



# **LMA NORTHEAST**

## **2020 Sponsorship Opportunities**

# 2019 Demographics

## Events in 2019

50 social and educational events were held in the Northeast region in 2019, including the regional conference (held in New York) and they drew more than 2,000 participants.

## LMA Livestream

New in 2019, a number of our Philadelphia and NYC programs were livestreamed to markets such as Wilmington, DE, Portland, ME, Pittsburgh, PA, and Albany, NY, among others.

**1000+**

**Members**  
in the Northeast region

**400**

**Organizations**  
have members in  
LMA Northeast

**289**

**Law Firms**  
have members in  
LMA Northeast

**111**

**Other Organizations**  
have members in  
LMA Northeast

**58%**

are at AmLaw  
200 firms

**43%**

are employed by AmLaw  
100 firms

**14%**

LMA Northeast members are  
not employed by law firms

**15%**

of all LMA Northeast members are at  
AmLaw 101 – 200 firms

Nearly half of all  
LMA Northeast  
members are  
employed by  
AmLaw 100 firms.

**AmLaw10** (10/10)

**100%** of AmLaw top 1  
have members in  
LMA Northeast

**AmLaw20** (19/20)

**95%** of AmLaw top 20  
have members in  
LMA Northeast

**AmLaw50** (42/50)

**84%** of AmLaw top 50  
have members in  
LMA Northeast

**AmLaw100** (69/100)

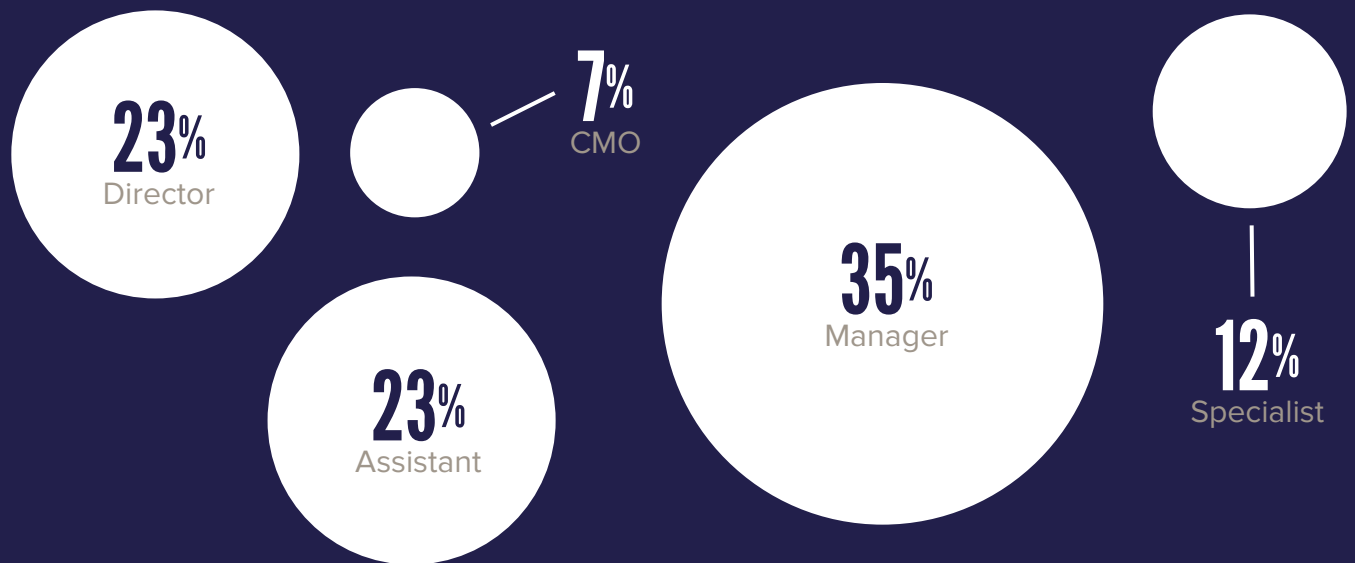
**69%** of AmLaw top 100  
have members in  
LMA Northeast

**AmLaw200** (107/200)

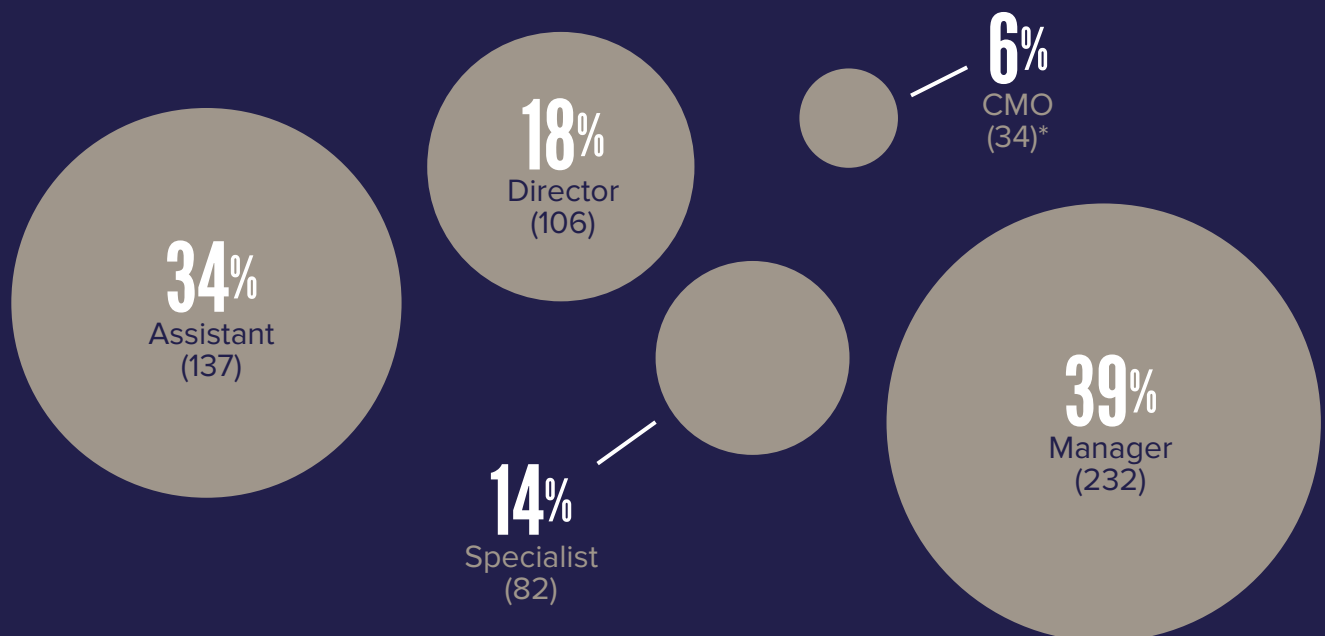
**54%** of AmLaw top 200  
have members in  
LMA Northeast

# 2019 Demographics

## Breakdown by role at law firm – All Employees



## Breakdown by role at firm – AmLaw 200 Firms



\* This includes CMOs from: 4 top 10, 8 top 20, and 25 of AmLaw 100.

24% of members at AmLaw firms are at Directors or CMOs, meaning they are strong influencers or direct decision makers.

# Regionwide Sponsorship Bundles

# The 95

\$36,000 – 1 Available



## Local Programming

**2 x local programming sponsorship in New York, Boston, and Philadelphia. For each of the 6 programs you will have the following benefits:**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Assuming the venue is suitable, you will be able to set up a welcome area.
- You will be able to place printed materials and give aways on the tables for each guest.
- At each event one employee will be able to speak and introduce the company for one minute max.

## Local Social Events

**1 spring or summer event in each of New York, Boston and Philadelphia**

- One of two main sponsors.
- Dedicated signage at event.
- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

**1 holiday event in each of New York, Boston and Philadelphia**

- One of two main sponsors.
- Dedicated signage at event.
- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

## Newsletter and Web Sponsorship

- The Northeast newsletter will contain your logo with a link. Typically 2 x per year but could be more.
- All pages on the Northeast website will have your logo as a sponsor. See website here:  
<https://www.legalmarketing.org/page/northeast-region>

## Regional Conference

- Signature sponsor. Includes an ad in the guide, 6 foot exhibit table (choice of location) and a number of other benefits.
- There were nearly 300 attendees at the 2018 Northeast conference in Boston and we expect more at the 2019 conference in New York.

# Route 1

\$30,000 – 1 Available



## Local Programming

**1 x local programming sponsorship in New York, Boston, and Philadelphia. 3 programs total. For each of the 3 programs you will have the following benefits:**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Assuming the venue is suitable, you will be able to set up a welcome area.
- You will be able to place printed materials and give aways on the tables for each guest.
- At each event one employee will be able to speak and introduce the company for one minute max.

## Local Social Events

**1 spring or summer event in each of New York, Boston and Philadelphia**

- One of two main sponsors, dedicated signage at event.
- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

**1 holiday event in each of New York, Boston and Philadelphia**

- One of two main sponsors.
- Dedicated signage at event.
- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

## Regional Conference

- Main keynote sponsor. Includes an ad in the guide, 6 foot exhibit table (choice of location) and a number of other benefits.
- There were nearly 300 attendees at the 2018 Northeast conference in Boston and we expect more at the 2019 conference in New York.

## Newsletter and Web Sponsorship

- The Northeast newsletter will contain your logo with a link. Typically 2 x per year but could be more.
- All pages on the Northeast website will have your logo as a sponsor. See website here: <https://www.legalmarketing.org/page/northeast-region>

# Gold

\$20,000 – 2 Available



## Local Programming

**1 x local programming sponsorship in New York, Boston, and Philadelphia. 3 programs total. For each of the 3 programs you will have the following benefits:**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Assuming the venue is suitable, you will be able to set up a welcome area.
- You will be able to place printed materials and give aways on the tables for each guest.
- At each event one employee will be able to speak and introduce the company for one minute max.

## Local Social Events

**1 spring or summer event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- One employee pass to each event.
- Provide raffle prize to be given away at the event.

**1 holiday event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- One employee pass to each event.
- Provide raffle prize to be given away at the event.

## Regional Conference

- Reception Sponsor. Includes an ad in the guide, 6 foot exhibit table (choice of location) and a number of other benefits.
- There were nearly 300 attendees at the 2018 Northeast conference in Boston and we expect more at the 2019 conference in New York.

## Newsletter and Web Sponsorship

- The Northeast newsletter will contain your logo with a link. Typically 2 x per year but could be more
- All pages on the Northeast website will have your logo as a sponsor. See website here:  
<https://www.legalmarketing.org/page/northeast-region>



## Local Programming

**1 x local programming sponsorship in New York, Boston, and Philadelphia. 3 programs total. For each of the 3 programs you will have the following benefits:**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Assuming the venue is suitable, you will be able to set up a welcome area.
- You will be able to place printed materials and give aways on the tables for each guest.
- At each event one employee will be able to speak and introduce the company for one minute max.

## Local Social Events

**1 spring or summer event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

**1 holiday event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

## Regional Conference

- Choice of the following conference sponsorships: room Key, Badge, Lanyard, Swag Bag, Lunch. Includes an ad in the guide, 6 foot exhibit table (choice of location) and a number of other benefits.
- There were nearly 300 attendees at the 2018 Northeast conference in Boston and we expect more at the 2019 conference in New York.

## Newsletter and Web Sponsorship

- The Northeast newsletter will contain your logo with a link. Typically 2 x per year but could be more
- All pages on the Northeast website will have your logo as a sponsor. See website here:  
<https://www.legalmarketing.org/page/northeast-region>



# Emerald

\$11,000 – 3 Available



## Local Programming

**1 x local programming sponsorship in New York, Boston, and Philadelphia. 3 programs total. For each of the 3 programs you will have the following benefits:**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Assuming the venue is suitable, you will be able to set up a welcome area.
- You will be able to place printed materials and give aways on the tables for each guest.
- At each event one employee will be able to speak and introduce the company for one minute max.

## Local Social Events

**1 spring or summer event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

**1 holiday event in each of New York, Boston and Philadelphia**

- Logo will be displayed on all the communications relating to the event; logo can link to your website.
- Two employee passes to each event.
- Provide raffle prize to be given away at the event.

## Regional Conference

- Choice of the following conference sponsorships: Plenary, Breakfast, Wifi, Water station, Charging station, Coffee break. Includes an ad in the guide, 6 foot exhibit table (choice of location) and a number of other benefits.
- There were nearly 300 attendees at the 2018 Northeast conference in Boston and we expect more at the 2019 conference in New York.

## Newsletter and Web Sponsorship

- The Northeast newsletter will contain your logo with a link. Typically 2 x per year but could be more
- All pages on the Northeast website will have your logo as a sponsor. See website here:  
<https://www.legalmarketing.org/page/northeast-region>

# Individual & Social Event Sponsorships

## Individual & Social Event Sponsorships .....

| Local Group                                  | Number of Programs | Average Audience | Cost Per Program |
|--|--------------------|------------------|------------------|
| Boston                                       | 8                  | 40               | \$1,300          |
| New York                                     | 6                  | 100              | \$2,500          |
| New York premium events<br>(CMO & GC Panels) | 2                  | 150              | \$3,500          |
| Philadelphia                                 | 8                  | 50               | \$1,300          |

## Special Events .....

| Local Group                    | Number of Programs | Average Audience | Cost Per Program |
|--------------------------------|--------------------|------------------|------------------|
| Boston Pop-up Socials          | 4                  | 40               | \$1,000          |
| Boston Summer Social           | 2                  | 50               | \$2,000          |
| Boston Holiday Social          | 2                  | 50               | \$2,000          |
| New York Kick off Event        | 2                  | 100              | \$2,500          |
| New York Kick off Event Raffle | 10                 | 100              | \$400            |
| New York Summer Soiree         | 2                  | 150              | \$5,000          |
| New York Summer Soiree Raffle  | 10                 | 150              | \$400            |
| New York Holiday Raffle        | 10                 | 200              | \$5,000          |
| New York Holiday Party Raffle  | 10                 | 200              | \$400            |
| Philadelphia Summer Social     | 2                  | 60               | \$2,000          |
| Philadelphia Holiday Party     | 2                  | 80               | \$2,500          |

## Lanyards \$10,000 – 1 Available .....

- Sponsor all lanyards across the region for all local educational events.

## Advertorial \$3,500 .....

- Work with the LMA Northeast editorial team to create an advertisement that promotes your product/services.
- This will be published to the LMA website and promoted by LMA on social media. We are open to other distribution suggestions that are appropriate for the audience.

# Questions?



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