

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)

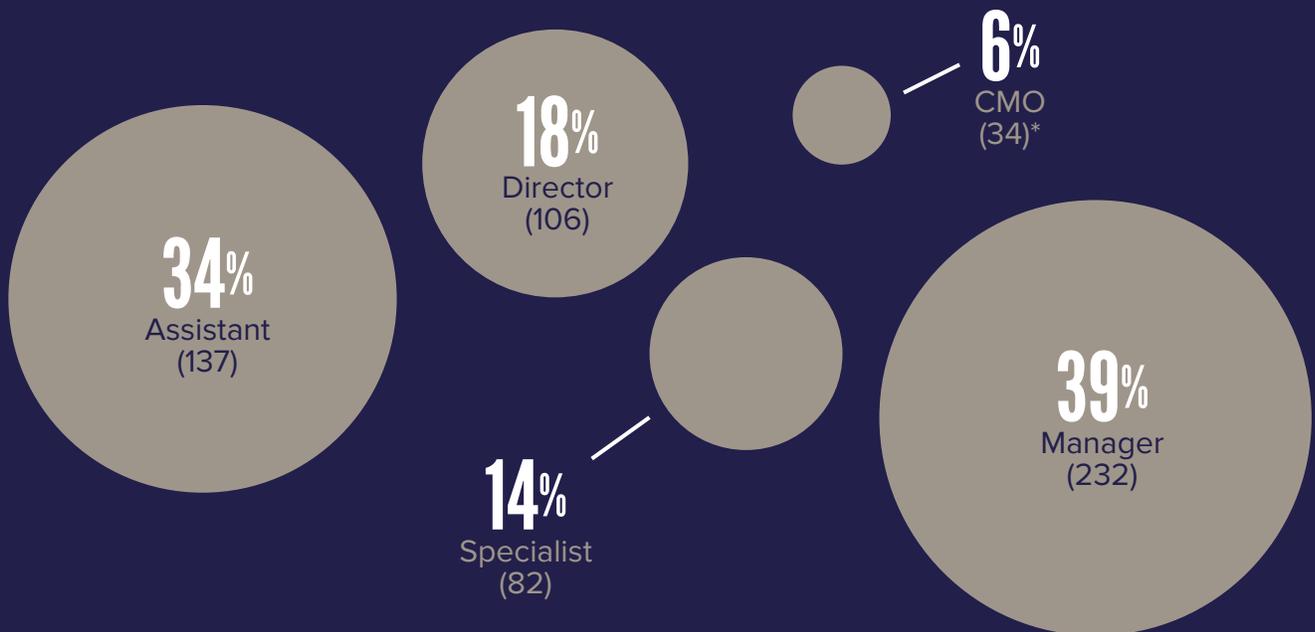
54% of AmLaw top 200
have members in
LMA Northeast

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>

Ruby

\$13,000 – 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: 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 (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?

Claire Thompson

Director, LMA Northeast Regional Board
cthompson@choate.com

Savannah Alden

Treasurer-Elect, LMA Northeast Regional Board
savannah.alden@wilmerhale.com



Legal Marketing Association

330 N. Wabash Ave., Suite 2000
Chicago, IL 60611

Phone: (312) 321-6898

Fax: (312) 673-6894