NABL Sponsorship Program

ANNUAL ENGAGEMENT OPPORTUNITIES

Be recognized as a leader in Public Finance

nabl

Mission Sponsor Opportunities

Mission Sponsors receive **year-round recognition** at three different levels, designed primarily for legal firms and those who want to champion high-quality continuing legal education in public finance and preserve the tax-exempt status of municipal bonds.

LEVEL BENEFITS	BRONZE - $4,500	SILVER - $7,500	GOLD - $9,500
10% discount on up to two (2) registrations for The Essentials or The Workshop	●	●	●
Usage rights of the NABL Mission Sponsor logo	●	●	●
Recognition on the NABL website, social media, and conferences	●	●	●
Professional development dollars valid for The Essentials or The Workshop registrations		$2,200	$4,400
Company profile in the NABL newsletter and LinkedIn			●
Priority listing in sponsorship materials			●
Recognition in NABL's quarterly scholarly journal, *The Bond Lawyer*			●





THE ESSENTIALS - tailored to new bond law practitioners

THE WORKSHOP - NABL's annual meeting and educational conference for all market participants

Corporate Sponsor Opportunities

Engage with NABL at two tiers to reach an elite group of public finance practitioners and decision-makers nationwide. Industry Sponsors receive **year-round recognition** and brand visibility that keep their organization in front of the NABL community. Strategic Industry Partners become embedded in NABL's educational and community engagement ecosystem through premium visibility and thought leadership opportunities.

INDUSTRY SPONSOR - $5,000

Includes Brand Visibility and Strategic Marketing

- Usage rights of the NABL Corporate Sponsor Logo
- Company profile in the NABL newsletter
- Recognition on the NABL website, social media, and conferences
- The Workshop pre-conference attendee list without personal contact information





STRATEGIC INDUSTRY PARTNERS - $12,500

Includes Brand Visibility, Strategic Marketing, Thought Leadership, and Content Collaboration

- Usage rights to the NABL Corporate Sponsor Logo
- One Thought Leadership article published on the NABL website and promoted across marketing channels
- One CLE or non-CLE Webinar Collaboration
- Presenting sponsor of two Committee All-Hands Meetings
- Recognition on the NABL website, social media, and conferences
- Conference App advertising, banner ad placed in conference of choice
- The Workshop pre-conference attendee list without personal contact information

Ad-Hoc Opportunities

Design a custom partnership. Select from our individual, ad-hoc sponsorship options to build a targeted sponsorship package that aligns perfectly with your timeline, budget, and specific business goals.

THOUGHT LEADERSHIP – $2,500 INVESTMENT

Sponsored Article published on the NABL website, includes:

- Freedom of content creation with a 1,000-word limit for the piece
- Digital footprint on the NABL website and boosted SEO
- Two mentions in *The Weekly Wrap*, NABL's member-exclusive newsletter, distributed every Friday to more than 2,000 active readers
  - First mention will be the lead story for the week
  - Second mention will be an ICYMI one to two weeks after
- Two LinkedIn posts
  - One post will directly publish the piece as an article on LinkedIn, giving it more pickup within the platform and long-term visibility through the NABL account
  - Another post will reinforce the article published on the NABL website one or two weeks after
  - Both posts will tag sponsor as a contributor to drive engagement
- One mention in the newsletter and on LinkedIn during the following quarter to increase lifetime, two to three months after original publication







Ad-Hoc Opportunities

IN-PERSON AND VIRTUAL EVENTS – STARTS AT $1,000 INVESTMENT

Young Lawyers Network (YLN) Virtual Gathering ($1,000), includes:

- Live 45- to 60-minute program delivered virtually, exclusive to the NABL YLN members
- Sponsored poll questions (two max) for the audience
- Two social media posts promoting the webinar
- Two direct emails promoting the webinar
- Individual sponsor shoutout at the start and end of the webinar

Committee All-Hands Meetings ($2,500 quarterly package, limited to four sponsors for the year)

- Live 60- to 75-minute CLE program delivered virtually, open to NABL members and non-members
- Sponsored poll questions (two max) for the audience
- Two social media posts promoting the webinar
- Two direct emails promoting the webinar
- Individual sponsor shoutout at the start and end of the webinar

In-Person Conferences ($3,000), includes:

- Sponsor table at the event with up to two representatives on the ground
- One pre-event email communication about connecting with the sponsor at the event
- Pre-conference attendee list







Ad-Hoc Opportunities

IN-PERSON AND VIRTUAL EVENTS – STARTS AT $1,000 INVESTMENT

Non-CLE Webinar Content Collaboration ($4,500), includes:

- Live 60- to 75-minute CLE program delivered virtually, open to NABL members and non-members
- Present your own topic with NABL expertise on the panel
- Products and services demo
- Three social media posts promoting the webinar
- Two direct emails promoting the webinar
- “Presented By” tagline on all marketing materials, including email headers, LinkedIn graphics, event webpage, registration page
- Thank you to sponsor post-event on LinkedIn and by email
- **Additional $1,500** to convert webinar to an on-demand offering (two-year shelf life)

CLE-Webinar Sponsor ($6,000), includes:

- Live 60- to 75-minute CLE program delivered virtually, free and open to both NABL members and non-members
- Individual sponsor shoutout at the start and end of the webinar
- Opening remarks from sponsor (90 seconds)
- Logo placement as event sponsor on social media and email graphics promoting the webinar
- Three social media posts promoting the webinar
- Two direct emails promoting the webinar
- Thank you to sponsor post-event on LinkedIn and by email
- “Sponsored By” tagline on the event webpage and registration page
- Sponsored poll, we’ll share out results
- **Additional $2,000** to convert webinar to an on-demand offering (two-year shelf life)





Ad-Hoc Opportunities

DIRECT ADVERTISEMENT – STARTS AT $1,500 INVESTMENT

Ad Placement in NABL Publications: *The Weekly Wrap* - $1,500, includes:

- *The Weekly Wrap* is our exclusive member newsletter delivered every Friday morning. With a 65% open rate, this communication guarantees that two out of three members will see your message.
- Banner ads in three editions of the newsletter, spread across weeks or months, depending on your needs
- Direct email distribution to NABL members with high visibility

Ad Placement in NABL Publications: *The Bond Lawyer* - $2,500, includes:

- *The Bond Lawyer* is a quarterly scholarly journal exclusively distributed to NABL members and one of our highly downloaded member benefits.
- Full or half page ad in three editions for the year
- Direct email distribution to NABL members

Retargeting Advertising:

- Multiple packages starting at $3,500 to maximize your product's visibility and impact by displaying your ads to our website visitors.
- Up to 100,000 impressions
- Reporting and analytics provided post campaign







Thank You

Please contact **nabl@nabl.org**
for more information.



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