

# REBA Affinity Partner Program

REBA's Affinity Partner Program is a mutually-beneficial partnership, in which the partnering company will offer discounts on products/services *exclusively* to REBA members, and in turn, REBA will help promote that company and the services they provide. The Affinity Partner member rate is \$350 per year. Below you will find information about this program, including marketing opportunities and an overview of setting up a new partnership. To learn more, please contact Nicole Cohen at [cohen@reba.net](mailto:cohen@reba.net).

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## *Advertising & Marketing Opportunities*

### ➤ **REBA eNews Announcements**

- ◆ REBA's electronic newsletters keep members updated on all available affinity partnership programs and member benefits, as well as upcoming events and breaking news.
- ◆ An eNews will be sent to all REBA members announcing the launch of the Affinity Partnership.
- ◆ Affinity Partners are welcome and encouraged to submit text for future eNews announcements.

### ➤ **Inclusion in REBA's Member Resource Guide**

- ◆ Affinity Partner contact information will be included in REBA's Member Resource Guide.
- ◆ REBA's Member Resource Guide is located on the REBA Web site, [www.reba.net](http://www.reba.net), under Member Benefits. This Guide is also sent to all new REBA members upon joining.

### ➤ **Promotional Flyers Included in New REBA Member Packet**

- ◆ Affinity Partners are welcome to provide REBA with promotional flyers to be included in every New REBA Member Packet, which is sent to all new members upon joining.

### ➤ **Complimentary and Unlimited use of REBA's Member Mailing List**

- ◆ Affinity Partners will have free and unlimited use of REBA's member mailing list.
- ◆ Mailing enclosures need to be pre-approved by REBA.

### ➤ **REBA News through Massachusetts Lawyers Weekly**

- ◆ Affinity Partners are invited to submit articles and ads to be printed in *REBA News*.
- ◆ Discounted advertising opportunities are available for Affinity Partners. For more information, please contact Scott Ziegler at [scott.ziegler@lawyersweekly.com](mailto:scott.ziegler@lawyersweekly.com) or (617) 218-8211.

### ➤ **Continuing Education Semi-Annual Conferences**

- ◆ Discounts on exhibitor registration and sponsorship opportunities at REBA's semi-annual conferences, which include 10 breakout sessions, 50 exhibitors and 600-700 attendees.
- ◆ The Spring Conference (SC) is held on the first Monday in May and the Annual Meeting & Conference (AMC) is held on the first Monday in November.

### ➤ **Use of the REBA Logo**

- ◆ Affinity Partners are given licensed use of the REBA logo on their company letterhead and marketing materials.
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## *Affinity Partnership Set-up Overview*

- **Request Announcement** from Affinity Partner for REBA eNews.
- **Request Marketing Materials** from Affinity Partner for REBA's New Members Packet and Web site.
- **Request Affinity Partner's Logo** for REBA to use in promotional materials and Web site.
- **Confirm Contact Person** at Affinity Partnering Company with address, telephone, email, etc.