

# Preferred Partner Program

Annual Marketing, Exhibiting and Sponsorship  
Opportunities with North Carolina's Premier Association  
for Trial Lawyers and Legal Professionals

**2023-2024**



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NCAJ\_  
NCAJ  
NCADVOCATESFORJUSTICE

# We are the **North Carolina Advocates for Justice.**

The North Carolina Advocates for Justice (NCAJ) is North Carolina's **only** organization that supports, educates and advocates for trial and criminal defense lawyers, related professionals and their clients. Established 60 years ago by leading members of the North Carolina legal community, NCAJ proudly serves professionals at every stage of their careers. We provide the highest quality legal education and trial skills programming as well as active advocacy and legal affairs support on behalf of our members. Our network empowers a strong community of trial lawyers across our state. Nearly all NCAJ CLE and member programs are now offered in a hybrid format which delivers an exponential return on your reach, leading to contact with more potential leads and audience segments.



**2,000+**

Active NCAJ  
Members



**30+**

Continuing Legal Education  
Programs Annually



**2,000+**

Continuing Legal Education  
Attendees in 2022



**380,000**

Impressions on NCAJ Social  
Media Platforms in 2022



**1,200+**

Average Daily  
Webpage Views in 2022

When you become an NCAJ partner, you maximize your visibility all year long with our members. The partnership packages below are fully integrated to ensure that your company or organization will leverage NCAJ's powerful brand presence and reach across our digital, print and in-person opportunities.

# CLE Programming Schedule for 2023-2024

## PROJECTED FALL 2023- SPRING 2024 SCHEDULE

### SEPTEMBER

- 15 Family Law Specialization Exam Review
- 22 Workers' Compensation Seminar: Quirky Issues
- 27 Updates from the Camp Lejeune Justice Act Leadership\*

### OCTOBER

- 13 Fall Conference for Paralegals
- 20 Social Security Disability Seminar

### NOVEMBER

- 3 Caps on Damages

### DECEMBER

- 1 30th Annual Workplace Torts & Workers' Comp
- 8 Criminal Seminar

### JANUARY

- 26 Professional Negligence Seminar

### FEBRUARY

- 2 Employment Law Seminar
- 9 DWI
- 16 Auto Torts Seminar
- 21 Ethics Hot Issues Seminar\*\*
- 21 Products Liability/Mass Torts\*\*
- 23 Disbursements Seminar

### MARCH

- 1 Land Condemnation Seminar
- 15 Women's Caucus Retreat

### APRIL

- 12 29th Annual Workers' Comp Roundtable
- 25-26 Death Penalty Seminar

### MAY

- 3 Auto Torts Seminar

### JUNE

- 14 Summer Conference for Paralegals
- 12-15 Convention at the Wilmington Convention Center

*Schedule as of 8/09/23. Please note that dates and program titles are subject to change.*

*\*We will be offering quarterly Camp Lejeune Programming in response to the Camp Lejeune Justice Act's impact on trial lawyers in North Carolina. Stay tuned for more information on dates and opportunities coming soon.*

*\*\*Half day, virtual only*

# NCAJ Convention 2024 at the Wilmington Convention Center

Each June, NCAJ's Annual Convention offers a unique opportunity for significant engagement and brand promotion with our membership. This year, June 12-15, we will gather at the Wilmington Convention Center and various off-site locations throughout the Port City.

**We hope you will plan to join us for the largest gathering of trial lawyers in North Carolina.**

## CONVENTION EXHIBITOR

Be a part of the largest gathering of trial lawyers in the Tar Heel State.

**\$5,000**

- ☑ Six-foot table with power and tablecloth in exhibit concourse for Convention and Summer Conference for Paralegals
- ☑ Company logo/link/description featured prominently on Convention custom website
- ☑ Company logo/link/description featured prominently in Convention print program (all assets must be received by May 5 to ensure inclusion in print materials)
- ☑ Two representatives per booth with breakfasts and lunches included – additional representatives are welcome at \$125 per person
- ☑ Two tickets to all Convention social events throughout the weekend, including Wednesday evening Sponsor Welcome Party, hosted by NCAJ Leadership
- ☑ Virtual exhibit booth in the event app (all assets must be received by June 1 to ensure inclusion in app)
- ☑ Thank you posts throughout the weekend on social media across NCAJ branded channels





# Annual Preferred Partner Packages

## BRONZE

Get to know NCAJ and let us show you how we can help you build your business.

**\$7,500** BENEFITS VALUED AT \$9,500

### CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ Choice of exhibit booth location, based on order of investment

### MARKETING BENEFITS

- ☑ Company logo/link/description featured prominently on NCAJ Preferred Partner webpage
- ☑ Company link posted regularly across NCAJ branded social media accounts (up to 6 times per year)
- ☑ Logo featured quarterly on Preferred Partners listing in NCAJ's award-winning print magazine *Trial Briefs*

### CLE BENEFITS

- ☑ Non-exclusive sponsorship at your choice of **ONE** hybrid NCAJ CLE program\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth



## SILVER

Enjoy access to a full suite of section CLE or a smattering of varied programs.

**\$10,000** BENEFITS VALUED AT \$13,500

### CONVENTION BENEFITS

- ✓ All Convention Exhibitor benefits listed on page 4
- ✓ Choice of exhibit booth location, based on order of investment

### MARKETING BENEFITS

- ✓ All Bronze Preferred Partner marketing benefits listed on page 5
- ✓ One-time receipt of the **full** NCAJ membership list (2,000+ contacts)

### CLE BENEFITS

- ✓ Non-exclusive sponsorship at your choice of **THREE** hybrid NCAJ CLE programs\*
- ✓ Logo/link/description on each event registration page
- ✓ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ✓ Social media recognition on day of program across NCAJ branded accounts
- ✓ Speaking opportunity for two to three minutes during program
- ✓ Six-foot table with tablecloth





## GOLD

Get the biggest bang for your buck and expand your digital reach.

**\$15,000** BENEFITS VALUED AT \$18,500

### CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ Choice of exhibit booth location, based on order of investment

### MARKETING BENEFITS

- ☑ All Bronze and Silver Preferred Partner marketing benefits
- ☑ Company logo and link featured prominently in **every** issue of biweekly Community View newsletter (2,000+ contacts per send)

### CLE BENEFITS

- ☑ Non-exclusive sponsorship at **SIX** hybrid NCAJ CLE programs\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth

# PLATINUM

Score our VERY best deal – SIX CLEs, increased Convention Sponsorship and universal promotion.

**\$20,000** BENEFITS VALUED AT \$28,000

## CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ Premium choice of table location in exhibit concourse
- ☑ Company logo and link prominently featured on all Convention emails (15+ over the course of four months to various segments of the full NCAJ database)
- ☑ Company logo and link prominently featured on all Convention physical signs, signage and slides
- ☑ Custom ads with company logo and link prominently featured in Convention app during event and for **three** months following
- ☑ Week-of social media promotion and shout outs across all NCAJ branded accounts
- ☑ Choice of one business speaking opportunity from a list provided upon agenda confirmation

## MARKETING BENEFITS

- ☑ All Bronze, Silver and Gold Preferred Partner marketing benefits
- ☑ Company logo and link featured prominently as Preferred Partner in the footer of **every**

page of NCAJ's award-winning website (~1,200 average views per day)

- ☑ Opportunity to include up to 500 words of company-sponsored content in one issue of *Trial Briefs* magazine

## CLE BENEFITS

- ☑ Non-exclusive sponsorship at **SIX** hybrid NCAJ CLE programs\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day-of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth
- ☑ Opportunity to provide a two to three minute video to be included in on-demand production, which will be available for purchase and download for three years (potentially ~100s of views per year, depending on the program)



# RUBY

The definition of Preferred Partner

**\$30,000** BENEFITS VALUED AT \$42,000

## CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ All Platinum Preferred Partner Convention benefits listed above
- ☑ Sponsorship of and access to VIP Lounge for NCAJ Sustainers and leaders with opportunity to display branded promotional items
- ☑ Choice of one business speaking opportunity from a list provided upon agenda confirmation

## MARKETING BENEFITS

- ☑ All Bronze, Silver, Gold and Platinum Preferred Partner marketing benefits
- ☑ Custom ads in NCAJ database TrialSmith, both on page and in daily sends of eClips e-newsletter and NCAJ section, division and caucus listserv digests

## SPEAKER SERIES BENEFITS

- ☑ Non-exclusive sponsor of NCAJ Diversity, Equity and Inclusion Speaker Series, a quarterly program that will bring in local, regional and national experts to discuss and hold space for hard conversations around these vital topics

- ☑ Company logo and link prominently featured on all Speaker Series emails (several sends per session to full NCAJ member list and NC State Bar list)
- ☑ Day of social media promotion across all NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program

## CLE BENEFITS

- ☑ Non-exclusive sponsorship at **EIGHT** hybrid NCAJ CLE programs\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day-of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth
- ☑ Opportunity to provide a two to three minute video to be included in on-demand production, which will be available for purchase and download for three years (potentially ~100s of views per year, depending on the program)

# SAPPHIRE

YOU are one of US, and where we go, you'll be there too.

**\$40,000** BENEFITS VALUED AT \$55,000+

## CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ All Platinum and Ruby Preferred Partner Convention sponsorship benefits listed above
- ☑ Named sponsor of ALL social events
- ☑ Choice of TWO speaking opportunities (one social; one business) from list provided once the agenda is confirmed

## MARKETING BENEFITS

- ☑ All Bronze, Silver, Gold, Platinum and Ruby Preferred Partner marketing benefits
- ☑ NCAJ Sapphire Preferred Partner Lapel Pin
- ☑ Four tickets to NCAJ Sustainer Appreciation Event in April 2024 celebrating all NCAJ Sustaining members, leaders and NEXT fellows

## SPEAKER SERIES BENEFITS

- ☑ All Ruby Preferred Partner speaker series benefits listed on page 9

## CLE BENEFITS

- ☑ Non-exclusive sponsorship at **TEN** hybrid NCAJ CLE programs\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day-of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth
- ☑ Opportunity to provide a two to three minute video to be included in on-demand production, which will be available for purchase and download for three years (potentially ~100s of views per year, depending on the program)

# DIAMOND

Our highest level of partnership.

**\$50,000+** BENEFITS VALUED AT \$65,000+

## CONVENTION BENEFITS

- ☑ All Convention Exhibitor benefits listed on page 4
- ☑ All Platinum, Ruby & Sapphire Preferred Partner Convention sponsorship benefits
- ☑ First choice of exhibit booth location
- ☑ Four Convention registrations for booth staff, etc.

## MARKETING BENEFITS

- ☑ All Bronze, Silver, Gold, Platinum, Ruby and Sapphire Preferred Partner marketing benefits
- ☑ NCAJ Diamond Preferred Partner Lapel Pin
- ☑ Ability to work with NCAJ to present custom programming to various groups, including NCAJ NEXT cohorts, at Convention, etc.
- ☑ Named Paralegal Division sponsor, which includes the ability to host socials and present at all paralegal CLE programming
- ☑ Opportunity to display signage in NCAJ office at all times
- ☑ Co-branding opportunities with NCAJ on organizational swag items, including pens, pads, cups, totes etc.
- ☑ Four tickets to NCAJ Sustainer Appreciation Event in April 2024 celebrating all NCAJ Sustaining members, leaders and NEXT fellows

## SPEAKER SERIES BENEFITS

- ☑ All Ruby Preferred Partner speaker series benefits listed on page 9

## CLE BENEFITS

- ☑ Non-exclusive sponsorship at **TEN** hybrid NCAJ CLE programs\*
- ☑ Logo/link/description on each event registration page
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Social media recognition on day-of program across NCAJ branded accounts
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth
- ☑ Opportunity to provide a two to three minute video to be included in on-demand production, which will be available for purchase and download for three years (potentially ~100s of views per year, depending on the program)

# A La Carte Offerings

## CONVENTION A LA CARTE SPONSORSHIP OPPORTUNITIES

*More opportunities will be available as the agenda is finalized.*

### NON-EXCLUSIVE CONVENTION SPONSOR OPPORTUNITIES

**\$2,500**

- ✓ Live entertainment
- ✓ Socials throughout the weekend
- ✓ NCAJ annual meeting and awards presentation
- ✓ Breakfasts/lunches/coffee bars

### EXCLUSIVE CONVENTION SPONSOR OPPORTUNITIES

**\$5,000**

- ✓ Lanyards
- ✓ Wifi
- ✓ Registration
- ✓ Name Badge
- ✓ Welcome Reception (pending availability)
- ✓ Afterparties
- ✓ Event App

## EXCLUSIVE SOCIAL SPONSORSHIPS

All of the above sponsorships are typically offered as co-sponsorship opportunities. For an increased rate, NCAJ's sponsorship team would be happy to explore **exclusive** opportunities for you and your business during the course of the weekend's agenda.

Exclusive sponsorship opportunities may include the ability to create custom branded swag, such as champagne or pint glasses, t-shirts, registration bags etc. that prominently feature your brand. These opportunities are extremely limited and in high demand by our Preferred Partners.

### EXAMPLES OF SOCIAL EVENTS OR SPECIALTY OPPORTUNITIES

- ✓ Breakfast
- ✓ Lunch
- ✓ Mimosa/Bloody Mary bar
- ✓ Coffee bar
- ✓ Social event offsite
- ✓ Entertainment
- ✓ NCAJ Annual Meeting





# CLE A LA CARTE SPONSORSHIP OPPORTUNITIES

Throughout the CLE season, we have several one-off CLEs that offer access to unique audiences and cross-sections of the NCAJ membership. Sponsorship opportunities for these CLEs are offered as a la carte additions to your Preferred Partner package for **\$2,000** per.

Limited opportunities are available for businesses who may be interested in sponsoring NCAJ events as introductory or one-off instances **without** a Preferred Partner annual agreement. If your business is interested in learning more about these options, please contact Hallie Kennedy.

## SPONSORSHIP BENEFITS FOR EACH HYBRID PROGRAM INCLUDE:

- ☑ Logo/link/description on each event registration page
- ☑ Social media recognition on day-of program across NCAJ branded accounts
- ☑ Logo/link on each marketing email send (minimum four per program over 60-90 days)
- ☑ Speaking opportunity for two to three minutes during program
- ☑ Six-foot table with tablecloth

*\*Exclusions apply for special seminars and timely programs. See NCAJ team members for details.*

# Ready to Learn More?

## LET'S CHAT!



Contact **Hallie Kennedy**, Senior Director  
of Marketing & Strategic Initiatives

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**NCAJ**