
2024-2025

SECTION SPONSORSHIP



INVOLVEMENT

WITH THE SOLO & SMALL FIRM SECTION OF THE FLORIDA BAR is an excellent way to showcase your products and services to more than 2,100 Florida Bar attorneys and paralegals throughout the state. Sponsor the Solo & Small Firm Section and gain valuable exposure for your company or organization. We offer several levels of sponsorships and we welcome your ideas about tailoring a package for your company's preferences.

To reserve your sponsorship, please contact Solo & Small Firm Section Sponsorship Committee Co-Chairs Rebekah Taylor at [689-318-5547](tel:689-318-5547) or rebekah@rtmediation.com and Starlett Massey at [813-868-5601](tel:813-868-5601) or smassey@masseylawgroup.com.

FLSoloSmallFirm.org

SECTION SPONSORSHIP OPPORTUNITIES

ONLINE
PAYMENT

All Solo & Small Firm Section sponsors receive recognition on the section's website sponsor page, on social media, in section communications, and in newsletters in various degrees according to their respective sponsorship levels. All sponsorships are from July 1, 2024, to June 30, 2025.

MEMBERSHIP. The section is comprised of more than 2,100 attorney and paralegal members located throughout Florida as well as out-of-state members of The Florida Bar. The section's Executive Council meetings are attended by up to 30 members including those serving as officers, on the Executive Council, as Emeritus members, affiliate member representatives, and guests. The meetings are held five times each year at various locations in Florida or virtually. The Executive Council also holds a Long Range Planning Meeting once a year.

COMMUNICATIONS. The section's QuickSOURCE e-newsletter is posted as a blog on the section website every two weeks, e-mailed to all section members, and promoted on social media. The section's SOURCE digital magazine is published three times a year on the section's website, e-mailed to all section members, and promoted on social media.

SOCIAL MEDIA. The section maintains active social media profiles on Facebook, X, Instagram, and Threads, and offers a members-only, closed Facebook group and a LinkedIn group. Currently, we have 2,310 Facebook followers, 479 in the members-only Facebook group, 717 members in the LinkedIn group, 2,628 X followers, 485 Instagram followers, and 132 Threads followers. We average one social media post per day on our platforms.

CONTINUING LEGAL EDUCATION. During the July 1–June 30 Florida Bar year, the section offers two one-hour CLE webinars (generally monthly), including 10 free Zoom CLEs available on-demand in our members-only Facebook group. Our annual CLE programs include a virtual Ethics & Professionalism Update, a virtual Solo & Small Firm Technology CLE, and an in-person and webcast Florida Law Update. In addition, we plan to add a "Tech Thursday" CLE series featuring six additional programs, another way for our sponsors to gain recognition. Our CLE seminars are recorded and available for purchase and viewing on-demand for 16–18 months following the program dates.

SECTION SPONSORSHIP OPPORTUNITIES

ONLINE
PAYMENT

SECTION ANNUAL SPONSORSHIP \$5,000 (Limited to four)

- Recognition as a Section Annual Sponsor in a headline prominently displayed on the section's website homepage.
- Your company's logo and promotional statement on the section website's sponsor page. Your content may include videos or reels of up to 30 seconds.
- Recognition as a Section Annual Sponsor in all e-mails sent to section members and shared on social media.
- Full-page ad in each issue of the section's SOURCE digital magazine, published three times a year on the section's website, e-mailed to all section members, and promoted on social media.
- Recognition as a Section Annual Sponsor in the section's biweekly QuickSOURCE e-newsletter, posted as a blog on the section website, emailed to all section members and promoted on social media.
- Your advertisement (various size options) in four issues of the section's biweekly QuickSOURCE e-newsletter, posted as a blog on the section website, emailed to all section members and promoted on social media.
- Direct promotions to section members four times during the year as stand-alone emails.
- Social media posts throughout the year on Facebook, X, LinkedIn, Instagram, and Threads.
- At the start of CLE programs, your company will be verbally recognized as a Section Annual Sponsor by the moderator and your company logo will be displayed on a slide, along with those of other sponsors.
- 5-minute, in-person presentation (no A/V) at an Executive Council or Long-Range Planning Meeting.
- One representative may join our members-only Facebook group for the length of the sponsorship. Two limitations are imposed on the representative: (1) No advertisement and (2) No separate individual messages to Facebook group members. A violation of these limitations would result in the elimination of this deliverable for the sponsor for the remainder of the sponsored bar year. We will notify Facebook group members when a new representative has joined the group through a post that welcomes the sponsor's representative.

SPONSORSHIP OPPORTUNITIES

ONLINE
PAYMENT

SECTION ADVOCATE SPONSORSHIP \$3,000

- Your company's logo and promotional statement on the section website's sponsor page. Your content may include videos or reels of up to 30 seconds.
- Recognition as a Section Advocate in all e-mails sent to section members and shared on social media.
- 2/3-page ad in two issues of the section's SOURCE digital magazine, published three times a year on the section's website, e-mailed to all section members, and promoted on social media.
- Recognition as a Section Advocate in the section's biweekly QuickSOURCE e-newsletter, posted as a blog on the section website, emailed to all section members and promoted on social media.
- Your advertisement (various size options) in two issues of the section's biweekly QuickSOURCE e-newsletter, posted as a blog on the section website, emailed to all section members, and promoted on social media.
- Social media posts during the Bar year on Facebook, X, LinkedIn, Instagram, and Threads.
- At the start of CLE programs, your company will be recognized as a Section Advocate with your company logo displayed on a slide, along with those of other sponsors.
- 5-minute, in-person presentation (no A/V) at an Executive Council or Long-Range Planning Meeting.

SPONSORSHIP OPPORTUNITIES

ONLINE
PAYMENT

SECTION SUPPORTER SPONSORSHIP \$1,750

- Your company's logo and promotional statement will appear on the section website's sponsor page. Your content may include videos or reels of up to 30 seconds.
- Recognition as a Section Supporter in all section e-mails sent to all section members and shared on social media.
- 1/2-page ad in one issue of the section's SOURCE digital magazine, published three times a year on the section's website, e-mailed to all section members, and promoted on social media.
- Your advertisement (various size options) in one issue of the section's biweekly QuickSOURCE e-newsletter, posted as a blog on the section website, emailed to all section members and promoted on social media.
- Social media posts during the Bar year on Facebook, X, LinkedIn, Instagram, and Threads.
- At the start of CLE programs, your company will be recognized as a Section Supporter with your company logo displayed on a slide, along with those of other sponsors.
- 5-minute, in-person presentation (no A/V) at an Executive Council or Long-Range Planning Meeting.

SPONSORSHIP OPPORTUNITIES

ONLINE PAYMENT

SECTION FRIEND SPONSORSHIP \$800

- Your company's logo will appear on the section website's sponsor page. Your content may include videos or reels of up to 30 seconds.
- 1/3-page ad in two issues of the section's SOURCE digital magazine, which is published on the section's website, e-mailed to all section members and promoted on social media.
- Social media posts during the Bar year on Facebook, X, LinkedIn, Instagram, and Threads.
- At the start of CLE programs, your company will be recognized as a Section Supporter with your company logo displayed on a slide, along with those of other sponsors.

SECTION LAW FIRM SPONSORSHIP \$400

- Your firm's name or logo will appear on the section website's sponsor page. Your content may include videos or reels of up to 30 seconds.
- 1/3-page ad in one issue of the section's SOURCE digital magazine, which is published on the section's website, e-mailed to all section members and promoted on social media.
- Social media posts during the Bar year on Facebook, X, LinkedIn, Instagram, and Threads.
- At the start of CLE programs, your company will be recognized as a Section Supporter with your company logo displayed on a slide, along with those of other sponsors.



2024-2025 ADVERTISING SPECIFICATIONS SOURCE & QUICKSOURCE

SOURCE

1/3 page—\$275
1/2 page—\$350
2/3 page—\$550
Full page—\$680

QUICKSOURCE

\$200
(Various size
options)

The SOURCE newsletter is published three times per year. Your advertisement may be submitted electronically as a .jpg, .tif or .pdf file at 300 ppi or larger. Black & white camera-ready copy is also acceptable. Please email advertisements to Solo & Small Firm Section communications consultant Lisa Tipton at lisa@prflorida.com.

Payment will be accepted on a per-issue basis. Options to pay online are available through The Florida Bar. For further information, please contact Solo & Small Firm Section Sponsorship Committee Co-Chairs Rebekah Taylor at [689-318-5547](tel:689-318-5547) or rebekah@rtmediation.com and Starlett Massey at [813-868-5601](tel:813-868-5601) or smassey@masseylawgroup.com.

The Solo & Small Firm Section SOURCE will accept all advertising that is in keeping with the publication's standards of ethics, legality and propriety, so long as such advertising is not derogatory, demeaning or contrary to The Florida Bar Standing Board Policy 13.10 (e), Bar Journal and News Editorial Policy. The editor reserves the right to place the submitted ad in an issue as space permits during the layout stage.

The QuickSOURCE e-newsletter is disseminated biweekly to all Solo & Small Firm Section members and is posted as a blog on the section website.

AD SIZES

SOURCE MAGAZINE

