

NYSBA Member Benefits Partnership Program A Vendor Prospectus



About the New York State Bar Association



55,000+ members



50 states
100+ countries



75% of NYSBA attorneys in private practice

➤ With 65,000 members, the New York State Bar Association is the largest voluntary state bar association in the nation. We have members in all 50 states, Washington D.C., Puerto Rico and 100+ countries.



54.5% of NYSBA members in private practice are solo or small firm practitioners



45.5% are in practices of 10 to 100 or more attorneys



- Within NYSBA there are **28 specialized law sections** with membership sizes varying between 300 to 5,000 members. NYSBA also has more than **60 committees, special committees and task forces**. These entities sponsor conferences, seminars and institutes, monitor legislation and conduct studies. They contribute to policy making, both in subject areas and association wide. Many publish material dealing with their fields of expertise, much of which is not available through commercial publishers.





We Are Here To Help

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PLATINUM

➤ **NYSBA Receives**

- ❖ Discount on designated product/service for NYSBA Members.
- ❖ Royalty, to be negotiated, provided on every member-related sale conversion.

➤ **Partner Receives**

- ❖ Platinum Listing on NYSBA.ORG
- ❖ Multimedia Demo/Tutorial on NYSBA.ORG
- ❖ Marketing Flyer PDF on NYSBA.ORG
- ❖ 2 Standalone E-Mails to NYSBA Membership
- ❖ 1 Complimentary Mailing List Usage
- ❖ Recognized as Platinum Partner in select NYSBA Publications
- ❖ Featured Member Benefit spotlight on NYSBA.ORG.
- ❖ 2 Sponsored Social Media posts (FB, Twitter, LinkedIn, and Instagram)
- ❖ 2 programs delivered by partner during contract year.

Total Investment:
\$50,000+

Direct payment to NYSBA. Additional advertising opportunities can be purchased through NYSBA sales partner (MCI).



GOLD

➤ **NYSBA Receives**

- ❖ Discount on designated product/service for NYSBA Members.
- ❖ Royalty, to be negotiated, provided on every member-related sale conversion.

➤ **Partner Receives**

- ❖ Gold Listing on NYSBA.ORG
- ❖ 1 Standalone E-Mail to NYSBA Membership
- ❖ Recognized as Gold Partner in select NYSBA Publications.
- ❖ Featured Member Benefit spotlight on NYSBA.ORG
- ❖ Multimedia Demo/Tutorial on NYSBA.ORG
- ❖ Marketing Flyer PDF on NYSBA.ORG

Total Investment:
\$25,000

\$15,000 Direct payment to NYSBA. \$10,000 ad spend commitment through MCI. Additional advertising opportunities can be purchased through NYSBA sales partner (MCI).

Sponsor Packages



NEW YORK STATE
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SILVER

➤ **NYSBA Receives**

- ❖ Discount on designated product/service for NYSBA Members.
- ❖ Royalty, to be negotiated, provided on every member-related sale conversion.

➤ **Partner Receives**

- ❖ Silver Listing on NYSBA.ORG
- ❖ 1 Standalone E-Mail to NYSBA Membership
- ❖ Recognized as Silver Partner in select NYSBA Publications.
- ❖ Featured Member Benefit spotlight on NYSBA.ORG
- ❖ Multimedia Demo/Tutorial on NYSBA.ORG
- ❖ Marketing Flyer PDF on NYSBA.ORG

Total Investment:
\$15,000

\$10,000 Direct payment to NYSBA. \$5,000 ad spend commitment through MCI. Additional advertising opportunities can be purchased through NYSBA sales partner (MCI).

Sponsor Packages



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BRONZE

➤ **NYSBA Receives**

- ❖ Discount on designated product/service for NYSBA Members.
- ❖ Royalty, to be negotiated, provided on every member-related sale conversion.

➤ **Partner Receives**

- ❖ Bronze Listing on NYSBA.ORG
- ❖ Recognized as Bronze Partner in select NYSBA Publications.
- ❖ Multimedia Demo/Tutorial on NYSBA.ORG
- ❖ Marketing Flyer PDF on NYSBA.ORG
- ❖ Additional references where applicable during various marketing efforts throughout the year.

Total Investment: **\$5,000**

\$2,500 Direct payment to NYSBA. \$2,500 ad spend commitment through MCI. Additional advertising opportunities can be purchased through NYSBA sales partner (MCI).

Sponsor Packages



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DISCOUNT PROVIDER

➤ NYSBA Receives

- ❖ Discount on designated product/service for NYSBA Members.
- ❖ Royalty, to be negotiated, provided on every member-related sale conversion.

➤ Partner Receives

- Discount Provider Listing on NYSBA.ORG
- Additional references where applicable during various marketing efforts throughout the year.

Additional advertising opportunities can be purchased through NYSBA sales partner (MCI).