



Vermont Paralegal Organization

P.O. Box 5755
Burlington, VT 05402-5755
vermont@paralegals.org

A Member of the National Federation of Paralegal Associations, Inc.

www.vtparalegal.org

The Vermont Paralegal Organization (VPO), established in 1990, is the only professional organization for paralegals in Vermont. The Vermont Paralegal Organization is a statewide, volunteer-based organization dedicated to providing education and promoting paralegal professionalism and leadership. The VPO has members throughout the State of Vermont, and you can reach this professional audience by advertising in the VPO's quarterly newsletter, ***Paralegal Focus***, and/or on the VPO's website, or supporting the VPO through our Sponsorship Program.

Paralegal Focus Newsletter Advertising Rates – 2017

| Ad Size | One Issue | Four Issues |
|----------------|------------------|--------------------|
| Business Card | \$50.00 | \$150.00 |
| ¼ Page | \$75.00 | \$275.00 |
| ½ Page | \$95.00 | \$350.00 |
| Full Page | \$125.00 | \$475.00* |

* Includes a randomly alternating logo/link on VPO Homepage.

Website Advertising Rates – 2017

Randomly alternating logo/link on VPO Homepage
Advertising Banner – One (1) Year \$95.00

5" high

¼ PAGE AD
VERTICAL LAYOUT

3 ¾" wide

2" high

BUSINESS CARD AD
HORIZONTAL LAYOUT

3 ¾" wide

Please use the dimensions shown here
when creating your advertisement.

Advertisements are accepted in jpg, pdf or gif
format

5" high

½ PAGE AD
HORIZONTAL LAYOUT

7" wide



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WEBSITE/PARALEGAL FOCUS ADVERTISING VOUCHER

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____

E-MAIL: _____

WEBSITE: _____

Amount
Enclosed: _____

Paralegal Focus Advertising

Select one of the following layouts:

- | | |
|--|--|
| <input type="checkbox"/> ¼ Page Ad-Vertical Layout | <input type="checkbox"/> Business Card Ad-Horizontal Layout |
| <input type="checkbox"/> ½ Page Ad-Horizontal Layout | <input type="checkbox"/> Full Page Ad (includes Website Logo/Link) |

Select the number of issues:

- One Issue
 Four Issues

Website Advertising

- Randomly alternating Logo/Link on VPO Homepage-Advertising Banner for 1 year (\$95.00)



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SPONSORSHIP PROGRAM LEVELS:

GOLD SPONSORSHIP

For an annual fee of \$500, our Gold member Sponsors receive the following benefits for one year from date of sponsorship:

- Company name, address, telephone number, logo, and sixty-word or less company "profile" on the VPO Website Sponsors' Page with a link to Sponsor's business webpage
- Randomly alternating logo/link on VPO Homepage Advertising Banner (a \$95.00 value)
- Recognition at all VPO-Sponsored events, including the Annual Meeting, Fall Seminars and meet and greet socials;
- Free attendance at VPO-Sponsored events for up to two (2) employees
- ½ page ad in our quarterly newsletter (a \$350.00 value), *Paralegal Focus*
- Distribution of promotional materials at all seminars, or 50% reduction on vendor booth¹

SILVER SPONSORSHIP

For an annual fee of \$350, our Silver member Sponsors receive the following benefits for one year from date of sponsorship:

- Company name, address, telephone number, logo, and thirty-word or less company "profile" on the VPO Website Sponsors' Page with a link to Sponsor's business webpage

¹ Vendor Booth rates for 2017 are \$200.00

- Randomly alternating logo/link on VPO Homepage Advertising Banner (a \$95.00 value)
- Recognition at all VPO-Sponsored events, including the Annual Meeting, Fall Seminars and meet and greet socials;
- ¼ page ad in our quarterly newsletter (a \$275.00 value), *Paralegal Focus*
- Distribution of promotional materials at all seminars

BRONZE SPONSORSHIP

For an annual fee of \$200, our Bronze member Sponsors receive the following benefits for one year from date of sponsorship:

- Company name, address and telephone number only (no logo) on VPO Website Sponsors' Page
- Business-Card sized ad in our quarterly newsletter, *Paralegal Focus*

ONE-TIME EVENT SPONSORSHIP

For a one-time fee of \$200, you can sponsor a particular seminar or event and receive the following benefits:

- Vendor booth/table at sponsored event
- Company name, address, telephone number and logo on VPO Website Sponsors' Page announcing the event and sponsorship

GENERAL SPONSORSHIP

A sponsor may provide a contribution in any denomination or amount to be utilized toward a particular project or event connected to or representative of that sponsor. A sponsor may also provide goods to be utilized as door prizes for a particular event.

For example, a financial institution may wish to make a contribution toward the VPO Annual Scholarship or Paralegal Certification Scholarship. A particular organization may wish to make a contribution toward the Pro Bono committee to promote its work with the elderly or low income Vermonters.

General Sponsorship Donors will have their company names and addresses only (no logo) recognized on our website and in our newsletter, *Paralegal Focus*, as being a participating donor in whatever project or event the sponsor has contributed toward.

Sponsors wishing to make General Sponsorship donations should provide a statement regarding their intentions and contribution amount to Carie Tarte, VPO Sponsorship Chair at: carie@maleyandmaley.com or P.O. Box 5755, Burlington, VT 05402.



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SPONSORSHIP APPLICATION

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____

E-MAIL: _____

WEBSITE: _____

SPONSOR TYPE: Corporate Educational Institution

SPONSORSHIP LEVEL:

- Gold* (\$500) One-Time Event Sponsorship (\$200)
 Silver* (\$350) General Sponsorship in the amount of \$_____
- Bronze (\$200)

Gold, Silver and Bronze Sponsors should e-mail their advertisements in the appropriate size in PDF, JPG or GIF format to: lreese@dinse.com

**Gold and Silver Sponsors should e-mail their company "profile" description to: cdeering@pfclaw.com*

For further questions or inquiry, please contact our Sponsorship Committee Chair, Carie Tarte, at carie@maleyandmaley.com or (802) 489-5258.

Full payment is due with Sponsorship Application. Please make checks payable to "Vermont Paralegal Organization."