



# Kentucky Defense Counsel

common defense  
uncommon vision

## 2024 Sponsorship Opportunities

The Kentucky Defense Counsel (KDC) is a collective of civil defense attorneys dedicated to advancing its members through professional education, fostering collegiality, and embracing diversity. Our mission is to elevate the level of service our members provide to their clients and to ensure that defendants have access to justice.

We extend a warm invitation to consider partnering with KDC for the year 2024. Together, we can continue to foster a thriving community dedicated to excellence in civil defense litigation.

# About the Kentucky Defense Counsel

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The Kentucky Defense Counsel (KDC) is a collective of civil defense attorneys dedicated to advancing its members through professional education, fostering collegiality, and embracing diversity. Our mission is to elevate the level of service our members provide to their clients and to ensure that defendants have access to justice. At KDC, we take great pride in our ability to enhance your business's visibility among our esteemed network of defense attorneys in Kentucky. We strive to provide a valuable platform for lawyers engaged in civil defense litigation to collaborate and share knowledge.

## Fall and Spring In-Person Seminars

KDC Seminars are held twice a year in the fall and spring. These events bring together KDC members from various parts of the state for ongoing legal education, acknowledgment of member achievements, and fostering camaraderie. During the autumn seminar, KDC honors outstanding members with awards such as Defense Lawyer of the Year, Young Lawyer of the Year, and Diplomat.

## *Common Defense*, bi-annual publication of KDC

The Kentucky Defense Counsel (KDC) releases a bi-annual publication titled '*Common Defense*,' which is distributed to members, sponsors, judges, and elected officials. This publication features articles addressing the most current challenges encountered by the defense bar. Each issue also includes updates on KDC news, highlights of outstanding members, and legal updates. Past editions are available for viewing on our website at [www.ky-def.org](http://www.ky-def.org), ensuring easy access at any time.

## Website and Emails

At KDC, we acknowledge the increasing demand for efficient and expedient communication and connection with our members. The KDC website stands as an invaluable repository of practical tools for our defense attorneys. Through this platform, members can access vendor information, receive timely legal updates, and easily reach out to colleagues for insights on experts, legal principles, venues, judges, and more.

## CLE Seminars and Webinars

KDC organizes numerous Continuing Legal Education (CLE) accredited webinars annually, designed to provide valuable insights to our members. Expert speakers cover a wide range of subjects including Employment Law & Workers' Compensation, Tort Law, Professional Negligence & Healthcare, as well as sessions tailored for Young Lawyers



\*\*\* New This Year! \*\*\*

KDC / TDLA Joint Annual Meeting 2024

## Joint Sponsorship Advantage

We appreciate and value our sponsors! For those vendors sponsoring both KDC and TDLA at any of their levels during the Joint Annual Meeting in Lexington, October 9-11, 2024 the state organizations are offering the following sponsor incentives:

- Invitation to attend awards dinner (max 2 people)
- Invitation to attend both conference night receptions.
- Recognition during the awards dinner
- Opportunity for announcement of company during session break
- Named as Joint Reception Sponsor
- Named as Joint Session Break Sponsor
- Exclusive placement within exhibit space
- Special logo placement on conference posters
- **Double Down** – Attendees get an extra chance of winning by visiting our special joint sponsor booths on their conference “bingo” card.

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*\*It is important to note, sponsors of only one state organization will be offered an exhibit booth for two attendees and placement on the bingo card. Sponsors of only one state during the joint annual meeting will not be offered the incentives listed above.*



# TRIPLE CROWN “All Events” SPONSOR

## \$5,000 Annual Commitment

*(ONE Sponsor only)*

As a distinguished KDC 'Triple Crown Sponsor', you will enjoy exclusive benefits for a three-year period, including:

- Priority consideration with first right of refusal.
- Opportunity to make presentations to the Board of Directors once a year.
- Access to present or provide a speaker at both the Fall and Spring Seminars, covering substantive, non-advertorial topics.
- Opportunity to fully participate in KDC Outreach events.
- Privilege to publish a substantive, non-advertorial article in the widely circulated Common Defense magazine.
- A full-page advertisement in Common Defense, featured bi-annually, your choice of front inside cover or back inside cover.
- The chance to lead a substantive, non-advertorial webinar.
- Exhibition space at both the Fall and Spring Seminars, featuring prime placement and including:
  - Attendance for three representatives, covering seminar sessions, seminar meals, and cocktail reception and dinner with board members.
  - A dedicated exhibitor table (6 ft.).
  - Access to a list of seminar attendees.
  - Lodging at the KDC member rate.
  - Recognition as a Presenting Sponsor in seminar handout materials and throughout the event.
- Collaborative opportunities with KDC on philanthropic initiatives throughout the year.
- Inclusion in all KDC publications, email blasts and on the KDC website, alongside our KDC logo and a direct link to your website.
- Designation as a 'KDC Preferred Provider'.

These benefits provide unparalleled exposure and engagement with our esteemed community of defense attorneys in Kentucky. We look forward to the opportunity to partner with you and maximize our collective impact.





# Presenting Sponsors

## \$2,500 Annual Commitment

*(Limited availability, limited to one of each business type)*

As an esteemed KDC 'Presenting Sponsor', you will have the following exclusive benefits for a three-year period:

- Priority consideration with first right of refusal.
- Opportunity to present or provide a speaker at either the Fall or Spring Seminar (once annually) on a substantive, non-advertorial topic.
- Chance to publish a substantive, non-advertorial article in the widely circulated *Common Defense* magazine (once annually).
- Regular full-page advertisement placement in *Common Defense* magazine.
- Exhibition space at the Fall and Spring Seminar, featuring prime placement and including:
  - Attendance for two representatives, covering seminar sessions, seminar meals, cocktail reception and dinner with board members.
  - A dedicated exhibitor table (6 ft.).
  - Access to a list of seminar attendees.
  - Lodging at the KDC member rate.
  - Recognition as a Presenting Sponsor throughout the seminar.
- Opportunity to participate in one KDC Outreach event and support KDC philanthropic initiatives.
- Listing in all KDC publications and on the KDC website, complete with a link to your Sponsor website.
- Designation as a 'KDC Preferred Provider'.



# Title Sponsors

## \$1,500 Annually

*(Unlimited Sponsorship Availability)*

As a valued participant, you'll have the opportunity to contribute a substantive, non-promotional article to the widely read KDC publication *Common Defense*.

As an exhibitor at the Fall OR Spring Seminar, you'll enjoy the following privileges:

- Premium placement for your exhibit space at the Annual Meeting.
- Attendance of two representatives at the Seminar, along with all seminar meals, cocktail reception and dinner with board members.
- Provision of an exhibitor table (6 ft.).
- Access to a comprehensive list of seminar attendees.
- Accommodations at the KDC member rate.
- Acknowledgment as a Title Sponsor throughout the seminar.

You'll also have the opportunity to support other KDC Outreach events, with your sponsor logo prominently displayed on related materials.

Furthermore, your presence will be highlighted in all KDC publications, email blasts and on the KDC website, complete with a direct link to your Sponsor website. Your designation as a 'KDC Preferred Provider' will further enhance your recognition.



## **Patron Sponsors**

**\$1,000 Annually**

*(Unlimited Sponsorships Available)*

As an exhibitor at the Fall or Spring Seminar, you will receive the following benefits:

- Attendance for two (2) representatives at the Seminar, seminar meals, the cocktail reception and dinner with board members.
- Provision of an exhibitor table (6 ft.).
- Access to a comprehensive list of seminar attendees.
- Accommodations at the KDC member rate.
- Recognition as a Patron Sponsor in all handout materials and throughout the seminar.
- Opportunity to participate in other KDC outreach events.
- Inclusion in all KDC publications and on the KDC website, complete with a direct link to your Sponsor website.

## **Friends of KDC Sponsors**

**\$750 Annually**

Supporters of KDC will have their names featured in all KDC publications and on the KDC website, accompanied by a direct link to their Sponsor website.





## Expand Your Brand With ~ a la carte Opportunities ~

### Common Defense magazine Ads\*

(offered in print and electronic formats)

**Prime Full page ad** (inside front cover\* or inside back cover\*) **\$400/ 1 issue**  
**-or Save!- \$750/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

**Full page ad** ..... **\$325/ 1 issue**  
**-or Save!- \$600/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

**Half Page ad** ..... **\$250/ 1 issue**  
**-or Save!- \$400/ 2 issues**

- Ad is 8.5" x 5.5", Full Color, Full bleed

\*Ad cost includes company logo on KDC website with direct link to advertiser website:

1x Advertisers.....6 Months

2x Advertisers.....12 Months

### CLE Sponsorship

**Seminar or Webinar** opportunity to present One-hour substantive, non- advertorial CLE program which KDC will advertise to membership. Details

TBD. (one available per vendor).....**\$600**

### Social / Outreach Sponsorships

**Seminar Cocktail Reception (Fall or Spring)**.....**\$400**

Sponsor our cocktail hour at KDC Fall or Spring Seminar

(two available-not same business type)

**KDC Outreach Event Supporting Sponsor**.....**\$600**

(one available per vendor) Outreach events such as sporting event tailgate, social hour for KDC members in city of your choice or partner with KDC for a philanthropic event (KDC's choice of charitable organization).

### Breakfast and Break Sponsors

Breakfast or Break Sponsor (2 available) at 2024 Fall Seminar .....**\$300**

Lunch Sponsor (2 available) at 2024 Spring Seminar.....**\$300**

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\* Prime Full Page Ad placement depends on Prime Sponsor location for one issue.

## Kentucky Defense Counsel 2024 Sponsor Commitment Form

*\* 2024 Sponsorships run from January 1, 2024 to December 31, 2024\**

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

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

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Type: (i.e. Forensic Engineering/ Consulting, Court Reporting,  
Investigation, Insurance, etc.) \_\_\_\_\_

Attendee #1: \_\_\_\_\_

Attendee #2: \_\_\_\_\_

*(Company representatives may be designated prior to registration deadline of KDC event.)*

Participation Level: \_\_\_\_\_

A la carte Opportunity Level(s): \_\_\_\_\_

Total Investment: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

*Please make your check payable to Kentucky Defense Counsel and Remit to:*

Kentucky Defense Counsel  
Attn: Jennifer Cocanougher, Executive Director  
Post Office Box 1412  
Versailles, Kentucky 40383-1412

Questions? Email or call Jennifer Cocanougher, KDC Executive Director at  
admin@ky-def.org or call 859.338.4761

**A Note about KDC Sponsorships and Ads:** 2024 KDC sponsorships run from January 1, 2024 to December 31, 2024. The Kentucky Defense Counsel (KDC) welcomes advertisements, sponsorships and exhibits from individuals or companies seeking to reach members of KDC. The policy of KDC is to accept such advertisements, sponsorships and exhibits that are not illegal or illicit and are not contrary to the interest or aims of the KDC. Subject to this policy, KDC retains the discretion to reject any sponsorship or advertisement, which it regards as potentially distasteful to KDC members. By signing this Commitment Form you agree to our sponsorship agreement. KDC premium Sponsorships are first come, first serve. Thank you!



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*Find us at:*  
[www.ky-def.org](http://www.ky-def.org)



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