



MassNAELA[®]

National Academy of Elder Law Attorneys

Massachusetts Chapter

Leading the Way in Special Needs and Elder Law in MassachusettsSM

Sponsorship Opportunities

Please note that because of the ongoing COVID pandemic MassNAELA is unsure when we will begin hosting in-person meetings again. We are hoping to offer multiple in-person or hybrid meetings as early as March 24, 2022.

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. Sponsorships will be available to the first organizations to contact Clarence Richardson, Executive 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 include your logo and elevator pitch in each of our quarterly Newsletters (see Opportunity #5, Benefit A. 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 (whether virtual or in-person subject to COVID-19 considerations), (Opportunity #4 below). Lastly, your organization will receive recognition prior to our Virtual Dinner Meetings and certain online events. You will also receive preference for sponsorship for in-person events that may become available throughout the year. **(In 2021 we hosted more than 10 webinars.)**

Cost: \$1,500.00

Sponsorships Available: 5-10 per year

Opportunity #2: Elder Law Institute – Each year in the spring (May 6, 2022 this year), 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 hybrid event is also open to professionals that are not members of MassNAELA. The 2022 topic is still under consideration.

Benefits: Your organization will receive one ticket to the event. You may set up marketing materials near the registration table and network with attendees during registration and breaks. In addition, since the event is hybrid (virtual and in-person, you will receive the e-mail addresses of the attendees that do not opt out. Finally, whether the event is in-person or virtual, 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: 3

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 include Financial Advisors, Move Planning and Move Management, Realtors, and Health Care Advocates.

Cost: \$200.00

Sponsorships Available: 4 per category.

Opportunity #4: Vendor Fair (In-person) – 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. We routinely sell out of all vendor sponsorship opportunities, so please contact me soon to reserve your spot.

Benefits: This is the only event in which MassNAELA hosts a raffle to encourage members to speak one-on-one with vendors. Your organization will be recognized and thanked prior to the beginning of the program, and if your organization provides its own raffle price, the prize winner will be drawn and awarded their prize at end of this part of the event. A list of all participating vendors is circulated to our approximately 450 members prior to the event.

Cost: \$350.00

Sponsorships Available: Contingent upon number of Annual Sponsors and the ability to meet in-person.

Vendor Fair (Virtual) – If the COVID-19 pandemic requires us to cancel our in-person event this will be the alternate opportunity held in conjunction with the December Annual Meeting.

Benefits: When the final meeting notice and announcement about voting for the officers and directors is sent to the membership, each vendor that participates will be listed (name and website) and thanked for sponsoring the Annual Meeting. In addition, the participating vendor list will be read during the opening remarks for the Annual Meeting Dinner Program.

Cost: \$100.00

Sponsorships Available: Unlimited, but only available if in-person Vendor Fair is not.

Opportunity #5: Quarterly Newsletter – Each quarter (March, June, Sept., Dec.), MassNAELA sends an educational electronic newsletter to its 450 members. The Newsletters are sent using the Constant Contact Platform, posted on the organization’s listserv, and archived on the MassNAELA website in the member’s only section. Below are two benefits to choose from.

Benefit A: Your organization may include a logo, elevator pitch, and contact information to appear at the beginning of the newsletter.

Cost: \$300.00/per issue, or \$1,000.00 for all four 2021 issues.

Sponsorships Available: Availability contingent upon number of Annual Sponsors.

Benefit B: Your organization may include a logo, elevator pitch, and contact information to appear at the beginning of the newsletter, as well as an 800-word featured sponsored article.

Cost: \$600.00/per issue, or \$2,000 for all four 2021 issues.

Sponsorships Available: Maximum of 3 sponsored articles per issue.

Opportunity #6 Sponsored Educational Webinar – This sponsorship will give you the opportunity to present a webinar to MassNAELA members. The webinar will be hosted by MassNAELA via Zoom Video Conferencing. The sponsor can determine the format (webinar vs. meeting) and whether the program is recorded. (We recommend offering a recorded version to increase registration.) Our recommended format is a 45-minute presentation with 15 minutes for Q&A. In addition to the presentation the sponsor will receive the e-mail addresses of all MassNAELA members that register. Your organization will be recognized in the marketing materials for the program as having covered the cost of everyone who registered.

Cost: \$25/per registrant (with a cap of \$1,000)

Sponsorships Available: 6 per year