers sponsors the opportunity to create branded content for our monthly newspaper, *Bar Briefs*. Each of our nearly 2,400 subscribers receive *Bar Briefs* as a benefit of their membership. This would be an opportunity for you to inform our membership about your company.

ADVERTISING

The LBA offers a number of advertising opportunities in *Bar Briefs*; our weekly enewsletter, eBriefs; on our social media platforms; and in our annual Pictorial Roster.

Like *Bar Briefs*, eBriefs goes out to every LBA member – and to some external subscribers and friends of the LBA. The enewsletter is interactive, which gives advertisers the ability to add links from their ads directly to their website.

The Pictorial Roster is one of the most popular LBA benefits. This "who's who" of the Louisville legal community is available in print and online, and features names, pictures and contact information for each member of the LBA. Local attorneys recognize it as the ultimate reference guide – whenever they're seeking information about other attorneys they meet in the course of their work, they always know to "look in the book" to learn more.

Law. Community. Education.

YES! I WANT TO SPONSOR TODAY

CONTACT	SELECT A LEVEL
Name of Sponsor	DIAMOND \$15,000
Contact Person Phone ()	PLATINUM (10.000)
E-mail	GOLD \$5,000
AddressCity / State / Zip	SILVER
STANDALONE OPTIONS	BRONZE \$1,000
ITEM NAME	PRICE
Signature	Date