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CALIFORNIA COURT REPORTERS ASSOCIATION  
111<sup>TH</sup> ANNUAL CONVENTION | OCTOBER 15-17, 2021

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## SPONSORSHIP INFORMATION

*Everyone's a Winner at CCRA's Virtual Convention!*

## Dear Industry Partner:

On behalf of California Court Reporters Association (CCRA), I would like to invite you to become a sponsor of our virtual convention! We are so excited to present this 2.5 day educational convention on October 15-17, 2021. As you know, CCRA is California's largest association representing ALL reporters and one of the largest state associations in the country. Our membership includes a wide range of professionals representing California's official court reporters, freelance reporters, deposition firms, CART providers, captioners, court reporting schools, and students.

This virtual convention will be the premier educational and networking event for our members and non-members throughout California and beyond. Although different than our usual in-person format, this virtual convention has its advantages for attendees, such as a lower price point and no hotel or travel costs. Attendees are welcome not just from California, but from anywhere in the world! Last year's virtual convention was a smashing success, and this year's lineup of presenters will not disappoint!

CCRA understands your valuable marketing dollars need to be maximized to show a return on your investment. Our conventions are designed with our vendors and sponsors in mind. We offer several sponsorship opportunities to help your company, association, or product stand out. By becoming a sponsor, you not only gain exposure in the industry, but you demonstrate your support for CCRA and its efforts to enhance the profession. Reporters who attend our convention will recognize you as an ally and supporter of the stenographic profession.

Our staff is here to help you! For more information please contact our office at (949) 715-4682 x 118 and ask for Becky McGuire. She can discuss customizing a sponsorship package that's right for you. We have sponsorships available to fit all budgets. Please refer to the sponsorship information included in this brochure. We look forward to your response and the opportunity to work with you on what will surely be a successful endeavor. As always, we appreciate your support of our annual convention.

Sincerely,

CCRA Convention Planning Committee

**In order to create a rewarding experience for our attendees, CCRA encourages support from vendors for various sessions and events that complement the educational nature of the convention.**

**Sponsoring companies may be recognized in various online marketing, on the CCRA website, as well as other opportunities, depending on the level of sponsorship.**

**Convention highlights and educational sessions are available for sponsorship. Please contact Becky McGuire at 949-715-4682 x118 or by email at [events@cal-ccra.org](mailto:events@cal-ccra.org) for details.**

# Convention Sponsorship Opportunities

## Royal Flush – \$10,000

*(Includes Complimentary Student Attendees)*

- Full-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Ad to be placed in the handout section of the webinar for attendees to download.
- Sponsorship of one educational webinar.
  - » Introduce speaker before the webinar starts.
  - » Have a 10 minute Q&A at the conclusion of the webinar. Webinar to be chosen based on time allocated.
  - » Webinar title will include “This webinar is sponsored by” your company name.
  - » Welcome Message Chat Box will include “This webinar is sponsored by” your company name.
- Your company logo to appear:
  - » On the main page of this particular webinar
  - » On the attendee registration page
  - » At the bottom of the confirmation email
  - » On two reminder emails – one day before the webinar & one hour before the webinar
  - » On the follow-up email after the webinar is over
  - » On the sponsor document in the handouts section
- Convention attendee list one week prior to convention date.
- Up to 25 complimentary “student” attendees and five full conference attendees.

## Royal Flush – \$10,000

*(Includes Business Luncheon Sponsorship)*

- Full-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Ad to be placed in the handout section of the webinar for attendees to download.
- Sponsorship of one educational webinar.
  - » Introduce speaker before the webinar starts.
  - » Have a 10 minute Q&A at the conclusion of the webinar. Webinar to be chosen based on time allocated.
  - » Webinar title will include “This webinar is sponsored by” your company name.

- » Welcome Message Chat Box will include “This webinar is sponsored by” your company name.
- Your company logo to appear:
  - » On the main page of this particular webinar
  - » On the attendee registration page
  - » At the bottom of the confirmation email
  - » On two reminder emails – one day before the webinar & one hour before the webinar
  - » On the follow-up email after the webinar is over
  - » On the sponsor document in the handouts section
- Convention attendee list one week prior to convention date.
- Two full conference attendees.
- CCRA to send each attendee (on your behalf) a voucher to enjoy lunch. Voucher to be used during the CCRA Business Luncheon.

## Straight Flush – \$7,500

- Full-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Ad to be placed in the handout section of the webinar for attendees to download.
- Sponsorship of one educational webinar.
  - » Introduce speaker before the webinar starts.
  - » Have a 10 minute Q&A at the conclusion of the webinar. Webinar to be chosen based on time allocated.
  - » Webinar title will include “This webinar is sponsored by” your company name.
  - » Welcome Message Chat Box will include “This webinar is sponsored by” your company name.
- Your company logo to appear:
  - » On the main page of this particular webinar
  - » On the attendee registration page
  - » At the bottom of the confirmation email
  - » On two reminder emails – one day before the webinar & one hour before the webinar
  - » On the follow-up email after the webinar is over
  - » On the sponsor document in the handouts section
- Convention attendee list one week prior to convention date.
- Up to 12 complimentary “student” attendees and three full conference attendees.

**CCRA has the right to refuse sponsorship to any firm or individual.**

# Convention Sponsorship Opportunities, CONTINUED

## **“Aces” Four of a Kind – \$5,000**

*(Includes Starbucks Sponsorship)*

- Half-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
- Two full conference attendees.
- Convention attendee list one week prior to convention date.
- CCRA to send each attendee (on your behalf) a voucher to enjoy Starbucks.

## **“Kings” Four of a Kind – \$5,000**

*(Includes Complimentary Student Attendees)*

- Half-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
- Convention attendee list one week prior to convention date.
- Up to eight complimentary “student” attendees and two full conference attendees.

## **Full House – \$3,500\***

- Provide CCRA with a video (no more than two minutes in length) to be played during the convention.
- Logo and link included in the convention marketing e-blasts – Approximately 20 blasts.
- Convention attendee list one week prior to convention date.

## **“Queens” Three of a Kind – \$3,000\***

- Full-page color ad marketing
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Brochure will be sent to all prospective attendees weekly and will reside on the CCRA website until after the conference is over.
- Logo and link included in the convention marketing e-blasts – Approximately 20 blasts.

## **Wild Card**

*(Advertising Opportunities Only)*

- Logo included in the convention marketing e-blast – \$2,500  
Approximately 20 blasts.\*
- Half-page Ad in Attendee Brochure – \$1,500  
Ad will be 8.5 x 5.5 and full color.
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Brochure will be sent to all prospective attendees weekly and will reside on the CCRA website until after the conference is over.
- Logo on CCRA convention website – \$1,000 per month through October 2021.
- Quarter-page Ad in Attendee Brochure – \$500  
Ad will be 4.25 x 5.5 and full color.
  - » Ad to be placed in the attendee brochure. Please send ASAP. It will be placed online for all prospective attendees to see.
  - » Brochure will be sent to all prospective attendees weekly and will reside on the CCRA website until after the conference is over.

*\*These opportunities include two complimentary 2021 conference registrations.*

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## MARKETING AND ADVERTISING SPECIFICATIONS

### Educational Session Sponsor

- Sponsor logo in JPG, PNG, or Gif format. Logo must be no larger than 200 x 200 pixels.
- Website address (if your sponsorship includes a link).
- Sponsors will be included in all e-blast marketing. Approximately 25 blasts will be sent.
- Deadline to be included in all session correspondence is **September 24, 2021**.

### Attendee Brochure Advertising Specifications

- Full page - Ad must be 8.5 x 11 and full color.
- Half page - Ad must be 8.5 x 5.5 and full color.
- Quarter page - Ad must be 4.25 x 5.5 and full color.
- We will be sending out approximately 25 e-blasts with your Ad included.
- To reach as many potential attendees, please submit the Ad **as soon as possible**. The Attendee Brochure is already on the website and ready to be downloaded by attendees. Last day to submit an Ad is **September 24, 2021**.

### E-blast Advertising Specifications

- Sponsor logo in JPG, PNG, or Gif format. Logo must be no larger than 150 x 150 pixels.
- Website address (**if your sponsorship includes a link**).
- Sponsors will be included in all e-blast marketing. Approximately 25 blasts will be sent.
- To reach as many potential attendees, please submit the logo **as soon as possible**. E-blasts will continue going out to potential attendees until October 14, 2021. Last day to submit a logo for e-blasts is **October 1, 2021**.

### Website Advertising Specifications

- Banner/skyscraper advertisement and link on CCRA's convention website.
  - » Ad must be in PNG or JPG format and not exceed 160 pixels x 600 pixels.
- Small box advertisement and link on CCRA's convention website.
  - » Advertisement must be in PNG or JPG format and not exceed 180 pixels x 180 pixels.

### Cancellation Policy

Due to the nature of the sponsorship and advertising opportunities, cancellations will be considered on a case-by-case basis. Processing fees will apply. Should you have any questions regarding your sponsorship or advertising, please contact Becky McGuire at [events@cal-ccra.org](mailto:events@cal-ccra.org) or call (949) 715-4682 x 118.



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# SILENT AUCTION PLEDGE FORM

## October 15-17, 2021

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Description of Donation/Package: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Restrictions: \_\_\_\_\_

\_\_\_\_\_

Expiration Date (Expiration date should be no earlier than 12/31/2021): \_\_\_\_\_

Estimated Dollar Value: \$ \_\_\_\_\_

We will not be able to participate in this year's CCRA Silent Auction, however, please accept our monetary donation in the amount of:

\_\_\_\_\_ Please make checks payable to CCRA and mail them to CCRA office, One Capitol Mall, Suite 800, Sacramento, CA 95814..

In order to include your donation in the CCRA's Silent Auction, please email your pledge form to  
Becky McGuire at [events@cal-ccra.org](mailto:events@cal-ccra.org) by Friday, October 1, 2021.

Please keep your donations. Do not send them to the CCRA office.  
CCRA will announce the winners and you will be able to mail the donated item directly to the winner.

If you have any questions, please contact Becky McGuire at the above email.

We reserve the right to combine the above item with other donations to create a complete memorable package experience.