

LEGAL MARKETING ASSOCIATION



SOUTHEAST REGION



# LMA SOUTHEAST REGIONAL PARTNERSHIP OPPORTUNITIES

[LMA Southeast Webpage](#)

## LMASE REGIONAL PARTNER PROGRAM

The last two years have been unprecedented for everyone. Rather than sliding back into what we have always done, LMASE is focused on collaborating with our business partners to offer year-round value for our members that is evergreen. The LMASE Regional Partnership Program is simple and customized for each business partner.

A regional partnership will allow you to showcase your services to extremely influential marketing, business development and legal management professionals, as well as attorneys, throughout the year. Our members are loyal to our business partner community and refer others to the businesses we know and love.



9 States • 11 LSCs  
500 Members  
STRONG

Atlanta • Birmingham • Charlotte  
Jacksonville • Kentucky • Nashville  
Orlando • Raleigh • South Carolina  
South Florida • Tampa

### ABOUT THE LEGAL MARKETING ASSOCIATION

*“As the authority for legal marketing worldwide, LMA supports the legal marketing community through thought leadership, professional advocacy and personal enrichment. We hold ourselves and our members to high standards of ethics.”*

For more than 30 years, LMA has been building careers and community. The Southeast Region has over 500 members in nine states: Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. The Southeast Region also has eleven Local Steering Committees that provide members with programming, resources and networking opportunities.

## Customize Your Partnership

LMASE offers a mix of in person and virtual experiences that deliver value to a diverse membership. Below we have provided examples of partnership benefits; however, we look forward to connecting with you and learning more about your strategic initiatives.

### Make a Connection

*Do you value visibility, making introductions and connecting in groups?*

We have connection opportunities centered around the LMASE Regional Conference, such as Presenting Partner and Experience Partners. If you prefer to focus your dollars on events outside of the Regional Conference, we have opportunities for Regional Programming Partners.

### Start a Discussion

*Do you value thought leadership, facilitation and one on one interactions?*

We have discussion opportunities centered around the LMASE Regional Conference, such as Exhibitor Hall Partners to Session Partners. If you prefer to focus your dollars on events outside of the Regional Conference, we offer Sponsored Content Partnerships and Communications Spotlights.

### Develop Your Brand

*Do you value opportunities to put your brand and message in front of a target audience?*

We have branding opportunities centered around the LMASE Regional Conference, such as Instagram Wall Partner, Hotel Key, and Conference Wi-Fi Partner. If you prefer to focus your dollars on events outside of the Regional Conference, you can join us as a Regional Communication Partner or a Product Demo Partner.

**There are four investment levels for LMASE Regional Partnerships.**

<b>Partnership Level</b>	<b>Investment</b>
Platinum	\$7,500
Gold	\$5,000
Silver	\$3,000
Bronze	\$1,500

**Each regional partner will receive the following year-round benefits.\***

*\*The extent of these benefits will vary based on partnership level.*

- **Recognition on LMASE webpage.**
- **Recognition in LMASE regional newsletter.**
- **Recognition at LMASE Signature Programs.**
- **Discounted rates for '23 LMASE sponsorships.**

## Platinum Partnership Opportunities

### Presenting Conference Partner: \$7,500 (Exclusive; 1 Available)

#### **Annual Benefits:**

- Company logo and hyperlink on LMASE webpage.
- Ad in LMASE digital newsletter every month.
- Acknowledgement by name and logo at three regional programs in '22.
- Acknowledgement by logo on all communications sent from the region and from 11 local steering committees.
- LMASE membership listing provided in March 2022.
- 15% discount on '23 LMASE sponsorships.

#### **Conference Benefits:**

- Recognized as Presenting Partner for LMASE's Regional Conference (October 26-28, 2022 in Savannah, GA).
- Opportunity to welcome attendees at opening session, speak briefly about your company and introduce the first speaker.
- Company logo and hyperlink on conference website.
- Company logo on all conference materials published before, during and after the event.
- Company logo on all conference communications pre and post event.
- Registration for up to two attendees.
- One six-foot table for displaying promotional materials in the Exhibitor Hall during the event.
- Full page ad in conference program.
- Opportunity to distribute promotional materials in attendee welcome bags.
- Opportunity to donate a raffle prize for closing session.
- List of conference attendees provided before and after the event.

## Platinum Partnership Opportunities

### Conference Experience Partner: \$7,500 (Exclusive; 1 Available)

#### Annual Benefits:

- Company logo and hyperlink on LMASE webpage.
- Ad in LMASE digital newsletter every month.
- Acknowledgement by name and logo at three regional programs in '22.
- Acknowledgement by logo on all communications sent from the region and from 11 local steering committees.
- LMASE membership listing provided in March 2022.
- 15% discount on '23 LMASE sponsorships.

#### Conference Benefits:

- Recognized as exclusive experience Partner for three unique experiences in Savannah on Thursday night during LMASE's Regional Conference (October 27, 2022 - Savannah, GA) experiences chosen by Conference Committee. Sponsorship includes fees associated with the experience.
- Opportunity to invite attendees at reception that precedes experience outings and speak briefly about your company.
- Company logo and hyperlink on conference website.
- Company logo on all conference materials published before, during and after the event.
- Company logo on all conference communications pre and post event.
- Registration for up to two attendees.
- One six-foot table for displaying promotional materials in the Exhibitor Hall during the event.
- Full page ad in conference program.
- Opportunity to distribute promotional materials in attendee welcome bags.
- Opportunity to donate a raffle prize for closing session.
- List of conference attendees provided before & after the event.

## Platinum Partnership Opportunities

### **Regional Programming Partner: \$7,500 (Exclusive; 1 Available)**

*(This partnership is not tied to the Regional Conference)*

#### **Annual Benefits:**

- Company logo and hyperlink on LMASE webpage.
- Ad in LMASE digital newsletter every month.
- Acknowledgement by name and logo at three regional programs in '22.
- Acknowledgement by logo on all communications sent from the region and from 11 local steering committees.
- LMASE membership listing provided March 2022.
- 15% discount on '23 LMASE sponsorship.

#### **Programming Benefits:**

- Recognized as annual LMASE Programming Partner for three virtual LMASE Signature Programs in 2022.
  - This includes a four-week DEI workshop.
- Opportunity for a one-minute welcome at each program.
- Opportunity to facilitate or present at a regional program (as approved by LMASE Regional Board).
- Complimentary attendance for 1 person from your company to each regional program.
- Company logo and hyperlink prominent on all regional programming communications.
- Opportunity to provide additional value to program attendees by hosting a pre or post program virtual networking session.
- List of program attendees provided before and after each program.

## Gold Partnership Opportunities

### Gold Partner: \$5,000 (Multiple Available)

- Company logo and hyperlink on LMASE webpage.
- Acknowledgement by name and logo at one remaining regional program in '22.
- Acknowledgement by logo on all communications sent from the region.
- LMASE membership listing provided (names, titles, and firm/ company names only).
- 15% discount on '23 LMASE sponsorship.
- PLUS: Choose 2 items from the two lists below (conference options and non-conference options) to customize your partnership.**

#### Conference Options for Gold Partners

*(By choosing to customize your partnership with conference benefits, you will also be recognized on all conference materials and communications as a Conference Partner and have the opportunity to donate a raffle prize for closing session and add promotional materials to attendee welcome bags.)*

- Conference Wi-Fi Partner
- Hotel Key Partner: *Responsible for cost of keys in addition to partnership dollars.*
- Lanyard/ Nametag Partner: *Responsible for cost of lanyards/ nametags in addition to partnership dollars.*
- Breakfast Sponsor (2 available). *Signage and acknowledgement.*
- One six-foot table for displaying promotional materials in the Exhibitor Hall during the event (all those who wish to be present at an Exhibitor table must register as a conference attendee - \$420/ person for sponsors).
- Registration for one attendee.



## Gold Partnership Opportunities

### Gold Partner: \$5,000 (Multiple Available)

- Company logo and hyperlink on LMASE webpage.
- Acknowledgement by name and logo at one remaining regional program in '22.
- Acknowledgement by logo on all communications sent from the region.
- LMASE membership listing provided (names, titles, and firm/ company names only).
- 15% discount on '23 LMASE sponsorship.
  
- PLUS: Choose 2 items from the two lists (conference options and non-conference options) to customize your partnership.**

#### Non-Conference Options for Gold Partners

- Product Demo Partner: *Present a 45-minute virtual product demo to LMASE membership. Attendee list provided post demo.*
- Sponsored Content Partnership: *Content included in bi-monthly LMASE digital newsletter.*
- Communications Partner: *Send one targeted email to LMASE membership. All content provided by partner. Email sent by LMASE Board.*

## Silver Partnership Opportunities

### Silver Partner: \$3,000 (Multiple Available)

- Company logo on LMASE webpage.
- Acknowledgement by name at one remaining regional program in '22.
- Acknowledgement by logo on all communications sent from the region.
- PLUS: Choose 1 item from the two lists below (conference option or non-conference option) to customize your partnership.**

### Conference Options for Silver Partners

*(By choosing to customize your partnership with conference benefits, you will also be recognized on all conference materials and communications as a Conference Partner and have the opportunity to donate a raffle prize for closing session and add promotional materials to attendee welcome bags.)*

- One six-foot table for displaying promotional materials in the Exhibitor Hall during the event (all those who wish to be present at an Exhibitor table must register as a conference attendee - \$420/ person for sponsors).
- Registration for one attendee.
- Host happy hour for LMASE Board, Conference Committee and LSC Chairs the night before the conference: *Sponsor to pay tab.*

### Non-Conference Options for Silver Partners

- Product Demo Partner: *Present a 45-minute virtual product demo to LMASE membership. Attendee list provided post demo.*
- Sponsored Content Partnership: *Content included in bi-monthly LMASE digital newsletter.*
- Communications Partner: *Send one targeted email to LMASE membership. All content provided by partner. Email sent by LMASE Board.*

## Bronze Partnership Opportunities

### **Bronze Partner: \$1,500 (Multiple Available)**

- ❑ Company logo on LMASE webpage.
- ❑ Acknowledgement by name at one remaining regional programs in 2022.
- ❑ Acknowledgement by logo on all communications sent from the region.
- ❑ 25% discount on one regional conference registration (October 26-28, 2022 - Savannah, GA) - cannot use double discounts; 25% off of standard registration.

*For more information, please contact:*

**Mandy Hicks**

LMASE Treasurer-Elect and Director of Sponsorships

(270) 781-6500

[mhicks@elpolaw.com](mailto:mhicks@elpolaw.com)