



CONNECTICUT
TRIAL LAWYERS
ASSOCIATION

2022 Marketing Kit

ANNUAL PARTNERSHIP BENEFITS

Email Announcement

Exclusive to Partners – A notice to go out via email to all CTLA members introducing your company as a 2021-22 Partners for Justice member, including the sponsorship level.

Partners eBrochure

Exclusive to Partners – The eBrochure is a handy reference of products and services provided by Partners for Justice members. The eBrochure is distributed Quarterly (additionally as updates are made). (value \$1,000)

Partner Spotlight

Exclusive to Partners – Once per contract year, Partners will be featured at a committee or section meeting of their choice. Partners will be introduced by the CTLA President or Committee Chairperson and then given 2 minutes for a brief presentation and Q&A. Following the meeting, the full committee will receive an email with the featured Partner’s contact information and link to their website. (value \$1,000)

Yearly Website Advertising

Included in Gold, Platinum and Diamond Partner levels only. (value \$2,000)

Print Advertising



FORUM Magazine

- Full page ad Incl in Diamond level (2 issues)
- Full page ad Incl in Platinum level (1 issue)
- IFC, IBC, ¾ OBC..... (\$3,500 Value)
- Full Page Interior..... (\$2,500)



Tailored Direct Mailings to Members

List emailed directly to mailing house

- Full Membership..... (Value \$4,000)
- Select Committee or Section..... (Value \$2,500)

***Special Discounts Apply to Partners Only**

Digital Offerings



Podcasts

Pre-Recorded Advertising Spot

(3 spots available, first come first served)

- Opening Sponsor:** 60 second spot..... (Value \$1,000)
- Break Sponsor:** 30 second spot (Value \$750)
- Closing Sponsor:** 30 second spot..... (Value \$500)



Co-Branded eMail

Distributed by CTLA

- Full Membership..... (Value \$4,000)
- Select Committee or Section (Value \$ 2,000)



Exclusive Regional Coffee/ Cocktail Connections

- 20 Minute Pre-Arranged Sessions..... (Value \$1,500)
- Based upon availability

***Special Discounts Apply to Partners Only**

In-Person Events

(Subject to Change)

Annual CLE Lollapalooza

The Heritage Hotel
Friday April 29, 2022

Annual Sunset Dinner

Water’s Edge Resort & Spa
Sunday June 5, 2022

Annual Meeting

Water’s Edge Resort & Spa
Monday June 6, 2022

Annual Memorial Golf Tournament

Shuttle Meadow Country Club
Monday June 27, 2022



CTLA and our charitable foundation CTLF, are committed to providing our over 1200 members and businesses like yours with quality programs, ongoing community outreach projects and a variety of networking opportunities. Our creative solutions provide an innovative approach to membership engagement, increased brand awareness and sponsorship opportunities all within your budget. We look forward to working with your organization to develop a custom plan that will connect you with key decision makers in the most effective way.

About CTLA
Connecticut Trial Lawyers Association is a non-profit professional association dedicated to creating and maintaining a more just society by preserving individual rights within the justice system.

We are a fellowship of over 1,200 of Connecticut's most accomplished and active lawyers who are interested in protecting plaintiffs' rights and becoming better trial lawyers.



SELECT MARKETING OPPORTUNITIES

Webinar Advertising

Video Advertising Spots (3 spots available, first come first served)

- Lead Sponsor:** 60 Second Live Opening Spot AND Representative invited to attend webinar (Value \$1,000)*
* Fee includes attendance list with emails of registrants in advance and following webinar, and full page ad in PDF of materials
- Break Sponsor:** 30 Second Live Spot at midway point of webinar (Value \$750)*
- Closing Sponsor:** 30 Second Live Spot at end of webinar (Value \$500)*
* Fee includes list of registrants with mailing address and phone number following the webinar

Podcasts

Pre-Recorded Advertising Spot

(3 spots available, first come first served)

- Opening Sponsor:** 60 second spot..... (Value \$1,250)
- Break Sponsor:** 30 second spot..... (Value \$1,000)
- Closing Sponsor:** 30 second spot Value \$750)

FORUM Magazine

Print Advertisement

- ¾ Page Outside Back Cover (Value \$3,500)
- Inside Front Cover (Value \$3,500)
- Inside Back Cover..... (Value \$3,500)
- Full Page Ad..... (Value \$3,000)

Tailored Direct Mailings to Members

List emailed directly to mailing house

- Full Membership..... (Value \$5,000)
- Select Committee or Section..... (Value \$3,000)

Co-Branded eMail

Distributed by CTLA

- Full Membership..... (Value \$5,000)
- Select Committee or Section..... (Value \$3,000)

Website

- Yearly Advertising..... (Value \$2,000)

CTLA MISSION STATEMENT

Trial lawyers protecting individual rights through fair laws and access to justice.

For more information on becoming a supporter of CTLA/CTLF, please contact us.

Connecticut Trial Lawyers Association

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