

Promote Your Organization with CDPA!

The mission of the Capital District Paralegal Association, Inc. (CDPA) is to encourage and strengthen paralegals in their work as professionals in the legal field. We seek to accomplish this through our Continuing Legal Education Seminars, Pro-Bono and Professional Development work, and numerous other activities.

As a CDPA sponsor or advertiser, you will join a dedicated group of organizations committed to upholding the value of both the legal and paralegal professions while promoting the advancement of each. Our sponsorship and advertising opportunities are valuable tools that will help maximize your exposure to CDPA members and their employers, vendors and suppliers serving the legal profession, and state and federal government agencies.

As a CDPA sponsor or advertiser, your marketing tools may include (benefits determined by sponsorship/advertiser level—see next page for details):

- Your organization's name and logo on the CDPA website, which provides

valuable legal resources such as locating expert witnesses, process servers, legal copying needs, and other businesses that provide necessary services

- A link to your organization's internet site available on the CDPA website
- Tickets to CDPA events
- Advertisement space in *ParaNews*, CDPA's informational and educational e-newsletter distributed to more than 100 members and associated companies
- Distribution of your organization's flyers or advertisements at CDPA events
- Opportunity to disseminate information regarding your organization to the CDPA membership via email by the Sponsorship Director

CDPA's sponsorship and advertiser benefits are outlined in more detail on the next page. If you have any questions please feel free to contact the Sponsorship Director at CDPA.sponsorship@gmail.com.

Start enjoying the benefits of increased publicity, customer contacts, and professional associations potentially gained by becoming a CDPA sponsor or advertiser!

Return completed portion below to: CDPA ▪ PO Box 12562 ▪ Albany, NY 12212-2562

Organization Name _____

Contact Person _____

Address _____

Phone _____

E-mail _____

Sponsor Type (choose one):

Silver Level Sponsorship \$200

Gold Level Sponsor \$300

Platinum Level Sponsor \$400

Diamond Level Sponsor \$1000

Newsletter Advertiser Type (choose one):

Silver Level Advertiser \$40

Gold Level Advertiser \$75

Platinum Level Advertiser \$100

Diamond Level Advertiser \$200

Website Advertiser Type (choose one):

Silver Level Web Advertiser \$75

Gold Level Web Advertiser \$100

Platinum Level Web Advertiser \$150

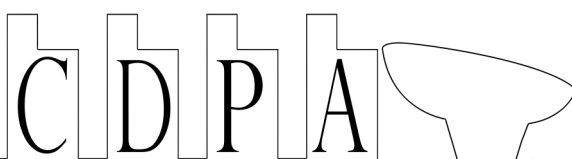
We would like to become a (choose and complete appropriate column to the right):

Corporate Sponsor Newsletter Advertiser

Educational Sponsor Website Advertiser

**Please make check payable to:
Capital District Paralegal Association, Inc.**

Check Enclosed for \$ _____



CDPA Sponsorship and Advertiser Benefits

SPONSORSHIP LEVELS

SILVER – \$200 per year

- Logo with link from CDPA website which provides access to NFPA and ESAPA
- 1 ticket per sponsor year to attend CDPA's Membership Appreciation Event
- CDPA will distribute flyers/brochures at 2 CDPA events*
- CDPA will send 1 message to its members via the CDPA member e-mail communication*

GOLD – \$300 per year

- Business card size (3 3/4" wide x 2" high) ad in CDPA's eNewsletter, *ParaNews*
- Logo with link from CDPA website which provides access to NFPA and ESAPA
- 1 ticket per sponsor year to attend CDPA's Membership Appreciation Event
- CDPA will distribute flyers/brochures at 3 CDPA events*
- CDPA will send 2 messages to its members via the CDPA member e-mail communication*
- The use of CDPA's name, with prior approval, in publications, announcements, etc.

PLATINUM – \$400 per year

- Quarter page (3 3/4" wide x 5" high) ad in CDPA's eNewsletter, *ParaNews*
- Logo with link from CDPA website which provides access to NFPA and ESAPA
- 1 ticket per sponsor year to attend CDPA's Membership Appreciation Event
- CDPA will distribute flyers/brochures at 4 CDPA events*
- CDPA will send 2 messages to its members via the CDPA member e-mail communication*
- The use of CDPA's name, with prior approval, in publications, announcements, etc.

DIAMOND – \$1,000 per year

- Full page (7 1/2" wide x 10" high) ad in CDPA's eNewsletter, *ParaNews*
- Logo with link from CDPA website which provides access to NFPA and ESAPA
- 1 ticket per sponsor year to attend the Membership Appreciation Event & 1 ticket for any CDPA event
- CDPA will distribute flyers/brochures at 5 CDPA events*
- CDPA will send 2 messages to its members via the CDPA member e-mail communication*
- The use of CDPA's name, with prior approval, in publications, announcements, etc.

EXCLUSIVE – \$2,500 per year (contact the Sponsorship Director for further details)

***It is the sole responsibility of the Sponsor to provide the Sponsorship Director with all logos, URL's for links, advertisement, announcement information and materials without solicitation on the part of CDPA.**

E-NEWSLETTER ADVERTISER LEVELS

SILVER – \$40 per year

- Business card size (3 3/4" wide x 2" high) ad

GOLD – \$75 per year

- Quarter page (3 3/4" wide x 5" high) ad

PLATINUM – \$100 per year

- Half page (7 1/2" wide x 5" high) ad

DIAMOND – \$200 per year

- Full page (7 1/2" wide x 10" high) ad

WEBSITE ADVERTISER LEVELS

SILVER – \$75

- Three months

GOLD – \$100

- Six months

PLATINUM – \$150

- One year

⇒ Ads appear on the CDPA home page and landing page of the members section and include link to advertiser website

