

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 \$500 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 Kelli Eagan at eagan@reba.net.

Advertising & Marketing Opportunities

- **Access to the Members' Only Section of the REBA Web Site**
 - **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 may send up to six additional eNews announcements to REBA members.
 - **Affinity Partners' contact information included in REBA's Member Resource Guide**
 - ◆ REBA's Member Resource Guide is located on the REBA site, www.reba.net, under Member Benefits. This Guide is also sent to all new REBA members upon joining.
 - **Affinity Partners' 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 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.