



MassNAELA[®]

National Academy of Elder Law Attorneys

Massachusetts Chapter

Leading the Way in Special Needs and Elder Law in MassachusettsSM

Sponsorship Opportunities

Thank you for your interest in becoming a Massachusetts Chapter of the National Academy of Elder Law Attorneys (MassNAELA) sponsor/vendor! Our Chapter currently consists of about 450 members. Below are several different opportunities to reach our membership via sponsorships that occur throughout the year. These sponsorships will be available to the first organizations to contact Clarence Richardson, Chapter Director, at Clarence@MassNAELA.com. Please reach out if you have any questions and thank you again for your interest!

Opportunity #1: Annual Sponsorship – Each year MassNAELA seeks sponsors that would like to financially support MassNAELA’s mission to educate, inspire, serve, advocate, and provide community to attorneys with practices in elder and special needs law. Below is a list of the benefits of this sponsorship.

Benefits: Your organization will be able to host a vendor table prior to two dinner meetings (June 4, 2020 and September 17, 2020) see Opportunity #5 below for full description. Your organization will also receive a listing on our Online Vendor List (Opportunity #3 below), and a spot at the annual Vendor Fair (Opportunity #4 below). Lastly, your organization will receive recognition prior to webinars that are hosted by MassNAELA.

Cost: \$1,500.00

Sponsorships Available: 5-10 per year

Opportunity #2: Elder Law Institute – Each year in March or April MassNAELA hosts the Elder Law Institute. This is a full day program usually held on a Friday and is generally attended by over 100 attorneys and other professionals. This event is open to professionals that are not members of MassNAELA. This year’s topic is **The Legal, Clinical and Practical Challenges of Assisting Younger Clients Who Require Complex/ Long-Term Care** and will take place on Friday, March 6, 2020, at New England Law Boston from 8:30 AM – 4:30 PM.

Benefits: Your organization will receive one ticket to the event. You will be able to set up marketing materials near the registration table and will be able to network with attendees during registration and breaks. Additionally, your organization’s representative will have up to 3 minutes to briefly address the attendees at the beginning of the day, and following the lunch break.

Cost: \$2,500.00

Sponsorships Available: 2 (Only 1 left for 2020)

Opportunity #3: Online Vendor List – Most of the MassNAELA website can be viewed by the public, however a portion of the website is only available when members sign-in. One of the resources that is available exclusively to members is a list of vendors organized by category. This list is available to our approximately 450 members, and members are encouraged to refer to this list when looking for resources for their clients.

Benefits: The vendor list will contain your organization's contact information and is available to MassNAELA members 24 hours a day. This sponsorship opportunity is a full year from May 1st to April 30th of the following year. The list of vendors will also be e-mailed to the membership on a quarterly basis. Each vendor may choose one category to be listed under. Some current categories are Financial Advisors, Move Planning and Move Management, Realtors, and Health Care Advocates.

Cost: \$200.00

Sponsorships Available: 4 per category.

Opportunity #4: Vendor Fair – Each year before our Annual Meeting, MassNAELA hosts a Vendor Fair for our members. This event takes place in December and begins around 5pm on a weekday. To encourage members to interact with the vendors, MassNAELA offers a raffle prize of significant value. To be entered into the raffle each member is required to speak with each vendor. Each year, we sold out of vendor opportunities, so please reach out early.

Benefits: This is the only event where MassNAELA hosts a raffle to encourage members to speak one on one with vendors. If your organization brings a raffle prize, the winner will be drawn and your organization recognized prior to the beginning of the program. A list of all the vendors participating is circulated to our approximately 450 members prior to the event.

Cost: \$350.00

Sponsorships Available: Availability contingent upon number of Annual Sponsors.

Opportunity #5: Dinner Meetings – Each year MassNAELA hosts educational dinner meetings. Most of these meetings begin around 6pm on weekday evenings, however sometimes meetings may take place earlier in the day. These meetings are exclusive to MassNAELA members and their guests, and have an average attendance between 80-100.

Benefits: Your organization will be able to set up a 6-8 foot table, provided by the venue, with information about your organization. You will be able to network with members as they register and enter the room for the Dinner Meeting. Vendors are encouraged to bring a raffle prize as MassNAELA does not share attendee or member contact information. You will be provided 30 seconds – 1 minute to promote your organization before the program starts. Your organization will also receive recognition as a sponsor, in the body of the final e-mail notification sent to all members encouraging them to register for the program.

Cost: \$500.00

Sponsorships Available: Availability contingent upon number of Annual Sponsors.