MassNAELA®
National Academy of Elder Law Attorneys
Massachusetts Chapter
Leading the Way in Special Needs and Elder Law in Massachusetts SM

Each year, MassNAELA seeks supporters that would like to financially support MassNAELA's mission to lead the elder and disability law community through education, outreach, and Advocacy. Below is a list of the benefits of this sponsorship.

Organizational Support Opportunities

Thank you for your interest in becoming a supporter of the Massachusetts Chapter of the National Academy of Elder Law Attorneys (MassNAELA)! Our Chapter currently consists of about 425 members. Below are several different opportunities to interact with our membership throughout the year. These opportunities will be available on a first-come basis. To express your interest contact Executive Director, Clarence Richardson, at Clarence@MassNAELA.com. Please reach out if you have any questions and thank you again for your interest!

Advertising Opportunities

Opportunity #1: Full Year Dinner Meeting and Advertising Sponsorship – Each year, MassNAELA seeks sponsors that would like to financially support MassNAELA's mission while they grow their client base by advertising to our members.

Benefits: Your organization will:

- Be able to include your logo and elevator pitch in each of our quarterly Newsletters (see Opportunity #3, Benefit A. below for full description).
- Receive a listing on our Online Vendor List (Opportunity #2 below).
- Receive a spot at the annual Vendor Fair (Opportunity #9 below).
- Receive recognition prior to our three dinner meeting events (January, March, and June) with the opportunity to table at in-person/hybrid events (March and June).
- Receive logo recognition on MassNAELA's Events Website Homepage. (MassNAELA has a second website specifically for event registration. This site is separate from the Online Vendor list and MassNAELA's primary website.)

Cost: $2,000.00
Sponsorships Available: 10 per year

Opportunity #2: MassNAELA Member-Only Online Vendor List – Most of the primary 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 425 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: $250.00
Sponsorships Available: 4 per category.

Opportunity #3: Quarterly Newsletter – Each quarter (March, June, Sept., Dec.), MassNAELA sends an educational electronic newsletter to its 425 members. The Newsletters are sent electronically, 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 2025 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 2025 issues.
Sponsorships Available: Maximum of 3 sponsored articles per issue.

Opportunity #4 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

(See next page for major event sponsorships.)

Event Sponsorships

Opportunity #5: Elder Law Institute – Each year in the spring, MassNAELA hosts the Elder Law Institute. This is a full-day program. which will be held on Friday, May 1, 2026 and is generally attended by over 100 attorneys and other professionals. This hybrid event is open to professionals that are not members of MassNAELA. The 2026 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, 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 (Only one sponsor per industry)
> **Location:** MCLE New England, 10 Winter Pl, Boston, MA

Opportunity #6: MassNAELA Disability Roundtable – This annual event is held during October in recognition of Disability Awareness Month. This is a full-day, in-person only, event that follows a very relaxed agenda where participants interact in break-out sessions to have in-depth conversations about different challenges and opportunities they are facing. This program will take place on Friday, October 2, 2026, and we are anticipating around 50 participants.

> **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, your organization's representative will be able to participate in the various breakout sessions and have an opportunity to briefly address the attendees following the lunch break.
> **Cost:** $2,500.00
> **Sponsorships Available:** 3
> **Location:** Asa Waters Mansion, 123 Elm St, Millbury, MA

Opportunity #7: Paralegal/Basics Program – This full-day program, usually held on a Friday, is geared toward attorneys new to elder law and paralegals. This hybrid event is open to MassNAELA members, their staff, and other professionals. The 2026 topic is still under consideration, but the event will take place on Friday, September 25, 2026.)

> **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, 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:** $1,500.00
> **Sponsorships Available:** 3 (Only one sponsor per industry)
> **Location:** MCLE New England, 10 Winter Pl, Boston, MA

Opportunity #8: New England NAELA Regional Program – On Friday, November 6, 2026, MassNAELA will host the 3rd iteration of the New England NAELA Regional Program. This is a full-day hybrid event. We plan to make several upgrades to the program to increase attendance for the second year but anticipate about 30 attendees. The 2026 program will cover updates and additions from prior years, along with a few new sections.

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: $1,000.00
Sponsorships Available: 3
Location: Asa Waters Mansion, 123 Elm St, Millbury, MA

Opportunity #9: Vendor Fair – Each year at our annual meeting, MassNAELA hosts a Vendor Fair for our members. This event will take place on Thursday, December 10, 2026 and begin around 4:00pm. 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 prize, 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 425 members prior to the event.
Cost: $500.00
Sponsorships Available: Contingent upon number of Full-Year Advertising Sponsors (Opportunity #1) and the ability to meet in-person, but no more than 20 total vendors.