NMCDLA
2017 Sponsorship Packages

Is it important to your business to make connections and gain visibility with the legal community?

The New Mexico Criminal Defense Lawyers Association (NMCDLA) is the single most important organization for any legal professional involved in the defense of the accused in the New Mexico Criminal Justice system. We are a voluntary professional association, 501(c)6 non-profit organization of public and private criminal defense lawyers, law students, legal assistants and other criminal defense team members who stand together in their commitment to safeguard the constitutional guarantees of fairness in the criminal justice process. With more than 600 members in New Mexico, NMCDLA is affiliated with the National Association of Criminal Defense Lawyers based in Washington, D.C.

Our Mission: The New Mexico Criminal Defense Lawyers Association provides support, education and training for attorneys who represent persons accused of crime. NMCDLA also advocates fair and effective criminal justice in the courts, the legislature and in the community.

What opportunities for sponsorship are there? NMCDLA's well-attended Continuing Legal Education (CLE) seminars provide a unique opportunity to engage with our members in an intimate, face-to-face setting. Sponsorship will boost the image of your company with one-of-a-kind perks and exclusive marketing benefits that provide exceptional visibility of your business to a targeted audience of criminal defense professionals.

How do I sponsor? Whether you prefer to strategically plan your entire advertising year all at once, or seize opportunities as they come along, NMCDLA has something that will work for you. Pre-packaged plans as well as fully customizable à la carte options are available to help you find the best fit.

Questions? Call us at **505-992-0050**, or send an email to **info@nmcdla.org**. We'll work with you to create the best sponsorship plan for your budget!

Platinum Sponsor (Exclusive Sponsor - Limited to 1)	
5 Seminar Sponsorships* – Choose 2 Large Seminars (Summer, DWI, and End of Year), Plus 3 others	$3,000
Lunch Sponsorship at Trial Skills College (2 Days)	$1,000
Full Page Newsletter Ad for 1 Year (4 Issues)	$800
Experts & Service Providers Listing for 1 Year	$375
3 Email Blasts to Seminar Registrants (100 words, mutually agreed upon timing)	$900
Web Banner on NMCDLA Website	$600
TOTAL VALUE:	$6,675
SPONSORSHIP PACKAGE PRICE:	**$5,000**
YOU SAVE:	$1,675
Gold Sponsor (Limited to 2)	
3 Seminar Sponsorships* – Choose 2 Large Seminars (Summer, DWI, and End of Year), Plus 1 other	$2,000
2 Break Sponsorships* – Choose 1 Large Seminar (Summer, DWI, and End of Year), Plus 1 other	$650
Lunch Sponsorship at Trial Skills College (1 Day)	$500
Full Page Newsletter Ad for 1 Year (4 Issues)	$800
Experts & Service Providers Listing for 1 Year	$375
2 Email Blasts to Seminar Registrants (100 words, mutually agreed upon timing)	$600
TOTAL VALUE:	$4,925
SPONSORSHIP PACKAGE PRICE:	**$4,000**
YOU SAVE:	$925
Silver Sponsor	
1 Seminar Sponsorship* – Choose any seminar	$750
2 Break Sponsorships* – Choose 1 Large Seminar – Summer, DWI, and End of Year, Plus 1 other	$650
Half Page Newsletter Ad for 1 Year (4 Issues)	$425
Experts & Service Providers Listing for 1 Year	$375
1 Email Blast to Seminar Registrants (100 words, mutually agreed upon timing)	$300
TOTAL VALUE:	$2,500
SPONSORSHIP PACKAGE PRICE:	**$2,000**
YOU SAVE:	$500
Bronze Sponsor	
1 Break Sponsorship* – Choose any seminar (Includes one-time half-page ad in newsletter)	$400
2 Display Tables* – Choose 1 Large Seminar – Summer, DWI, and End of Year, Plus 1 other	$450
Experts & Service Providers Listing for 1 Year	$375
TOTAL VALUE:	$1,225
SPONSORSHIP PACKAGE PRICE:	**$925**
YOU SAVE:	$300
****Seminar, Break, and Display Table Sponsorship availability for each seminar is on a first come, first serve basis. Reserve yours ahead of time when purchasing a sponsorship package.***	

À La Carte Advertising Options	
Seminar Sponsorship - 2 Spaces Available Per Seminar Includes display table, 2-minute speaking time at podium, full page ad in handout materials, signage at seminar, link to company website listed on registration page and in publicity emails sent out to Association's Listserv about the seminar	**Large CLEs*** $750 **Regular CLEs** $500
Break Sponsorship - 1 Space Available Per Seminar Includes display table, half-page ad in handout materials, signage at seminar, link to company website listed on registration page and in publicity emails sent out to Association's Listserv about the seminar	**Large CLEs*** $400 **Regular CLEs** $250
Display Table - As Available Includes display table & recognition in handout materials for that seminar	**Large CLEs*** $300 **Regular CLEs** $150
Trial Skills College Lunch Sponsorship Includes display table for materials (no need for a representative to be present), signage at seminar, link to company website listed on registration page and in publicity emails sent out to Association's Listserv about the seminar	**1 Day** $500 **2 Days** $1,000
Experts & Service Providers Directory Listing for 1 Year Includes logo or photo, contact information, link to website, and brief description of services	$375
Website Banner Choose from Home, Membership Dues, CLE, or Library Page (1 Available Per Web Page)	$600
Newsletter Ads – Full color ad in NMCDLA's quarterly electronic newsletter which is sent to full membership.	
Full Page 1 Year (8 ½" x 11")	$800
Full Page 1 Issue (8 ½" x 11")	$250
Half Page 1 Year (8 ½" x 5 ½")	$425
Half Page 1 Issue (8 ½" x 5 ½")	$125
Quarter Page 1 Year (8 ½" x 2 ¾" or 4 ¼" x 5 ½")	$275
Quarter Page 1 Issue (8 ½" x 2 ¾" or 4 ¼" x 5 ½")	$75
Email Blast to Seminar Registrants 100 words, mutually agreed upon timing for a sponsored seminar	$300
Large seminars are the Summer CLE in Albuquerque, Annual DWI CLE, and End of Year CLE in Albuquerque. Sponsor and table spaces are first come first serve.	

2017 CLE SEMINAR SCHEDULE

March 10th	**Federal Practice**	**Albuquerque**
March 30th – April 1st	**Trial Skills College**	**Albuquerque**
May 5th	**Civil Rights**	**Albuquerque**
June 9th	**Fighting Forensics (Summer)**	**Albuquerque**
August 25th	**Evidence (Summer)**	**Las Cruces**
September/October *TBA*	**Mental Health & Competency**	**Las Vegas**
October 27th	**Annual DWI**	**Albuquerque**
November *TBA*	***TBA***	**Farmington**
December 8th	**Suppress It! (End of Year)**	**Albuquerque**
December 15th	**Cross Examination (End of Year)**	**Las Cruces**