



June 23, 2017

Respond to: Patricia E. Infanti, PP, PLS
c/o Ballard Spahr LLP
1735 Market Street, 51st Floor
Philadelphia, PA 19103-7599
infanti@ballardspahr.com

Re: NALS of Philadelphia -- Advertising Opportunity

Dear Sir or Madam:

NALS of Philadelphia is an association for legal support professionals. We are the local chapter of the national association, NALS...*the association for legal professionals*. We provide education, certification, and networking to paralegals, legal assistants, legal secretaries, and all members of the legal support industry. We have members in both large and small law firms throughout Philadelphia.

We are pleased to offer various promotional opportunities for legal industry vendors to partner with us during the fiscal year ending April 30, 2018 – and at very reasonable rates. Attached is information describing our educational events and various advertising opportunities.

If you would like to discuss this advertising opportunity in more detail, please contact me at (215) 864-8780. Thank you.

Very truly yours,

Patricia E. Infanti, PP, PLS
President
NALS of Philadelphia

Attachments



COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ FACSIMILE: _____

CONTACT PERSON: _____

E-MAIL: _____

MARKETING OPPORTUNITIES

*Newsletter:

Full Page (8 1/2" x 11") - \$100 Half Page (8 1/2" x 5 1/2") - \$50

Website:

Website Listing - \$100

*Educational Events:

Lunch N Learn sponsorship - \$150 per event (includes 3-5 minutes to speak)

CLE After Hours Dinner and Education - \$250 per event (includes 5-7 minutes to speak)

Installation of Officers (April 18, 2018) \$350

Enclosed is my check in the amount of \$_____.

PLEASE MAKE CHECK PAYABLE TO: NALS of Philadelphia

* See more information on the following pages.

Return to:
Patricia E. Infanti, PP, PLS
President, NALS of Philadelphia
c/o Ballard Spahr LLP
1735 Market Street, 51st Floor, Philadelphia, PA 19103-7599
215-864-8780

[Want to offer a package deal? Present your offer to infanti@ballardspahr.com].

PROMOTIONAL OPPORTUNITIES

BULLETIN NEWSLETTER

Full or Half page advertisement

Our newsletter, the *Bulletin*, is sent to members via email three times a year. Vendor should provide company's advertisement (full or half page) in color via jpg.

WEBSITE LISTING

Vendor's logo directly linked to Vendor's website is posted to the home page and to the 2017-18 Vendors/Sponsors page on our website (www.nalsofphiladelphia.org). (Please send logo in jpg.)

EDUCATIONAL EVENTS

Lunch-N-Learn sponsorship*

Six Lunch-N-Learn events will be held this year, each on a different topic. All of our members are invited to attend and encouraged to bring a friend (or two) with them. This is the perfect opportunity for a sponsor to get marketing material in front of the attendees. You would also have 2 to 3 minutes at the very beginning of the Lunch-N-Learn to promote your business with an oral presentation.

CLE After Hours (dinner with education) sponsorship*

We are hosting two CLE After Hours events this fiscal year. We provide dinner for our members and guests, as well as a speaker to discuss a topic, which is either relevant to our careers, or relevant to current events. Vendor has 5 to 7 minutes at the beginning of the dinner to promote the vendor's business. Sponsorship includes one dinner ticket.

****What You Get for Sponsoring an Educational Event***

- Exclusive advertising on flyers for the event, including company logo.
- Company logo linked to the company website provided on the home page of our website.
- Marketing materials may be distributed to all of attendees.
- Vendor representative would receive either a 2-3 minute (Lunch-n-Learn) or 5-7 minute (CLE After Hours) promotional opportunity at the beginning of the event.
- Possession of accumulated raffle cards with attendee information should vendor wish to raffle an item at the event.

This is a great opportunity for any company to reach a "captive" audience!

OTHER EVENT

Installation of Officers: April 18, 2018

This is an annual end of the fiscal year event to be held on April 18, 2018, wherein the elected officers are installed. This is a fun event without education. Vendor will (i) be listed on all promotional materials for the event, including on the home page of the website; (ii) be acknowledged publicly during the program; (iii) receive a Certificate of Appreciation; (iv) be listed in the program book; and (v) have a 5-7 minute opportunity to speak to attendees. In addition, Vendor may distribute marketing materials at the event. Sponsorship also includes one dinner ticket.



NALS of Philadelphia

List of 2017-18 Educational Topics

Lunch-n-Learn Topics

<u>Date</u>	<u>Topic</u>
Sept. 12, 2017	Non-Profit Events Coordination and/or Non-Profit Events Management
Oct. 10, 2017	Using Adobe to Create Fillable PDF Forms
Nov. 14, 2017	Attorney and Author of "A Criminal Defense"
Jan. 9, 2018	Kids in Cyber-Space
March 13, 2018	Outlook Shortcuts
April 10, 2018	Excel Quick Tips & Tricks

CLE After Hours Topics

<u>Date</u>	<u>Topic</u>
Sept. 20, 2017	Cyber Security for the Average Person
Feb. 21, 2018	Alexa: Solve This Murder

*Topics subject to change per the availability of speaker.