

THE RICHMOND BAR ASSOCIATION **SPONSORSHIP PROGRAM**



2025-2026

www.richmondbar.org

@richmondbarassociation



Jennifer J. West
RBA President
Spotts Fain



W. Benjamin Pace
RBA President-Elect
Williams Mullen



Annie M. Holland
Executive Director
Richmond Bar Association

WELCOME

Dear Colleagues,

The Richmond Bar Association (RBA) has a rich legacy of leadership, service, and innovation within the Richmond legal community and beyond. As the oldest voluntary Bar Association in Virginia, the RBA remains a vital resource for our members and the broader legal community. In an era of rapid legal, economic, and technological change, we rely on the collaboration of our partners to equip our members with the knowledge, tools, and services they need to thrive in an ever-evolving legal landscape.

In this packet, you'll discover a variety of opportunities to partner with the RBA—initiatives designed to enhance your visibility, educate your audience, and deliver a strong return on investment. The RBA deeply values our partnerships with vendors, firms, and organizations, and we are committed to creating meaningful opportunities for engagement year after year.

Explore what the RBA has in store for 2025 and join us in shaping the future of the Richmond legal community!

RBA Executive Committee

Jennifer J. West

RBA President
Partner, SpottsFain

W. Benjamin Pace

RBA President-Elect
Partner, Williams Mullen

John A. Merrick

RBA Vice President
Merrick Brock

Belinda D. Jones

RBA Secretary-Treasurer
Partner, Christian & Barton

Hon. Mark R. Colombell

RBA Honorary Vice President
US District Court- Eastern District of VA

Deanna H. Hathaway

RBA President
Claims Counsel, Kinsale Insurance

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ACCESS TO
OVER 1,400 MEMBERS
ACROSS
250+ ORGANIZATIONS





SPONSORSHIP

Two Ways to Sponsor

1. Become a Select Sponsor (Annual Sponsorship)

Select Sponsorship is the premier way to engage with the RBA and its members year-round. This annual sponsorship provides comprehensive benefits, ensuring maximum visibility across all RBA events and platforms.

- *Exclusive Sponsorship:* Select Sponsors are the only sponsors in their industry or organization niche.
- *Year-Round Benefits:* Includes logo placement, event access, marketing exposure, and more.
- *Comprehensive Package:* Full details of Select Sponsor benefits can be found on the next page.

2. Sponsor Individual Events

Organizations can also choose to sponsor individual events—either in addition to or instead of Select Sponsorship. These opportunities provide targeted exposure at specific RBA events, allowing for customized engagement with attendees.

- *Flexible Sponsorship Levels:* Each event has multiple sponsorship tiers to accommodate different budgets.
- *Tried-and-True Events:* While new events are always being added, RBA has a lineup of annual events that consistently draw strong attendance.
- *Event-Specific Benefits:* Each major event has its own dedicated page in this packet with available sponsorship levels and benefits.

Finding the Right Sponsorship for You Whether you're looking for year-round recognition or targeted engagement at key events, RBA sponsorship opportunities can be tailored to meet your goals. While this packet highlights annual RBA events, new opportunities are always emerging. Exciting additions to our event lineup include the first-ever RBA-wide Golf Tournament in fall 2025, new winter wellness events, and the inaugural RBA Gala in 2026. When sponsorships for these and other new events become available, the RBA will reach out with more details on how you can get involved.

Turn to the next pages to explore the full benefits of Select Sponsorship and individual event sponsorship options!



SELECT SPONSOR PROGRAM 2025-2026

The Richmond Bar Association (RBA) is pleased to offer its Select Sponsorship Program for the 2025-2026 Bar Year (June 1, 2025 – May 31, 2026). This program is designed to provide sponsors with exceptional value, visibility, and engagement with the Richmond legal community while supporting the mission of the RBA.

Sponsorship Details:

Annual Sponsorship Fee: \$5,000

Exclusivity. Your company will be the exclusive sponsor within your industry or “lane,” ensuring unparalleled exposure to our members.

Payment Options: Pay once in July OR split your sponsorship into two payments, July and January.

Sponsorship Benefits:

Touchpoints:

· *Free Event Attendance:*

- One representative at the Law Day Luncheon.
- One representative at the Awards Luncheon.
- Two representatives at the Spring Cocktail Party.

· *Guest List Access:* Receive the guest list 24 hours before all RBA luncheons and the Spring Cocktail Party for strategic networking.*

· *Lunch & Learn Hosting:* Host a virtual “Lunch & Learn” session via Zoom to showcase your expertise to RBA members.*

Direct Member Engagement

· *Email Marketing:* Two email blasts to the full RBA membership during the bar year (flyer or content provided by sponsor, subject to approval).

Increased Exposure:

· *Priority Sponsorship Opportunities:*

- **First Dibs:** Select Sponsors have first priority to sponsor additional RBA events throughout the bar year, such as the Bench-Bar Conference.*

· *Enhanced exposure* through a combination of event branding, digital media, and print opportunities, ensuring consistent touchpoints with RBA members.

Brand Visibility

· *Website Recognition:*

- Your logo prominently displayed on the RBA homepage with a hyperlink to your website.
- Your logo and local representative’s contact information listed on the “Sponsors” page.*

· *Newsletter & Magazine Exposure:*

- Your logo featured in each issue of The Richmond Lawyer, distributed to over 1,400 members.
- Two ½ page ads in issues of your choice during the bar year.*
- “Sponsor Spotlight” feature in The Richmond Lawyer to highlight your company’s services and contributions.*
- Opportunity to submit articles for publication in The Richmond Lawyer (subject to editorial guidelines).*

· *Social Media Features:*

- One dedicated post on Instagram, LinkedIn, and Facebook tagging your company and representatives.
- One day “takeover” of RBA’s social media channels.

· *Event Branding:* Opportunity to provide swag or promotional materials at the registration table for both luncheons and the Spring Cocktail Party.

· *Sponsor Nametags:* Customized nametags with your company’s logo and “RBA Sponsor” designation for use at all events.

*Denotes a new benefit for the 25-26 bar year



EVENT SPONSORSHIP **OVERVIEW**

The Richmond Bar Association (RBA) is excited to offer individual event sponsorship opportunities for businesses and organizations seeking targeted engagement with our members. These options are perfect for those who want to support the RBA without committing to an annual sponsorship or for annual sponsors looking to increase their visibility. *These events are not included in Select Sponsorship, but are open for sponsorship from any organization or law firm.

Summer Associate Breakfast - June

Summer Associates from law firms across Richmond gather to mark the beginning of their summer associate season. This event features a catered breakfast and provides summers and RBA members with a chance to connect and network.

Summer Associate Social - July

This event serves as an informal and collegial way to celebrate the successes and accomplishments of summer associates as their time as summers comes to a close. Both summer associates and current RBA members are invited to celebrate!

RBA x Ivy Soccer Social - Summer

During this family friendly event, the RBA spends a night cheering on the Richmond Ivy women's soccer team! Featuring a buffet and reserved networking space.

Member Appreciation Social - September

This social serves as a way to celebrate RBA members. Providing a fun way to connect with others in the Richmond area, this event brings together members from across the metro area, featuring food and drinks in an exciting atmosphere.

Bench Bar Conference - October

This conference is the highlight of the bar year for legal professionals and is the product of collaboration between numerous local bar associations, spearheaded by The Richmond Bar Association.

Coffee Sponsor - \$600 Breakout Sponsor - \$1,000 Luncheon Sponsor - \$2,000

Wellness Events - February & March

Wellness events are planned throughout the bar year and generally happen in January-March. These events can be anything from goat yoga to zoom meditation or even financial wellness courses. *Not included in this packet

Spring Cocktail Party "Presented By" or "Special Thanks" - April

Our largest cocktail party of the bar year, the Spring Cocktail hosts our members for heavy hors d'oeuvres and networking as the seasons change and the weather begins to get a bit warmer!

RBA Golf Tournament - October (New this year!)

The RBA's inaugural golf tournament will be held in October of 2025!



EVENT SPONSORSHIP

SUMMER ASSOCIATE BREAKFAST

Geared towards the next generation of lawyers, this event hosts summers for an informal networking event to get to know their peers & potential future employers!



PREMIER SPONSOR: \$750

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "premier sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table
- List of all attendees (name only) 24 hours before event for strategic networking
- Opportunity to speak to the group (2-3 minutes)

SUPPORTING SPONSOR: \$300

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "supporting sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table

STATS:

In 2024, the breakfast hosted over 40 Summer Associates from more than 15 law firms with offices in the Richmond area, as well as approximately 20 Richmond Bar Association members from all levels of firm leadership.



EVENT SPONSORSHIP

SUMMER ASSOCIATE SOCIAL

This event serves as an informal and collegial way to celebrate the successes and accomplishments of summer associates as their time as summers comes to a close. Both summer associates and current RBA members are invited to celebrate!

THIS EVENT IS NEW IN 2025!

PREMIER SPONSOR: \$500

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "premier sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table (if applicable)
- List of all attendees (name only) 24 hours before event for strategic networking
- Opportunity to speak to the group (2-3 minutes)

SUPPORTING SPONSOR: \$250

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "supporting sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table (if applicable)

STATS:

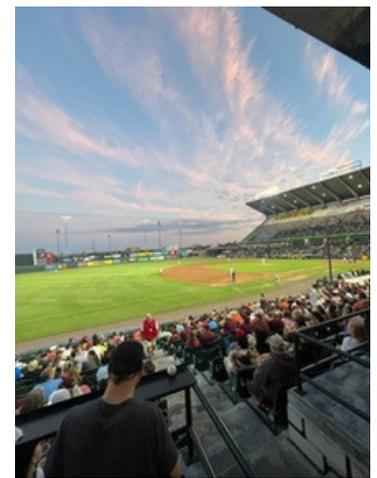
We are excited to offer this as a new event and benefit in our Summer Associate Program targeting area law firms, their leadership, and their summer associates.



EVENT SPONSORSHIP

SQUIRRELS BASEBALL GAME

During this family friendly event, the RBA spends a night cheering on the Richmond Flying Squirrels! Featuring a buffet and reserved seating space. **In 2025, the RBA will cheer on the Richmond Ivy women's soccer team for the first time*



PREMIER SPONSOR: \$1,000

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "premier sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" (no registration table at this event)
- List of all attendees (name only) 24 hours before event for strategic networking

SUPPORTING SPONSOR: \$500

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "supporting sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" (no registration table at this event)

STATS:

In 2023 and 2024, the RBA Night with The Squirrels hosted approximately 100 Richmond Bar members and their families.



EVENT SPONSORSHIP

MEMBER APPRECIATION SOCIAL

This social serves as a way to honor and celebrate RBA members. Providing a fun way to connect with others in the Richmond area, this event brings together members from across the metro area, featuring food and drinks in an exciting atmosphere.



PREMIER SPONSOR: \$1,500

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "premier sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table
- List of all attendees (name only) 24 hours before event for strategic networking
- Opportunity to speak to the group (2-3 minutes)

SUPPORTING SPONSOR: \$750

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "supporting sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table

STATS:

In 2023 and 2024, the Member Appreciation Social hosted between 50-75 members, with participation growing each year.

RBA GOLF TOURNAMENT

SPONSORSHIP OPPORTUNITIES



THIS EVENT IS NEW IN 2025!

TITLE SPONSOR (1) \$1,500

- One 4-person team
- Logo on all marketing materials noting “Title Sponsor”
- Logo on all RBA signs at event
- Distribution of branded items or swag
- Guest list 24-hours before event

BAR SPONSOR (2) \$1,000

- One 4-person team
- Logo on all marketing materials noting “Bar Sponsor”
- Distribution of branded items or swag
- Guest list 24-hours before event

AWARDS SPONSOR (1) \$750

- One 4-person team
- Logo on all marketing materials noting “Awards Sponsor”
- Option to speak before awards
- Distribution of branded items or swag

CONTEST HOLE SPONSOR (2) \$600

- One 4-person team
- Logo on all marketing materials noting “Hole Sponsor”
- Custom sign at sponsored hole
- Distribution of branded items or swag
- “Closest to the Pin” and “Longest Drive” holes

LAW FIRM SPONSOR \$250

- Logo on all marketing materials noting “Law Firm Sponsor”
- Distribution of branded items or swag



EVENT SPONSORSHIP

BENCH BAR CONFERENCE

The largest professional conference of the year, the Bench Bar is held in October and offers lawyers 3.0 MCLE credits. This half-day program features a registration with breakfast, breakout sessions, a coffee break, and a luncheon with a keynote speaker.



LUNCHEON SPONSOR: \$2,000

- Exclusive sponsorship
- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "luncheon sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table
- List of all attendees (name only) 24 hours before event for strategic networking
- Opportunity to speak to the group before the luncheon (2-3 minutes)

COFFEE SPONSOR - \$600

- Your company's logo on the RBA website event page and at the conference
- One (1) free representative to the entirety of the conference

BREAKOUT SPONSOR: \$1,000

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "breakout sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table
- List of all attendees (name only) 24 hours before event

STATS:

On average, this conference hosts over 45 members of the Bench and more than 150 members of the Richmond Bar Association.



EVENT SPONSORSHIP

SPRING COCKTAIL PARTY

Our largest cocktail party of the bar year, the Spring Cocktail hosts our members for heavy hors d'oeuvres and networking as the seasons change and the weather begins to get a bit warmer!



PREMIER SPONSOR: \$3,000

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "premier sponsor" status
- Two (2) representatives may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table
- List of all attendees (name only) 24 hours before event for strategic networking
- Opportunity to speak to the group (2-3 minutes)

SUPPORTING SPONSOR: \$1,000

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "supporting sponsor" status
- One (1) representative may attend the event at no cost
- Opportunity to provide "swag" or organization brochures at registration table

STATS:

In 2024, over 200 RBA members registered for this event.

FRIENDS OF THE RBA SPONSOR - \$500

- Your company's logo on the RBA website event page
- Your company's logo in all advertisements for the event, noting "Friends of the RBA Sponsor" status

SECTION SPONSORSHIPS

The Richmond Bar Association boasts 9 Sections for our members to join based on their area of practice. Sponsors also have the opportunity to help sponsor events for these Sections. Listed below are highlights from each Section.

****sponsorship amount varies per event, please contact Annie Holland at ahollanderichmondbar.org or to learn how your organization can best be represented.***

BANKRUPTCY

- Section Socials
- CLE's
- Luncheons

OVER 115 MEMBERS

BUSINESS LAW

- Section Socials
- CLE's
- Luncheons
- Collaboration with Corporate Counsel Section

OVER 130 MEMBERS

CORPORATE COUNSEL

- Section Socials
- CLE's
- Luncheons
- Collaboration with Business Law Section

OVER 50 MEMBERS

ENVIRONMENTAL & ENERGY LAW

- Section Socials
- CLE's
- Luncheons

OVER 60 MEMBERS

LITIGATION

- Section Socials
- CLE's
- Luncheons
- Annual Judges Reception

OVER 310 MEMBERS

FAMILY LAW

- Section Socials
- CLE's
- Luncheons

NEW SECTION!

OVER 40 MEMBERS

REAL ESTATE

- Section Socials
- CLE's
- Luncheons
- Annual Dinner with the Clerks of Court

OVER 100 MEMBERS

SENIOR LAWYERS

- Section Socials
- CLE's
- Luncheons

NEW SECTION!

OVER 25 MEMBERS

YOUNG LAWYERS

- Section Socials
- CLE's
- Luncheons
- Volunteer Days

OVER 425 MEMBERS

VISIBILITY OPPORTUNITIES

Not sure about sponsorship but still want to create visibility for your organization? Below are available visibility opportunities:

LOGO ON WEBSITE

Your organization's logo with hyperlink on the RBA "Sponsors" Page for the 25-26 bar year.

\$ 150

SOCIAL MEDIA POST

A dedicated social media post on RBA's LinkedIn, Facebook, or Instagram

\$ 200

AD IN THE RICHMOND LAWYER PUBLICATION

A 1/4 page ad for your organization in one of the RBA's ten issues throughout the bar year.

Size: 3.5 x 5

Readership: Sent to all >1,400 Richmond Bar members via email. Posted on the Richmond Bar website for 1 full year, and shared on Richmond Bar social media (Facebook, LinkedIn, Instagram).

1-2 ISSUES | \$120/ISSUE
3-7 ISSUES | \$110/ISSUE
8+ ISSUES | \$95/ISSUE

EMAIL AD "BLAST"

Once per bar year, the RBA will send out an approved ad for your organization to all members on our mailing list.

\$ 250

EVENT LITERATURE

Choose one annual event to display your organization's information on our registration or welcome table!

**approval needed. Can include informational brochures, a table tent, or business cards.*

\$ 150



SPONSORSHIP SELECTION

Please use this checklist as you go through our sponsorship packet and make your sponsorship selections

Contact Information

Name _____
Title _____
Email _____
Phone _____

Organization Information

Org. Name _____
Mailing Address _____

Annual Sponsorship

Select Sponsorship
\$5,000

Payment Schedule

One Time Payment Twice/Sponsor Year

To be paid in full on
July 31, 2025

To be paid:
July 31, 2025 &
January 31, 2026

Individual Event Sponsorship Options

Summer Associate Breakfast

Premier \$750
 Supporting \$300

Summer Associate Social

Premier \$750
 Supporting \$300

Squirrels Game

Premier \$750
 Supporting \$300

Member Appreciation Social

Premier \$750
 Supporting \$300

Bench Bar Conference

Coffee Sponsor \$500
 Breakout Sponsor \$1,000
 Luncheon Sponsor \$2,000

Spring Cocktail Party

Premier \$3,000
 Supporting \$1,500
 Friends of the RBA \$500

Wellness Events

Premier \$500

Professional Development Events

Premier \$500

Section Sponsorships

If you would like to receive information on Section-specific events throughout the bar year, please select the Sections that you are interested in sponsoring.

Bankruptcy Litigation
 Business Law Real Estate
 Corporate Counsel Senior Lawyers
 Environmental & Energy Law Young Lawyers
 Family Law

Visibility Opportunities

Logo on RBA Website \$150 Email Ad "Blast" \$250
 Social Media Post \$200 Event Literature \$150
 Newsletter Ad \$250

Total

Total Sponsorship Amount \$ _____

Contact Info for Formal RBA Sponsorship Contract:

NOTE: This information is not intended to serve as a binding contract between the Richmond Bar Association and any other parties. Once this page is received, the Richmond Bar Association will reach out to the Contact on file with a formal contract which will outline your organizations selections.