

2024 SPONSORSHIP OPPORTUNITIES



Minnesota Paralegal Association
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Dear Current and Potential MPA Sponsors:

As we approach 2024, the Minnesota Paralegal Association (MPA) is planning not only for another great year, but MPA is also celebrating its 50th Anniversary! As an organization in the legal industry, our sponsors are a key component to our growth. MPA sincerely appreciates the support of our sponsors and vendors, who both contribute to the success of our organization, and provide our members with opportunities to be exposed to new and vital products, services, and expertise of which they might otherwise be unaware. As a sponsor, you have the opportunity to get your name out to hundreds of paralegals statewide.

With your support, we can continue to advance our mission by providing excellent educational programs and networking events throughout the year for our members. Your continued participation as a sponsor and member is crucial to our success as an organization.

MPA strives to support and educate our members, students, and other legal professionals. One of our biggest goals and accomplishments is to continue to offer Continuing Legal Education (CLE) Seminars for our practice-area Sectionals at no cost to our members. We have been successful in providing multiple monthly seminars related to a variety of areas of law including Employment, Family, Litigation, Probate/Tax, Real Estate, and Intellectual Property, as well as informative Diversity, Equity & Inclusion Webinars.

MPA offers five sponsorship levels. Each level has different benefits designed to fit your organization's needs and budget. You will also see that with each sponsorship level, there is a designated number of associate memberships, as well as advertising and marketing opportunities. Our goal is to give each sponsor the opportunity to attend MPA events, meet and speak with our members, and promote awareness of their products and services.

During the calendar year, MPA reaches out to our vendors and sponsors for additional support for events and meetings. We host two to three planned events each year, such as our Annual Convention and our Fall Gathering, in addition to CLE Seminars and Networking Events. We always welcome sponsor support or a hosting opportunity and have listed these upcoming events for your budget-planning purposes.

We invite you to review the 2024 Sponsorship Program and ask that you consider joining as a corporate sponsor for the coming year. With your help and feedback, MPA can continue to grow and serve the paralegal profession throughout the state of Minnesota.

Please feel free to contact us at sponsorships@mnparalegals.org with any questions and thank you for your support in our mission. We look forward to working with you!

Warm regards,



Aprille Beyer, MnCP
2023 MPA President

[SIGN UP HERE FOR YOUR 2024 SPONSORSHIP](#)

About MPA



MPA is a voluntary, non-profit professional association composed of paralegals living or working in the State of Minnesota dedicated to fostering the growth and development of the paralegal profession by:

- Promoting a high standard of professionalism and ethics to the legal community as well as the general public;
- Encouraging communication among paralegals and related organizations locally and nationally;
- Providing networking opportunities for our members;
- Supporting the ongoing education and professional development of paralegals;
- Maintaining relevancy in a changing world;
- Encouraging pro bono or community service involvement through MPA or other non-profit organizations; and
- Promoting diversity of its members.

The Minnesota Paralegal Association ("MPA") was formed in 1974 and is affiliated with the National Federation of Paralegal Associations ("NFPA"). MPA is one of the founding NFPA Associations.

Membership

MPA offers voting, associate, and student memberships to eligible individuals. Membership demographics as of August 31, 2023 are as follows:

Voting	358
Greater Minnesota	72
Associate (17 sponsors)	77
Student	29
Emeritus	1
Total	537

Benefits

MPA offers a number of benefits including members-only events; free Sectional meetings; greater Minnesota Chapters in Duluth, St. Cloud, Rochester, and Mankato; pro bono and community service; student affiliation; networking; certification, including NFPA certifications and the Minnesota Certified Paralegal; newsletter; members-only job bank; and mentoring.

Events

MPA holds several events throughout the year. Several practice-area Sectionals are held each month, and Greater Minnesota Chapters in Duluth, St. Cloud, Rochester, and Mankato meet monthly. Additionally, MPA typically holds two or three large-scale events each year including our Annual Convention and Fall Gathering Membership Meeting.

SPONSORSHIP LEVELS & BENEFITS

Platinum Sponsor

\$2,000.00 (USD)

Bundle (up to 5 Associate* Members)

- All Gold Sponsor Benefits;
- Five (5) Associate* Memberships;
- Opportunity to publish four (4) articles in the Citations Newsletter;
- Full page advertisement in each Citations newsletter;
- Two (2) e-blasts to member directory; and
- Convention Benefits: full page advertisement in the Convention Booklet, choice of booth location, 50% discount on booth fee

Gold Sponsor

\$1,500.00 (USD)

Bundle (up to 4 Associate* Members)

- All Silver Sponsor Benefits;
- Four (4) Associate* Memberships;
- Opportunity to publish three (3) articles in the Citations Newsletter;
- Half page advertisement in each Citations newsletter;
- One (1) e-blast to member directory; and
- Convention Benefits: prime booth location, 25% discount on booth fee, 1/2 page advertisement in the Convention Booklet

**Members eligible for Voting Membership will receive a complementary upgrade upon request.*

Silver Sponsor

\$1,000.00 (USD)

Bundle (3 Associate* Members)

- All Bronze Sponsor Benefits;
- Three (3) Associate* Memberships;
- Opportunity to publish two (2) articles in Citations;
- Quarter page advertisement in each Citations newsletter; and
- 25% discount on booth fee at the Annual Convention

Bronze Sponsor

\$500.00 (USD)

Bundle (2 Associate* Members)

- Hyperlinked logo on the homepage and sponsor page of MPA website signifying your sponsorship level;
- Two (2) Associate* Memberships;
- Opportunity to publish one (1) article in an issue of the Citations Newsletter;
- Hyperlinked logo on the sponsorship page of the Citations Newsletter;
- Two (2) Associate Members may attend MPA events at member rates;
- Special name badge for all MPA events with sponsorship level;
- Acknowledgment at all MPA events;
- Logo in the Annual Convention Booklet
- Opportunity to have one (1) member of your team featured in the Sponsor Spotlight article of the Citations; and
- Business card size (1/8 page) advertisement in each Citations newsletter

**Members eligible for Voting Membership will receive a complementary upgrade upon request.*

Friend of MPA

\$250.00 (USD)

Bundle (1 Associate* Member)

- Hyperlinked logo on the sponsor page of MPA website signifying your sponsorship level;
- One (1) Associate* Membership;
- Hyperlinked logo on the sponsorship page of the Citations Newsletter;
- One (1) representative may attend MPA events at member rates;
- One (1) name in the Member database and email list;
- Special name badge for all MPA events signifying your sponsorship level; and
- Acknowledgment at all MPA events
- Logo in the Annual Convention Booklet

Printing Sponsor

In-Kind

Bundle (up to 3 Associate* Members)

- All Gold Sponsor Benefits;
- Three (3) Associate* Memberships; and
- Logo on all MPA print materials.















**Members eligible for Voting Membership will receive a complementary upgrade upon request.*

Important Information

- ★ Sponsorships are good for one calendar-year, January - December.
- ★ Eligible members will receive a complementary upgrade to Voting Membership upon request.
- ★ Citations articles are subject to approval by MPA's Citations Editor and Director of Marketing, and the topic/subject area must contain substantive content not strictly focused on marketing your service.
- ★ Advertisements must comply with MPA's Advertising Contract and are subject to refusal by MPA's Director of Marketing.
- ★ MPA typically holds 2 or 3 major events each year: Annual Convention and Fall Gathering. Event benefits are applicable to these events. Additional event sponsorships and advertising opportunities are available.
- ★ Sponsors are invited to contact Sectional Chairs and the Director of Professional Development for opportunities to speak at MPA's Sectionals. Presentations must be substantive in nature and are subject to approval by MPA's Director of Professional Development.
- ★ MPA reserves the right to choose the placement of all advertising and sponsorship logos.

Special thanks to our Annual Sponsors for their partnership with MPA:

Platinum Annual Sponsor  HAMLINE UNIVERSITY	Gold Annual Sponsor  MITCHELL HAMLINE School of Law
Silver Annual Sponsor  CAPITOL LIEN ATTORNEYS • LEGALISTS • REAL ESTATE	Bronze Annual Sponsor  Adobe
Bronze Annual Sponsor  COBBLESTONE	Bronze Annual Sponsor  LEXITAS™
Bronze Annual Sponsor  PRO LEGAL Service of Process Experts	Bronze Annual Sponsor  Robert Half
Bronze Annual Sponsor  Shepherd Data Services	Friends of MPA Annual Sponsor  BEACON HILL Empowering the Future
Friends of MPA Annual Sponsor  VERITEXT LEGAL SOLUTIONS	Want to become an Annual Sponsor? 



Advertising Opportunities

The Minnesota Paralegal Association publishes an electronic newsletter, *Citations*. Advertising space is available for legal services industry companies looking to reach over 600 paralegals working and living throughout Minnesota. Our diverse members work in law firms of all sizes, in-house legal departments, government agencies, and non-profits and other legal aid providers throughout the metro and greater Minnesota. Advertising rates are as follows:

		Monthly	Annual
Full Page	10x7.5"	\$150.00	\$1,200.00
1/2 Page	4.5x7.5" or 10x3.5"	\$100.00	\$ 800.00
1/4 Page	4.5x3.5"	\$ 75.00	\$ 600.00
1/8 Page	3.5x2"	\$ 50.00	\$ 400.00

Format

Art must be high resolution and submitted via email to citations@mnpa.org after acceptance of this contract and payment. Art must be in .jpg or .png format.

Newsletter Deadlines

Deadline for submission of ads and payment is the fifteenth day of the month preceding the issue. Example: June 15th would be the deadline for the July issue.

Ad Placement

Although placement requests will be considered whenever possible, MPA reserves the right to place ads within the publication at locations it deems appropriate.

Payment

Payment for your advertisement must be made in advance, and your artwork must be supplied by the appropriate deadline. Please make your check payable to MPA and mail to the address above or complete the online submission form. Payments are non-refundable.

Right of Refusal

MPA reserves the right to decline publication of advertisements at the discretion of MPA's Director of Marketing. Questions regarding content and format can be directed to marketing@mnpa.org prior to payment.

*MPA's policy is not to endorse any advertiser.
Therefore, publication of advertisements does not constitute an endorsement.*

Please contact info@mnpa.org for more information on placing an ad.

Annual Convention Opportunities

Plan ahead, and budget for these exclusive 2024 Annual Convention sponsorship opportunities!*

Exhibit Booth Rental: \$575 for MPA members or \$675 for non-members.

Break Partner: \$150 (limited spots available; first come, first serve)

Breakfast Partner: \$300 (limited spots available; first come, first serve)

Lunch Partner: \$400 (limited spots available; first come, first serve)

Workshop Champion: \$50 (limited spots available; first come, first serve)

Program Booklet Ads: \$50 for Business-Card size / \$150 for Full Page size

Lanyard Sponsor: Donate your branded lanyards for attendee name badges

Swag Bag Sponsor: Donate your branded tote bag for attendee swag bags

Door Prize Sponsor: Donate a door prize(s)

Fall Gathering Opportunities

In 2024 the Minnesota Paralegal Association turns 50! The MPA's Fall Gathering will coincide with a 50th Anniversary Gala this year.

Plan ahead, and budget for these exciting 2024 Fall Gathering sponsor opportunities!

Door Prize Sponsor: Donate a door prize(s)

More opportunities to be announced as events for the 50th Anniversary are planned.

MORE INFORMATION ON ANNUAL CONVENTION & FALL GATHERING OPPORTUNITIES WILL BE RELEASED CLOSER TO THE EVENT DATE. KEEP AN EYE ON YOUR INBOX AND PLAN AHEAD TO TAKE PART IN THESE EXCITING EVENTS!

**Prices are subject to change pending the release of the official 2024 Annual Convention Sponsorship Prospectus*

Ready to become a sponsor?

What kind of companies are eligible for sponsorship?

MPA welcomes vendors, law firms, non-profits, paralegal education programs, and other companies providing services in or to the legal service industry to apply for Sponsorship. Reminder: Law firms choosing to become a year-round sponsor for MPA can upgrade the included Associate Memberships to Voting Memberships for eligible members of their team!

How do I sign up?

You can sign up for your 2024 sponsorship preferences [here](#). Once you have submitted your application, we will review and contact you with any questions. Your invoice will be emailed to you after application receipt.

Who can I contact with questions?

MPA's Vice President works with Sponsors throughout the year. You can reach the Vice President by emailing vicepresident@mnpa.org.

How long is my sponsorship good for?

Sponsorships are good for one calendar year, January - December. Complimentary upgrades for Voting members last through the current MPA membership year in which your sponsorship ends.

Are other opportunities available?

Yes! MPA works with its sponsors and other vendors to obtain event sponsorship, door prizes, and other marketing opportunities. Please contact vicepresident@mnpa.org for details!

Can I purchase your mailing list?

MPA will send broadcast e-mails on behalf of legal services vendors for a fee. Please contact info@mnpa.org for more information.

We look forward to working with you!



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