



# Partner Opportunities 2023

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 2023 Winter Workshop (Feb 10)	✓	✓	✓		
▪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 <b>OR</b> Fall Seminars					✓
▪Virtual Sponsor & Exhibit Space 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>	✓	✓	✓	✓	✓

### 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	4x 2x 3x	3x 2x 3x	2x 1x 2x	1x 1x 1x

### SHARE KNOWLEDGE & EXPERTISE:

▪1x Company sponsored substantive CLE webinar (60, 45 or 30 min)	✓	✓	✓	✓	
▪Publish Video or Text Tip or Technique in <i>The Update</i> (1x/year)	✓	✓	✓	✓	✓
▪Publish a Substantive Article for <i>The Resource</i> (per year)	3x	2x	2x	1x	1x
▪Company profile highlight in <i>Expert Info Exchange</i>		On Rotation all levels			
▪Confidential Expert Search circulated by NCADA staff to participating Partners as relates to company’s expertise	✓	✓	✓	✓	<input type="checkbox"/>

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

# Digital 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)

30% 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 2022 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. Please contact NCADA office for availability and to schedule.
- 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.
- Contact NCADA for scheduling and availability.

*Avg Attendance*

*20-40 members / session*

## The Resource 2023 Calendar

Published 4<sup>th</sup> Thursday Monthly (adjusted for holidays)

Deadlines	Content Focus
Jan 24	Young Lawyers
Feb 21	General Liability
Mar 21	Commercial Litigation
Apr 25	Construction Law
May 23	Employment Law
Jun 20	Governmental Liability
Jul 25	Medical Malpractice Defense
Aug 22	Product Liability
Sept 26	Workers' Compensation
Oct 24	Paralegals
Nov 28	Diversity Committee
Dec 19	ADR

**The Update** is published ~weekly on Tuesdays.

Submissions are due 1 week in advance.

*See page 5 for 2023 schedule*

## 2023

### Event Dates

February 10th  
Virtual Winter  
Workshop

June 8-10  
46th Annual  
Meeting  
Hilton Head, SC

October 6th  
Fall Seminar  
Greensboro

## 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 including regional member socials, lunch & learns for paralegals, women litigators and by our diversity committee. If you have an interest in any of these areas, please watch our event calendar, and stay alert to information.

# North Carolina Association of Defense Attorneys 2023 Partner Commitment 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

## Digital 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

Area of Practice Primary Focus

- ADR
- Commercial
- Construction
- Employment
- Government
- MedMal
- Product Liability
- Workers' Comp

\$ \_\_\_\_\_ **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](mailto:lynettepitt@ncada.org)

NCADA will share Content Scheduling & Guidelines for 2023 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



# 2023 Content Calendar

## Webinars, The Update Ad Placement Schedule & The Resource Content

### Expert Webinar Available Dates

Date	Date
January 25	May 17
February 22	September 13
March 29	October 25
April 26	November 29

*Additional opportunities may be added as needed and available.*

### The Update (weekly e-news)2023 Ad Schedule

Issue Date (Circulated Tuesdays – Content Deadline 1 week prior)			
January 3	April 4	Not Circulated in July	October 3
January 10	April 11	August 1	October 10
January 17	April 18	August 8	October 17
January 31	May 2	August 15	October 31
February 7	May 9	August 29	November 7
February 14	May 16	September 5	November 14
February 21	May 30	September 12	November 21
February 28	June 13	September 19	December 5
March 7	June 20		December 12
March 14			
March 28			

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

### The Resource Monthly e-Newsletter 2023 Schedule

Issue Content Deadline (Tuesdays) Distributed on Thursdays
January 24
February 21
March 21
April 25
May 23
June 20
July 25
August 22
September 26
October 24
November 28
December 19

*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

### Video Tip or Text Tip or Technique

•Character count of 140 to 240 (think twitter post)

•May link to a short promotional video

•May include a Call to Action