



Boston Bar
ASSOCIATION



The Hub of **Boston Law**

sponsorship
events
fundraisers
advertising
marketing
promotion

Annual Meeting Luncheon



The Annual Meeting Luncheon is our signature event of the fall season and typically takes place in late September. Drawing a crowd of approximately 1,100 members of the Boston legal community, the event is the first presided over by the incoming Boston Bar Association President. The luncheon features a keynote speaker and honorees for two distinguished BBA Awards - the John G. Brooks Award, which was established to recognize professional legal services attorneys for their outstanding work on behalf of indigent clients in greater Boston, and the Thurgood Marshall Award, which recognizes private attorneys or law firms in greater Boston for their extraordinary efforts to enhance the human dignity of others through improving, developing, or delivering civil or criminal legal services to low-income clients in Massachusetts.

a unique & effective way to present your message

THE NUTS & BOLTS

- OVER 1,100 ATTENDEES, INCLUDING
LAWYERS FROM EVERY PRACTICE AREA,
DECISION MAKERS FROM BOSTON'S
LARGEST FIRMS AND IN-HOUSE COUNSEL
- RECEIVE RECOGNITION IN EVERY ASPECT OF
THE EVENT, FROM PROMOTIONAL MATERIALS
AND MARKETING EFFORTS, TO ONSITE
SIGNAGE AND PRESENTATIONS

TABLE SPONSORSHIP—\$1,250

Attend the event! Tables include 10 tickets to attend the welcome reception and luncheon. Table sponsors receive their names in the program book, promotional articles in BBA Week (our weekly e-newsletter distributed to over 10,000 members), signage on their table and recognition on posters and the slideshow at the event.

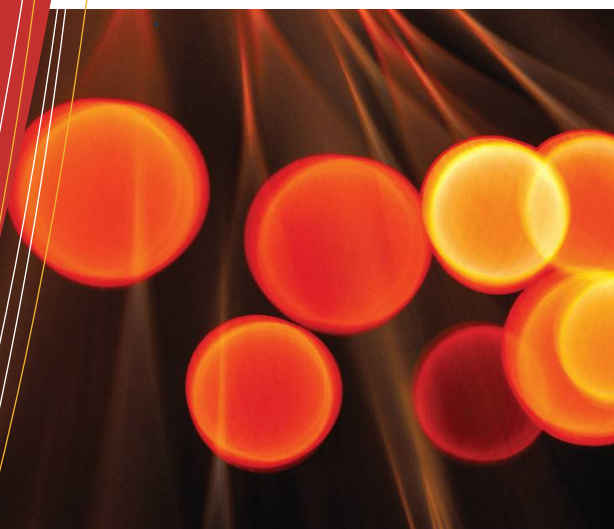
ADVERTISING SPONSORSHIP—Varies

Sponsors get a printed advertisement in the event program, their corporate name displayed during the event on posters and the event slideshow, a mention from the podium, recognition in BBA Week, and two tickets to attend the welcome reception.

- Half Page Advertisement – \$750
- Full Page Advertisement—\$1,500
- Cover Advertisement—\$3,000

(Inside Front Cover, Inside Back Cover or Back Cover. Standard Advertisements are printed in black and white, cover advertisements are full color.)

kicking off the fall season



BOSTON BAR ASSOCIATION

Leadership Retreat

The Boston Bar Association's annual Leadership Retreat is a chance for our incoming Council members, Section Co-Chairs and Standing Committee Chairs to come together at the beginning of the year in a beautiful offsite setting. Taking place over two days each October at the Chatham Bars Inn, this wonderfully intimate event brings together approximately 75 leaders of the BBA to discuss the future of our organization.

SPONSORSHIP PRESENTS A SIMPLE WAY TO REACH A VERY TARGETED AUDIENCE

Sponsorship of this event is extremely limited. Each event listed on the left is exclusive to one sponsor. Sponsorship for each event is \$2,500, and includes signage at the event, the opportunity to distribute pre-approved promotional materials, and two invitations to the sponsored event. Each event lasts approximately one hour.



BREAKFAST—\$2,500

Join us for a wonderful breakfast buffet as attendees get ready to begin their Sunday morning session.



COCKTAIL RECEPTION—\$2,500

The much anticipated cocktail hour takes place prior to the group dinner on Saturday evening. Network with attendees over cocktails and hors d'œuvres as they unwind from the day.



LUNCHEON—\$2,500

Saturday afternoon's luncheon presents a rare opportunity to meet the attendees in between sessions. Fresh from the morning presentation, guests have a chance to meet and mingle in a relaxed setting.

BOSTON BAR ASSOCIATION

Beacon Awards

The Beacon Award recognizes exceptional leadership on diversity strategies that will have a lasting impact on the legal profession in Greater Boston. Now in its second year, the Beacon Awards Ceremony takes place in November, and welcomes over 300 BBA Members, Affinity Bar Members and others in the legal community for a free reception style event to join in what is sure to be an inspirational evening.

BECOME AN UNDERWRITER TO SUPPORT THE BBA AND ITS MISSION

THE BBA SEEKS SUPPORT FROM COMPANIES AND LAW FIRMS TO JOIN US IN RECOGNIZING THE BEST IN DIVERSITY AND INCLUSION PRACTICES. THERE ARE A LIMITED NUMBER OF UNDERWRITING OPPORTUNITIES AVAILABLE FOR THIS EVENT.

PREMIUM UNDERWRITER PACKAGE - \$3,000

All underwriters will receive the following recognition at the event:

- Recognition in the event program
- Company name listed in the slideshow at the event
- Recognition in promotional materials for the event (advertised to over 10,000 BBA Members)
- Mention from the podium at the event
- Premium placement with logo on a poster featured prominently at the event
- Thank you in BBA Week and the Boston Bar Journal



recognizing
leadership
in diversity &
inclusion

recognizing the best in the field



BOSTON BAR FOUNDATION

John & Abigail Adams Benefit

The John & Abigail Adams Benefit Ball is the signature fundraising event of the Boston Bar Foundation, drawing nearly 1,000 members of the legal and business communities of Massachusetts to the Museum of Fine Arts each January.



SPONSORSHIP

All event sponsors are recognized at the event, in BBA Week, the Boston Bar Journal and Mass Lawyers Weekly. Sponsorship levels also include various levels of additional recognition at the event.

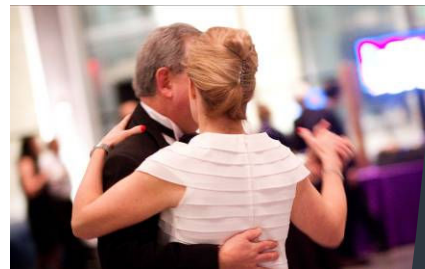
- Platinum – \$30,000 (includes 30 tickets)
- Gold —\$20,000 (includes 20 tickets)
- Silver—\$15,000 (includes 15 tickets)
- Bronze – \$10,000 (includes 12 tickets)
- Participating —\$5,000 (includes 8 tickets)

Advertising Sponsorship

- Exclusive Sponsorship of the Special Exhibit—\$10,000 (one available)
- Art Gallery Sponsorship—\$5,000
- Food Station or Bar Sponsorship—\$2,500

boston legal's leading charitable & social event

Adams Ball proceeds fund grants to legal services organizations that provide critical assistance to low-income individuals and families in the Greater Boston area, and support initiatives that encourage and facilitate community service by lawyers. Each year at the event, the Boston Bar Foundation presents a Public Service Award to a member of the legal or business community of Greater Boston for exceptional public service.



CASINO NIGHT



A FUNDRAISING EVENT FOR THE BOSTON BAR FOUNDATION, CASINO NIGHT IS A GREAT WAY FOR ALL MEMBERS OF THE BAR TO NETWORK AND HAVE FUN, WHILE SUPPORTING THE VARIOUS PROGRAMS AND GRANTEE ORGANIZATIONS OF THE BBF. SPREAD THROUGHOUT THE ENTIRE BUILDING, THIS LIVELY EVENT WELCOMES A CROWD OF OVER 250 ATTENDEES AND FEATURES GAMING, FOOD, DRINK AND RAFFLE PRIZES.

join the boston bar foundation for an evening of excitement

OUR PROMOTIONAL PARTNERS RECEIVE GREAT VALUE FOR THEIR SUPPORT

SPONSORSHIPS INCLUDE THE OPPORTUNITY TO UNDERWRITE ONE OF THE CASINO TABLES OR BARS, AND ALL SPONSORS ARE FULLY RECOGNIZED AT THE EVENT AND IN ALL MARKETING MATERIALS. THERE ARE A LIMITED NUMBER OF SPONSORSHIPS AVAILABLE FOR THIS EVENT.

TITLE SPONSORSHIP – \$4,000
Exclusive Sponsorship (*one available*)

The title sponsor receives recognition in BBA Week, all electronic marketing materials and at the event, as well as exclusive sponsorship of both craps tables (our most popular game). Sponsors may distribute pre-approved promotional materials at the event. The title sponsorship includes 10 tickets to attend the event.

ACE SPONSORSHIP - \$2,000

Ace sponsors receive recognition in BBA Week, on all marketing materials and at the event, as well as exclusive sponsorship of one casino game table of their choice. Sponsors may distribute pre-approved promotional materials at the event. Ace sponsorships include 4 tickets to attend the event.

KING SPONSORSHIP - \$1,000

King sponsors receive recognition in BBA Week, on all marketing materials and at the event, as well as sponsorship of one bar at the event. King sponsorships include 2 tickets to attend the event.

feeling lucky?



BOSTON BAR ASSOCIATION

Law Day Dinner

The Boston Bar Association's Law Day Dinner, which traditionally takes place each May, is the largest annual bench-bar event in Massachusetts. Each year, the event draws over 1,200 judges, policymakers and lawyers from all sectors of the bar. The event begins with a popular networking cocktail reception, and is followed by dinner featuring the keynote speech. The Boston Bar Association has welcomed some of the most prestigious and distinguished speakers of our time to this event. Also at the event, the BBA traditionally gives out Citations of Judicial Excellence to recognize outstanding members of the judiciary.



Massachusetts' largest annual bench-bar event

TABLE SPONSORSHIP—\$1,250

Attend the event, and network with over 1,200 guests representing the best of the Boston legal community. Tables include 10 tickets to attend the cocktail reception and dinner. Table sponsors receive their names in the program book, promotional articles in BBA Week (our weekly e-newsletter distributed to the entire membership), signage on their table and recognition on posters and the slideshow at the event.

ADVERTISING SPONSORSHIP—Varies

Sponsors get a printed advertisement in the event program, their corporate name displayed during the event on posters and the event slideshow, a mention from the podium, recognition in BBA Week, and two tickets to attend the welcome reception.

- Half Page Advertisement – \$750
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celebrating the rule of law

Justice is Sweet

Justice is Sweet is an annual fundraising event for the Boston Bar Foundation, and is a wonderful opportunity for young lawyers and potential members of the bar to network with their colleagues and with notable members of the Boston community in a relaxed environment. Held in late June at the Boston Bar Association, this fantastic event features chocolate fondue, wine tasting, and live jazz. The event has grown by approximately 25% each year, and now draws a crowd of over 300 people.

justice is sweet.



THE PREMIER NETWORKING EVENT OF THE SEASON
ALL SPONSORS RECEIVE ACKNOWLEDGEMENT AT THE
EVENT, IN BBA WEEK AND PROMOTIONAL MATERIALS.



CHAMPAGNE TRUFFLE SPONSORSHIP - \$2,500

- Includes admission for 20 people to the event and sponsorship of one wine or fondue table. Sponsors receive an individual poster advertisement at the event and their logo on electronic marketing materials.

SWISS CHOCOLATE SPONSORSHIP - \$1,500

- Includes admission for 15 people to the event and sponsorship of one wine or fondue table. Sponsors are listed on all electronic marketing materials and on posters at the event.

CHOCOLATE CHIP SPONSORSHIP - \$750

- Includes admission for 10 people to the event. Sponsors are listed on all electronic marketing materials and on posters at the event.

ADVERTISING SPONSORSHIP - \$750

- Includes exclusive sponsorship of one beverage station, the opportunity to distribute pre-approved promotional materials, logo on event posters and admission for 2 guests.

the sweetest celebration of the summer



GET THE BEST VALUE
FOR YOUR MARKETING
BUDGET

The Boston Bar Association presents a number of unique sponsorship opportunities, allowing you to reach out to a broad audience, targeted populations or cross sections of the bar.

Whatever your marketing goals, the Boston Bar has an opportunity that fits.

To learn more about these opportunities or to discuss custom packages or year-long sponsorships, contact the BBA / BBF Development & Events Director at (617) 778-1924.



Boston Bar
ASSOCIATION

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