

# SPONSORSHIP



**TEXAS CRIMINAL DEFENSE LAWYERS ASSOCIATION**  
1707 NUECES STREET • AUSTIN, TEXAS • 78701

[WWW.TCDLA.COM](http://WWW.TCDLA.COM)

# ABOUT TCDLA

The Texas Criminal Defense Lawyers Association (TCDLA) is the largest state association for criminal defense lawyers in the nation. TCDLA started more than 35 years ago as a small, non-profit association and has grown into a state-of-the-art organization, providing assistance, support and continuing education to its members. TCDLA provides a statewide forum for criminal defense lawyers and is the only voice in the legislature interested in basic fairness in criminal defense cases. We are proud that among our 2700 members are found the "who's who" of the criminal defense profession in Texas.

TCDLA has a reputation for supporting industry communication. Our members and affiliates depend on us for the most up-to-date information. We provide the highest quality legal education available for new lawyers, as well as seasoned veterans.

TCDLA hosts more than 40 seminars each year which are attended regularly by members. We also welcome non-members, judges and professionals in related fields, which has increased our yearly seminar attendance approximately 3500 people seeking to continue their educational opportunities.

## OUR GOAL, YOUR ADVANTAGE

Service to our members and seminar participants is our primary focus. As part of that service, we offer access to goods and services to give the participants every advantage to improve his/her professional expertise. With this goal in mind, TCDLA offers several promotional opportunities for those involved with the practice of or assistance with criminal law. Sponsorship promotions include but are not limited to:

- Print advertising
- Email and E-news promotions
- Website coverage
- Direct mailings
- Promotion before, after and during seminars
- Booth space
- Inserts
- Sponsor listings on promotional materials

We welcome you to join us as a sponsor, and we in turn will provide you with an outstanding network of industry leaders. By sponsoring TCDLA, you will have an opportunity to:

- Brand your business through promotions as the "first to come to mind"
- Become part of our integrated marketing campaigns where you will reach your target through several mediums
- Receive exposure before, during and after our seminars
- Participate as an exhibitor with numerous opportunities to interact with seminar attendees and showcase your products and services
- Have one-on-one communication with criminal defense lawyers and monitor the pulse of their industry
- Give expert-level information and product solutions to an appreciative audience
- Create and evaluate opportunities for business expansion and strategic partnerships

## GENERAL INFORMATION

The Texas Criminal Defense Lawyers Association provides several opportunities to communicate your message and promote your services and/or products to criminal defense lawyers throughout Texas. TCDLA offers various advertising options to meet your needs. Select the option that best fits your company's marketing goals. All sponsorship options are subject to approval by TCDLA. TCDLA reserves the right to refuse sponsorship to any party. Company sponsorships of TCDLA seminars do not constitute TCDLA's endorsement of the sponsoring party. Please contact Melissa Schank, at [mschank@tcdla.com](mailto:mschank@tcdla.com) or 512.478.2514 ext. 24, if you have any questions or comments.

### **Cancellation Policy**

Cancellation of sponsorship package must be received by TCDLA in writing on or before 30 days after agreement has been signed by the participating party. No refunds will be made after 30 days.

# SPONSORSHIP PACKAGES

## Diamond Package — Total Investment \$10,000

### **Voice for the Defense Magazine** (published 10 times per year)

- Free annual subscription to *Voice for the Defense* magazine
- Free half-page, 4-color ad inside front or back cover of the *Voice*
- 35 percent off TCDLA advertisements in *Voice for the Defense* magazine

### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website (50 word maximum)
- Marketing via E-News sent to all TCDLA members

### **TCDLA Membership Directory**

- Complimentary copy
- One full page color tab ad

### **TCDLA Seminars** (excluding *Annual Rusty Duncan Advanced Criminal Law Short Course*)

- 35 percent off seminar exhibit options
- One table at four general seminars
- Promotional recognition at seminars
- Company name printed on annual publication bag
- Recognition on seminar brochure (when applicable)
- Sponsor listing in seminar course materials
- Sponsor listing on seminar attendee packets
- Sponsor nametag ribbons for company representatives at seminars

### **Annual Rusty Duncan Advanced Criminal Law Short Course**

- Booth space (not including carpet or electricity)
- Sponsor booth recognition
- Complimentary registration with cd
- Two complimentary tickets to annual membership party
- Company name on tote bag
- Up to three inserts in tote bag
- Company name listed in program
- Recognition post Rusty Duncan in *Voice for the Defense* magazine

### **Phone Seminars**

- Company sponsorship mentioned at the beginning of four annual phone seminars

## Platinum Package — Total Investment \$7,000

### **Voice for the Defense Magazine** (published 10 times per year)

- 25 percent off TCDLA advertisements in *Voice for the Defense* magazine

### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website (50 word maximum)
- Marketing via E-News sent to all TCDLA members

### **TCDLA Seminars** (excluding *Annual Rusty Duncan Advanced Criminal Law Short Course*)

- 25 percent off TCDLA seminar exhibit options
- One table at two general seminars
- Promotional recognition at seminars
- Company name printed on annual publication bag
- Recognition on seminar brochure (when applicable)
- Sponsor listing in seminar course materials
- Sponsor listing on seminar attendee packets
- Sponsor nametag ribbons for company representatives at seminars

### **Annual Rusty Duncan Advanced Criminal Law Short Course**

- Booth space (not including carpet or electricity)
- Promotional recognition at seminars
- Complimentary registration with cd
- Two complimentary tickets to annual membership party
- Company name on tote bag
- One insert in tote bag
- Company name listed in program
- Recognition post Rusty Duncan in *Voice for the Defense* magazine

# SPONSORSHIP PACKAGES

## Gold Package — Total Investment \$5,000

### **Voice for the Defense Magazine** (published 10 times per year)

- 20 percent off TCDLA advertisements in *Voice for the Defense* magazine

### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website (25 word maximum)

### **TCDLA Seminars** (excluding *Annual Rusty Duncan Advanced Criminal Law Short Course*)

- 20 percent off TCDLA seminar exhibit options
- Promotional recognition at seminars
- Sponsor nametag ribbons for company's representatives at seminars

### **Annual Rusty Duncan Advanced Criminal Law Short Course**

- Booth space (not including carpet or electricity)
- Promotional recognition at seminars
- Two complimentary tickets to annual membership party
- Company name on tote bag
- Company name listed in program
- Recognition post Rusty Duncan in *Voice for the Defense* magazine

## Silver Package — Total Investment \$3,000

### **Voice for the Defense Magazine** (published 10 times per year)

- 15 percent off TCDLA advertisements in *Voice for the Defense* magazine

### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website (25 word maximum)

### **TCDLA Seminars** (excluding *Annual Rusty Duncan Advanced Criminal Law Short Course*)

- 15 percent off TCDLA seminar exhibit options
- Promotional recognition at seminars

### **Annual Rusty Duncan Advanced Criminal Law Short Course**

- Booth space (not including carpet or electricity)
- Company name on tote bag
- Company name listed in program
- Recognition post Rusty Duncan in *Voice for the Defense* magazine

## Annual Membership Party Sponsor / Seminar Reception Sponsor

### **Executive Level Sponsor — \$5,000**

- Company recognition on all marketing pieces referring to annual membership party at Annual Rusty Duncan, general or speciality seminar

### **Standard Level Sponsor — \$1,000**

- Company name and/or logo on table tents

## CHOOSE TCDLA

Choose the level of support that best fits your marketing needs. Know you are purchasing select visibility for your business while helping TCDLA achieve its educational goals.

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# ANNUAL SPONSORSHIP PACKAGE AGREEMENT

## sponsor contact information (please type or print)

contact name \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

phone \_\_\_\_\_ fax \_\_\_\_\_

email \_\_\_\_\_ website \_\_\_\_\_

## enclosed payment (Payment must accompany the Media Advertising Agreement in order to be processed. By advertising you agree to the TCDLA policies attached.)

### sponsor package ordered

#### package description

#### value

- |   |          |
|---|----------|
| <input type="checkbox"/> diamond package  | \$10,000 |
| <input type="checkbox"/> platinum package | \$7,000  |
| <input type="checkbox"/> gold package     | \$5,000  |
| <input type="checkbox"/> silver package   | \$3,000  |

#### annual membership party sponsor/seminar reception sponsor

- |  |         |
|--|---------|
| <input type="checkbox"/> executive level sponsor | \$5,000 |
| <input type="checkbox"/> standard level sponsor  | \$1,000 |

### payment information

- check (payable to TCDLA)
- credit card  
(mastercard, visa, discover or american express)

\_\_\_\_\_

name on card

\_\_\_\_\_

card number

\_\_\_\_\_

expiration date

\_\_\_\_\_

authorized signature

The undersigned agrees to the terms of this agreement on behalf of his/her company/organization.

On behalf of the sponsor (authorized signature)

\_\_\_\_\_

printed name

\_\_\_\_\_

authorized signature

\_\_\_\_\_

date

On behalf of TCDLA

\_\_\_\_\_

Joseph Martinez, Executive Director  
Texas Criminal Defense Lawyers Association

\_\_\_\_\_

date