



Partner Opportunities 2024

[\(Online Commitment Form\)](#)

NC Association of Defense Attorneys is your company’s resource for access and networking with top civil trial lawyers and paralegals from across North Carolina. NCADA provides opportunities to share your company’s knowledge and expertise as industry leaders to our members whose practice areas range from the traditional insurance defense practice to commercial litigation to ADR and mediation. NCADA is the resource for educational opportunities, networking, and information sharing among civil trial lawyers, paralegals, corporate counsel, and claims managers. Partnering with the NCADA will bring you closer to the prospects you most want to reach. Join us!

Partnership Levels.

Titanium - \$10,000 Platinum - \$8,000 Gold - \$6,500 Silver - \$5,000 Bronze - \$3,500

Partnership Benefits

Benefit	Titanium \$10,000	Platinum \$ 8,000	Gold \$ 6,500	Silver \$ 5,000	Bronze \$ 3,500
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ACCESS:

▪Partner Spotlight session at virtual 2024 Winter Workshop (Feb 9)	✓	✓			
▪Lead Share of Attendee Lists pre & post event	✓	✓	✓	✓	✓
▪In-Person Exhibit Space w/2 attendees at Annual & Fall Seminars	✓	✓	✓	✓	
▪In-Person Exhibit Space w/2 attendees at Annual OR Fall Seminars					✓
▪Virtual Sponsor & Exhibit Presence on Annual & Fall Seminars Event App (Network with In-person & online attendees!)	✓	✓	✓	✓	✓
▪Invitation for 1 Attendee to Regional Member Networking Socials	✓	✓	✓		
▪Inclusion on email lists for <i>The Update</i> & <i>The Resource</i>	✓	✓	✓	✓	✓
▪Invitation to annual Board of Directors Dinner at Fall Seminar	✓				

BRAND AWARENESS:

▪Level Exclusivity by Partner Business Category	✓				
▪Recognition as Event App Sponsor w/Lead Page Header Banner	✓*				
▪Sponsor Recognition of all Regional Member Networking Socials	✓	✓	✓		
▪Dedicated Social Media Mentions w/hyperlinked Logo (per year)	10x	6x	4x	3x	2x
▪Logo Inclusion on Promotional Email, Materials & Event Pages	✓	✓	✓	✓	✓
▪Year-Round Profile on Partner’s Webpage to include a 25-word Company Description w/key contacts, & logo hyperlink	✓	✓	✓	✓	✓
▪Year-Round Logo w/hyperlink on NCADA.org homepage	✓	✓	✓		
▪Partner Advertorial Email Broadcast (1x/year)	✓	✓	✓		
▪1x Digital Ad in monthly e-news <i>The Resource</i> (1 ad/issue available)	4x	3x	2x	1x	1x
▪Digital Leader/Footer Banner Ad in weekly <i>The Update</i>	4x 4x 4x	3x 2x 3x	3x 2x 2x	2x 1x 2x	1x 1x 1x

SHARE KNOWLEDGE & EXPERTISE:

▪1x Company sponsored substantive CLE webinar (60, 45 or 30 min)	✓	✓	✓	✓	
▪Publish a Substantive Article for <i>The Resource</i> (per year)	3x	2x	2x	1x	1x
▪Partner Logo’s Shared in <i>Expert Info Exchange</i> Emails		All Levels			
▪Confidential Expert Search circulated by NCADA staff to participating Partners as relates to company’s expertise	✓	✓	✓	✓	

*Rotating if more than one Titanium Sponsor. Other: See Restrictions in the Fine Print; Subject to Change; based on availability

★ Limited Sponsor Opportunities Available for 2024 Women Litigators, Young Lawyers, & Workers’ Comp Programming. See 2024 Event Dates Box below and/or call Lynette Pitt with questions. ★

Digital Only Packages

Digital Expert Knowledge \$ 1,500

- Substantive Live 1-hour CLE Webinar – 1x
- Substantive Article for the monthly *The Resource* – 1x
- Sponsored Ad Content in weekly *Update* e-news – 1x
- Logo inclusion on webinar event page, emails, & social media mentions promoting webinar
- Lead share via pre & post registrant listings
- Webinar available on-demand to extend reach
- Recognition as a Digital Expert Partner online & exhibit space on Event App for Annual or Fall Meeting

Digital Expert Education

- Substantive Live 1-hour CLE Webinar - \$ 500
- Substantive Live 30-min CLE Webinar - \$ 350

(includes logo inclusion on event page, emails, & social media mentions; lead share registrant lists)

Digital Branding

Weekly Update E-News Opportunities

(jpeg, gif, png horizontal images)

Leaderboard Banner Ad (728 x 90 pixels)

• Located below email header

• Company logo & tagline only w/embedded web link

Footer Banner Ad (728 x 90 pixels)

• Located below email header

• Company logo & tagline only w/embedded web link

Sponsored Content Ad (1200 x 628 pixels)

• Located centrally within e-news

• Call to action promotional content (50 words or less)

• Company logo & tagline w/embedded web link



Event App Exhibit Space - \$500 each event

Network & Promote your company virtually at Annual &/or Fall Seminars

Online Publication Exposure Stats

33% Average Open Rate for *The Resource* (monthly)

32% Average Open Rate for *The Update* (weekly)

Audience Ranges between 800 to 1000 per issue

includes attorney members, non-members, paralegals, claims managers, judges, and corporate counsel

Event App Usage Stats from 2024 Annual & Fall Events

75% App Download Average

52,438 in-App Sponsor Impressions

234 in-App Sponsor & Exhibitor leads generated

Webinar Fine Print

- Limited number of partner webinars available.
- Content must be substantive and of an educational benefit to members' practices.
- Content may not contain overt marketing solicitations.
- NCADA will host, market, apply for and report CLE credit.
- Payment must be received in advance and prior to marketing program to members.
- Available Dates & Scheduling will be provided following commitment & payment

*Avg Attendance
20-40 members / session*

2024 Event Dates

- ★ February 1 Women Litigators Networking Event – Raleigh
- ★ February 8 Women Litigators Networking Event - Charlotte
- February 9 Virtual Winter Workshop
- ★ TBA Young Lawyers Seminar
- ★ April 25 Workers Comp Seminar
- June 13-16 47th Annual Meeting & Judicial Candidates' Forum
- September 27 2024 Fall Seminar - Cary

Limited Opportunities for 2024

- ★ Women Litigators - \$1,000; limited to 2 per event
- ★ Young Lawyers - \$1,000; limited to 2
- ★ Workers' Comp - \$1,000; limited to 2
(Titanium Partner Included as part of package)

Digital Ad Rates

The Update weekly

Frequency	1x	2x	3x
Leaderboard Banner	\$ 95	\$175	\$255
Sponsored Content	\$195	\$375	\$550
Footer Banner	\$ 75	\$125	\$200

More Fine Print

Ad & Banner Content Specifications:

- Images: .png, .jpeg, or .gif format in RGB profile mode
- Leader & Footer Images - 728 x 90 pixels
- Sponsored Content Images - 1200 x 628 pixels
- Only one of each banner type available / issue
- Payment due before digital content published
- Limited Availability. Additional ads may be purchased based on availability

- Opportunities to present to NCADA members will be on a substantive area of law or of an educational benefit to the NCADA members' practice. Opportunities to present at live events is subject to availability and discretion of program planners.
- Additional member events may be planned; please watch our event calendar, and stay alert to information.

North Carolina Association of Defense Attorneys
2024 Partner Commitment Form ([Online Form](#))

Company: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____ Twitter Handle: _____

Attendee #1: _____

Attendee #2: _____

(Fine Print: Limit of 2 company representatives. No exceptions)

Partner Package Options

- Titanium Partner* - \$ 10,000
- Platinum Partner - \$ 8,000
- Gold Partner - \$ 6,500
- Silver Partner - \$ 5,000
- Bronze Partner - \$ 3,500

Limited Opportunities in 2024

(limited to 2 sponsors per event)

- \$ 1,000 – Women Litigators (Raleigh)
 - \$ 1,000 – Women Litigators (Charlotte)
 - \$ 1,000 – Young Lawyers (TBA)
 - \$ 1,000 – Workers’ Comp (Charlotte)
- (*Titanium Partner Included in Package)

Digital Only Package Options

- Digital Expert Knowledge - \$ 1,500
- Digital Expert Education
 - 1-Hour CLE Webinar - \$500
 - 30-minute CLE Webinar - \$350
- Virtual Exhibit Space - \$500 per event
 - Annual Meeting
 - Fall Seminar

Digital Branding (weekly Update e-news)

(limited availability)

- Leaderboard Banner**
___ 1x @ \$95 ___ 2x @ \$175 ___ 3x @ \$255
- Sponsored Content**
___ 1x @ \$195 ___ 2x @ \$375 ___ 3x @ \$550
- Footer Banner**
___ 1x @ \$75 ___ 2x @ \$125 ___ 3x @ \$200

\$ _____ **Total Investment**

Please make your check payable to: **N.C. Association of Defense Attorneys**

And remit to: NCADA, 4441-106 Six Forks Road, #107, Raleigh, NC 27609

To Pay by Credit Card: MasterCard Visa AMEX

Account #: _____ Exp. _____ CVV _____

Signature _____

Street Address & Zip Associated with Card: _____

For more information, please contact: Lynette Pitt at 919-239-4463 or by email: lynettepitt@ncada.org

NCADA will share Content Scheduling & Guidelines for 2024 once Partnership has been confirmed!

The Fine Print

Partnerships and exhibit space are guaranteed on a first-come, first-served basis. All sponsoring Partners and digital providers will be confirmed by this agreement issued by the NCADA and completed by the firm/company representative. Payment must be received at the time of signature in order to make reservation. No refunds will be issued unless the seminar cannot be held. Seminar dates and events are subject to change. Partners and exhibitors will be notified.

Sponsorship of any of the activities covered herein is limited to the partner or digital opportunity level selected, or of the specified event(s) or seminar, not the seminar itself.

The NCADA limits the number of partners and exhibitors per seminar and event in order to maximize the exposure of the partnering or exhibiting firm/company. The NCADA is committed to providing each partner and exhibitor an equal opportunity to present its products and services, and providing our members access to high-quality services and products. The NCADA reserves the right to decline any offered partnership or exhibitor regardless of past participation.

Participation with NCADA does not constitute an endorsement by the NCADA, nor does it imply co-sponsorship. Neither does the exhibiting of products constitute an endorsement by the NCADA.

The NCADA will provide all signage for sponsored events. In order to have the company/firm name listed, it must be incorporated into the logo that is submitted to the NCADA. For seminars with multiple sponsors, some additional signage may be used to recognize all sponsors and exhibitors. Corporate logo banners or promotional items requiring attachment to event space walls and property may not be used unless approved by the NCADA in advance. Any damage incurred by vendor to event space property is the responsibility of vendor.

Details regarding setup times, program schedule, and dismantling time will be provided to partner/exhibitor as early as practicable in advance of an event. Exhibitor remains solely responsible for his/her property at all times during transit to and from exhibit space and on premises. Neither the NCADA, nor any officers, directors or staff of the same are responsible for exhibitor's property or any loss or any property.

Restrictions to Partner Benefits listed above: (1) Use of NCADA mailing list for promotional purposes is complimentary and NCADA will provide listing to mail house. Partner is responsible for costs associated with mailing including promotional and collateral materials, postage and mail house fee. (2) NCADA will offer webinar opportunities no more than two times per month with exceptions in pre and post NCADA regular programming.

Signature on the agreement represents acceptance of all rules set forth here. In the event of fire, strikes, riots, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for the NCADA to perform this agreement, the NCADA's performance under this agreement shall be excused. In such event, all payments made by the sponsoring firm/company shall be refunded in full unless and/or upon mutual agreement of both parties.

Signature

Date

Contact Us:

NC Association of Defense Attorneys

4441 Six Forks Road, #107

Raleigh, NC 27609

919-239-4463; @NCDefenseAttys

lynettepitt@ncada.org



2024 Content Calendar

Webinars, The Update Ad Placement Schedule & The Resource Content

Expert Webinar Available Dates

Date	Date
January 17 & 31	July 17 & 31
February 14 & 28	August 14 & 28
March 13 & 27	September 11
April 10 & 24	October 16 & 30
May 8 & 22	November 13
	December 11

The Update (weekly e-news)2024 Ad Schedule

Issue Date (Circulated Tuesdays – Content Deadline 1 week prior)			
January 9	April 2	July 9	October 1
January 16	April 9	July 16	October 8
January 30	April 16	July 30	October 15
February 6	April 30	August 6	October 29
February 13	May 7	August 13	November 5
February 27	May 14	August 27	November 12
March 5	May 28	September 3	November 26
March 12	June 4	September 10	December 3
March 19	June 18	September 17	December 10

Not circulated on weeks The Resource is distributed. Opportunities for Leader, Center, & Footer Ads.

The Resource Monthly e-Newsletter 2024 Schedule

Issue Content Deadline (Tuesdays) Distributed on Thursdays
January 23
February 20
March 26
April 23
May 21
June 25
July 23
August 20
September 24
October 26
November 19
December 17

Articles Deadline; limited ad availability

Ad & Banner Content Specifications:
(jpeg, gif, png horizontal images)
Leaderboard Banner Ad (728 x 90 pixels) •Located below email header •Company logo & tagline only w/embedded web link
Footer Banner Ad (728 x 90 pixels) •Located below email header •Company logo & tagline only w/embedded web link
Sponsored Content Ad (1200 x 628 pixels) •Located centrally within e-news, and may include: •Call to action promotional content (50 words or less) •Company logo & tagline w/embedded web link

*Calendar for scheduling Digital Content will be circulated upon receipt of 2024 Commitment and payment.