



2023 INDUSTRY PARTNERSHIP OPPORTUNITIES

Engage with creditors rights attorneys & collections professionals throughout the year with an exclusive partnership



**NCBA IS THE LEADING VOICE AND ADVOCATE FOR
CREDITORS RIGHTS ATTORNEYS**

BY PARTNERING WITH NCBA YOU ARE SUPPORTING THIS IMPORTANT INDUSTRY AND PROVIDING VALUE AND THOUGHT LEADERSHIP TO NCBA'S MEMBERS. WE WILL COLLABORATE WITH YOU TO CREATE A CUSTOMIZED AND IMPACTFUL OPPORTUNITY THAT REFLECTS YOUR BUSINESS OBJECTIVES



Our members — over 2,000 attorneys and in-house counsel of creditors — practice in over 20 different collection areas in the 50 states, Canada, and Puerto Rico

Our attorney members are committed to being professional, responsible, and ethical in their practice and profession.

supports, promotes, and protects the practice of creditors rights law while ensuring fair treatment for all.

Per a recent survey, **75% of members** who receive a referral from a fellow NCBA member end up with business from that referral.

Networking is powerful.

An annual Industry Partnership with NCBA will help you connect to our membership throughout the year, via omni-channel partnerships in person and virtually.

We will collaborate with you to create a customized and impactful partnership, helping you reach your business objectives.

Start building your **2023 Industry Partnership** today:

Contact: sponsorship@creditorsbar.org

Timeline of 2023 Industry Partnership Opportunities

Q1

ANNUAL EVENT



NCBA 2023 Executive Experience
January 11-13, 2023
Ojai Valley Inn
Ojai, VA

THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners

Q2

ANNUAL EVENT



2023 NCBA Connect: The Annual
Conference at the Epicenter of
Legal Collections
May 2-5, 2023
Sheraton Downtown Denver
Denver, CO

THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings

Q3

THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide

Q4

THOUGHT LEADERSHIP WEBINARS / PODCASTS

- Debt Collection Practices
- Legal & Technical Challenges
- Digital Transformation
- CFPB & Regulatory Issues
- Succession Planning
- M & A
- Staff Training
- Reputation & Crisis Management

DIGITAL ADVERTISING

- Website Banners
- Newsletter Banners
- Articles
- Career Postings
- Buyer's Guide



THE VALUE OF INDUSTRY PARTNERSHIPS

Available to vendors and suppliers who support the creditors rights law industry.



ACCESS

Interact and network with **DECISION MAKERS**: NCBA's Board members, law firm partners, and owners.

QUALITY

Share **INSIGHTS** and **TRENDS** shaping the industry through webinars, podcasts, newsletters, and more.

EXCLUSIVITY

Be among the **INFLUENTIAL**. A smaller, deeply engaged group of partners benefits all parties: less competition for you, better business partners for our law firms.

The majority of NCBA Members join for **NETWORKING** and **BUSINESS DEVELOPMENT**.

More than **3,000** attendees participated in NCBA Virtual Programs in 2021.

NCBA Member Firms represent both **LARGE** and **SMALL** businesses most commonly in the areas of:

- ◇ Auto Loan Deficiencies
- ◇ Insurance Subrogation
- ◇ Medical Debt
- ◇ Bankruptcy
- ◇ Judgment Enforcement
- ◇ Replevin
- ◇ Credit Cards
- ◇ Commercial and Residential Lease Deficiencies
- ◇ Student Loans
- ◇ Credit Unions

INTRODUCTORY-LEVEL PARTNERSHIPS





We understand becoming an Industry Partner is a **COMMITMENT** for vendors and suppliers. To prove the **INVESTMENT** is worth it, we created a new opportunity to introduce you and your organization to the partnership program and our members.

Introductory-Level Partnerships are \$1,500 and provide these benefits:

- ◇ Listing in NCBA Buyers Guide
- ◇ Listing (Company Name and Website) on NCBA Industry Partner Webpage
- ◇ Subscription to NCBA Weekly Journal
- ◇ Access to NCBA Webinars, Member Briefings, and Podcasts (CLE credits not available)
- ◇ Priority booth selection for 2023 NCBA Connect
- ◇ 10% discount on conference sponsorships

ANNUAL INDUSTRY PARTNERSHIPS

Available to vendors and suppliers who support the creditors rights law industry.

-  **PLATINUM** —\$75,000
-  **DIAMOND** —\$50,000
-  **GOLD** —\$30,000
-  **SILVER** —\$18,000 with Executive Experience OR \$10,000 without Executive Experience

All Annual Industry Partners will have the opportunity to build a customizable package that meets your business objectives.



BUSINESS DEVELOPMENT / ACCESS	PLATINUM	DIAMOND	GOLD	SILVER
Discount on Subcontractor Certification Program	55%	30%	20%	15%
1-on-1 Meeting with Board Member (30 min.)	3	2		
BRANDING / ADVERTISING	PLATINUM	DIAMOND	GOLD	SILVER
Logo on NCBA Industry Partner Webpage	X	X	X	X
Buyer's Guide Listing	Featured	Featured	Enhanced	Enhanced
Newsletter Advertisements	2	2	1	1
Website Advertisement	Banner	Banner	Box	
Career Center / Job Flash Postings	6	6	3	
THOUGHT LEADERSHIP / EDUCATION				
Subscription to NCBA Weekly Journal	X	X	X	X
Access to NCBA Coffee Break Series	X	X	X	X
Coffee Break Series: 15-min. Pre-recorded Session	2	1	1	
Article posted to NCBA Website	5	3	2	1
Seat on NCBA Vendor Advisory Committee	1	1	1	
LinkedIn Promotion or Re-post	3	2	1	
Branded Webinar OR Coffee Break	1	1	1	
Premier Webinar (Speaking opportunity)	2	1		
Dedicated Email Send to NCBA membership	2	1		
ANNUAL CONFERENCE AND EXECUTIVE EXPERIENCE				
Logo included on Industry Partner Signage (print & digital)	X	X	X	X
Verbal Recognition in general session	X	X	X	X
Logo and link to website included at least 2 email blasts to conference attendees	X	X	X	X
Sponsorship value at Executive Experience - see sponsorship guide	Tier 1	Tier 2	Tier 3	Tier 4 at \$18,000
Complimentary registrations at Executive Experience	3	2	1	1 at \$18,000
Sponsorship Value at Annual Conference - see sponsorship guide	\$25,000	\$15,000	\$7,000	\$2,500
Complimentary registrations at Annual Conference	6	5	3	2
Branded Signage in conference area provided by NCBA	X	X	X	
Exhibit Booth at Annual Conference	Double	Double	Single	Single
Private Meeting Room at Annual Conference	1			
Opportunity to Host Small Roundtable discussion at Annual Conference	X			



ANNUAL EVENTS

Whether in person or virtual, NCBA's multi-channel event strategy will provide several opportunities to connect with your clients and prospective clients.



NCBA 2023 EXECUTIVE EXPERIENCE
January 11-13, 2023
Ojai Valley Inn
Ojai, CA

- ◇ Special access to Sponsorship Packages at this exclusive event



2023 NCBA CONNECT
May 2-5, 2023
Sheraton Downtown Denver
Denver, CO

- ◇ Brand Awareness
- ◇ Exhibit Booths
- ◇ Receptions and Social Events
- ◇ Education & Keynote Sponsorships
- ◇ Awards & Recognition
- ◇ 1-on-1 Meetings



NCBA 2023 HILL DAY
In-Person or Virtual
Stand alone sponsorship

- ◇ Visit members of Congress with NCBA Members
- ◇ Brand Awareness on all handouts and leave behinds
- ◇ Networking with NCBA Board of Directors
- ◇ Sponsor and attend NCBA Hill Day dinner if in-person
- ◇ Sponsor sending lunch to all participants if virtual





EDUCATION OPPORTUNITIES

Whether in person or virtual, NCBA's multi-channel event strategy will provide several opportunities to connect with your clients and prospective clients.

VIRTUAL EDUCATION & WEBINARS

BRANDED WEBINAR

\$2,500

- ◇ Live CLE webinar produced and organized by NCBA
- ◇ Posted on NCBA's virtual, on-demand platform
- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1-minute Scripted Infomercial read by NCBA host
- ◇ Logo included in email blast(s) promoting webinar

BENCHMARKING SURVEY

\$2,500

- ◇ Sponsor of survey to be sent out to all NCBA members
- ◇ Opportunity to be on panel of conference session discussing findings
- ◇ Logo and promotion included in survey emails and survey findings sent out to members

COFFEE BREAK PODCAST SERIES

\$2,000

- ◇ 15 minute pre-recorded content from partner
- ◇ Logo included in email blast promoting series
- ◇ Promotion in NCBA Weekly Journal

THOUGHT LEADERSHIP WEBINAR

\$4,000*

- ◇ Produce your own 60-minute webinar with content, PowerPoint, and provide speakers (must be relevant, legal content for NCBA members and include attorneys as presenters)
- ◇ Prep-call and Run-through with NCBA education team
- ◇ Logo included in two email blasts promoting webinar
- ◇ Promotion in NCBA Weekly Journal
- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1-minute Scripted Infomercial read by NCBA host
- ◇ Attendee List

*Price increases to \$4,500 if webinar is CLE-eligible

THOUGHT LEADERSHIP WEBINAR SERIES

\$8,500

- ◇ 3 series webinar which includes producing two of your own 60 minute webinars with content, and sponsoring a CLE webinar
- ◇ Prep-call and Run-through with NCBA education team
- ◇ Logo included in two email blasts promoting webinar
- ◇ Promotion in NCBA Weekly Journal
- ◇ Logo included on 1st and last slide w/contact info
- ◇ 1-minute Scripted Infomercial read by NCBA host
- ◇ Attendee List



DIGITAL ADVERTISING OPPORTUNITIES

Reach thousands of creditors rights attorneys and collections professionals with your message and keep your brand top of mind.



NCBA WEEKLY JOURNAL NEWSLETTER

\$1,200—\$1,750

With a 24%+ open rate and 20%+ click rate, the NCBA Weekly Journal is a great return on your investment.

Ad Cycle: Ads run in 8 consecutive issue cycles. The NCBA Weekly Journal is emailed to thousands of NCBA subscribers every Thursday.

- ◇ Leaderboard (Below masthead)
- ◇ Top Skyscraper (Right of lead story)
- ◇ Middle Banner (Above Industry News & Events)
- ◇ Bottom Banner (Below Industry Events)

NCBA WEBSITE

\$2,000—\$3,000

Creditorsbar.org is a source of advocacy, education and membership information with over 30,000 page views per month. NCBA's website is a great way to promote your brand and services.

- ◇ Large Bottom Banner (rotating, on every page)
- ◇ Side Bar Banner (rotating, on select pages)

NCBA BUYER'S GUIDE

\$409—\$599

NCBA's Buyer's Guide is the best resource to conduct research and locate companies offering products and services critical to the legal profession.

Visited by over 600 creditors rights industry professionals each month, NCBA's Buyer's Guide has several options to get your message in front of motivated buyers.

- ◇ Run of Site Leaderboard
- ◇ Search Results Banner
- ◇ Enhanced and Featured Listing Options



ADDITIONAL OPPORTUNITIES FOR PARTNERSHIP

Partnering with NCBA allows your company to have access to decision makers while making valuable business connections. These opportunities are only available to Industry Partners.

NCBA LINKEDIN PROMOTION / RE-POST

Have an article or special promotion you'd like to share with the NCBA LinkedIn network? With more than 2,000 followers, NCBA's LinkedIn profile is a creative way to expand your reach.

SEAT ON VENDOR ADVISORY COMMITTEE

Share feedback, bring new ideas to the table—this is a prime opportunity as an Industry Partner to engage with the NCBA team on future initiatives.

This opportunity is only available to Platinum, Diamond, and Gold Industry Partners.

SUBCONTRACTOR CERTIFICATION PROGRAM

Receive a discount on NCBA's newest program, which includes one consistent, annual audit/assessment by Crowe LLP, a national Top 10 accounting firm.

NCBA Certified Subcontractors will be listed on **creditorsbar.org** website and identified in other listings.

DEDICATED EMAIL SEND

You write the copy and design the message, we'll hit Send!

We'll work with you to schedule the email to be sent from our marketing database to over 2,000 contacts.

Parameters: 60% of the message should be educational or research-based content. 40% of the message may be promotional or sales-oriented.

POST AN ARTICLE ON NCBA'S WEBSITE

NCBA's Members are always looking for great content. Post an article written by one of your industry experts directly to the NCBA Website. New articles are promoted via our Weekly Journal and LinkedIn.

Parameters: Must consist of relevant content to NCBA members. Any promotional or sales-oriented articles will not be considered. [More info available here.](#)

READY TO BUILD YOUR NCBA INDUSTRY PARTNERSHIP?

Contact: sponsorship@creditorsbar.org

We can't wait to partner with you!