

# 2015 Pro Bono Institute Sponsorship Opportunities



## Pro Bono Institute Annual Conference

March 4 – 6, 2015

Capital Hilton | Washington, DC

[probonoinst.org/conference](http://probonoinst.org/conference)

## 2015 Pro Bono Institute Annual Dinner

November 5, 2015

Gotham Hall | New York

[probonoinst.org/dinner](http://probonoinst.org/dinner)

Founded in 1996, Pro Bono Institute (PBI) is the respected resource for all things pro bono, with an unparalleled depth of knowledge, resources, and expertise. Through our work with law firms, corporate legal departments, and public interest organizations, PBI is the global thought leader in exploring, identifying, evaluating, catalyzing, and taking to scale new approaches to and resources for the provision of legal services to the poor, disadvantaged, and other individuals or groups unable to secure legal assistance to address critical problems.

Despite uncertainty in the legal market and the overall economy, the trajectory of law firm and in-house pro bono service has been extraordinary. Working closely with you – leaders at hundreds of legal departments and law firms – has enabled PBI and Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel, to literally transform the pro bono landscape at your institutions.

Your tax-deductible contributions will enable us to enhance and support your organization's pro bono efforts and provide you with seminal research, cutting-edge publications and training, and confidential, expert consultations, available only from PBI. Make your pledge today and pay on a schedule that's convenient for you.

Please take this opportunity to pledge your support to PBI and play a leadership role in another year of accomplishments and progress in the continuing battle for access to justice.

**Sponsor both PBI's Annual Conference and Annual Dinner to receive:**

- Premium recognition on PBI's website
- Ease of payment options
- Choice of bonus benefit

# 2015 Pro Bono Institute Sponsorship Opportunities

## » Annual Conference Sponsorship Packages At-A-Glance

	Pro Bono Champion* \$50,000	Pro Bono Leader † \$25,000	Pro Bono Star § \$20,000	Pro Bono Benefactor ‡ \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$5,000	Pro Bono Supporter \$2,500
Plenary Video Acknowledgement	X	X	X	X	X	X	
Exclusive Signage	X	X	X	X			
Cover Listing in Reception Program	X						
Speaking Opportunity	X						
Exclusive Video Acknowledgement	X						
Listing in Conference Program	Logo	Logo	Logo	Logo	X	X	X
Listing on General Signage	Logo	Logo	Logo	Logo	X	X	X
Listing on PBI Website	Logo	Logo	Logo	Logo	X	X	X
4-Color Advertisement	Full-page	Full-page	Full-page	Half-page	Half-page	Half-page	
Honoree Reception Tickets	15	8	6	4	2		

\*Reception Sponsor • † Lunch or Corporate Networking & Buffet Dinner Sponsor • § Breakfast or Wireless Internet Sponsor • ‡ Break, Charging Station or Technology Sponsor

Conference session sponsorships available at the Pro Bono Benefactor level and above.

## » Annual Dinner Sponsorship Packages At-A-Glance

	Pacesetter* \$75,000	Founder* \$50,000	Senior Partner* \$25,000	Lead Counsel* \$15,000	Advocate \$5,000	Donor Ticket \$1,500
Seats/Tables	2 tables of 10	2 tables of 8	1 table of 10	6 seats	2 seats	1 seat
Listing in Dinner Program	Logo	Logo	Logo	X	X	X
Special Acknowledgement	X	X	X	X		
Listing on Dinner Signage	X	X	X	X	X	X
Listing on PBI Website	Logo	Logo	Logo	X	X	X
Prominent Listing in Invitation	X	X				
Gobo (logo projection)	X					
Co-Chair Reception Tickets	10	6	3	1		
Advertisement in electronic Dinner Program	Full-page	Full-page	Full-page	Full-page	Half-page	

\*Sponsors at these levels are eligible to serve on the Annual Dinner Benefit Committee and can receive additional benefits.

See Sponsor Pledge Form for additional à la carte items offered this year.

# 2015 Pro Bono Institute Sponsorship Opportunities

## » Why support the Annual Conference?

Your sponsorship is vitally important to the cause of access to justice, and by supporting the work of PBI and CPBO, you help promote, strengthen, and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Conference to:

- publicly affirm your organization's commitment to pro bono;
- receive recognition in Annual Conference materials and on PBI's website;
- engage in the premier pro bono training and networking event of the year; and
- participate with top leaders at major law firms and legal departments as they learn and share new ideas and best practices in pro bono.

## » Annual Conference Sponsorship Package Benefits

### » Pro Bono Champion • \$50,000

#### Reception Sponsor (*Exclusive*)

- Logo recognition in Conference program, on Conference signage and exclusive sponsor display at Reception, and on PBI website with link
- Prominent logo video acknowledgement during Plenary
- Full-page 4-color advertisement in Conference program and exclusive cover listing on Reception program
- Exclusive speaking opportunity at Reception
- 15 tickets to exclusive Honoree Reception

### » Pro Bono Leader • \$25,000

#### Lunch Sponsor (*3 available*)

#### Corporate Networking & Buffet Dinner Sponsor

- Logo recognition in Conference program, on Conference signage and exclusive sponsor display at Reception, and on PBI website with link
- Prominent logo video acknowledgement during Plenary
- Full-page 4-color advertisement in Conference program
- Exclusive video acknowledgement during sponsored function
- 8 tickets to exclusive Honoree Reception

### » Pro Bono Star • \$20,000

#### Breakfast Sponsor (*3 available*)

#### Wireless Internet Sponsor (*1 available*)

- Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast and Internet signage, and on PBI website with link
- Prominent video acknowledgement during Plenary
- Full-page 4-color advertisement in Conference program
- 6 tickets to exclusive Honoree Reception

### » Advertising in Conference Program

- Full-page advertisement • \$5,000
- Half-page advertisement • \$3,000

### » Pro Bono Benefactor • \$15,000

#### Conference Session Sponsor (*\$15,000 level and above*)

#### Break Sponsor (*5 available*)

#### Charging Station Sponsor (*1 available*)

#### Technology Sponsor (*1 available*)

- Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast and Internet signage, and on PBI website
- Prominent video acknowledgement during Plenary
- Half-page 4-color advertisement in Conference program
- 4 tickets to exclusive Honoree Reception

### » Pro Bono Partner • \$10,000

- Listing in Conference program, on Conference signage, and on PBI website
- Video acknowledgement during Plenary
- Half-page 4-color advertisement in Conference program
- 2 tickets to exclusive Honoree Reception

### » Pro Bono Advocate • \$5,000

- Listing in Conference program, on Conference signage, and on PBI website
- Video acknowledgement during Plenary
- Half-page 4-color advertisement in Conference program

### » Pro Bono Supporter • \$2,500

- Listing in Conference program, on Conference signage, and on PBI website

### » A-la-Carte (*Earlier deadlines apply*)

- Conference Notepads • \$5,000
- Conference Bag • \$4,000
- Hotel Room Keys • \$3,000
- Lanyards • \$3,000
- Conference Pens • \$2,500

# 2015 Pro Bono Institute Sponsorship Opportunities

## » Why support the Annual Dinner?

Your sponsorship is essential to the cause of access to justice. By supporting the work of PBI and CPBO, you strengthen and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Dinner to:

- publicly affirm your organization's commitment to pro bono;
- receive recognition in Annual Dinner materials and on PBI's website;
- engage in networking opportunities with top leaders at major law firms and legal departments; and
- be eligible to participate in the PBI Leadership Convocation immediately preceding the Dinner.

## » Annual Dinner Sponsorship Package Benefits

### » Pacesetter • \$75,000

- 2 tables of 10 (*premier placement*)
- 10 invitations to exclusive Co-Chairs Reception
- Gobo (*logo projection*) at the Dinner
- Special acknowledgement at the Dinner
- Prominent listing in invitation
- Logo recognition in Dinner program
- Logo displayed on Dinner signage and PBI website
- Full-page 4-color advertisement in electronic Dinner program

### » Founder • \$50,000

- 2 tables of 8 (*premier placement*)
- 6 invitations to exclusive Co-Chairs Reception
- Special acknowledgement at the Dinner
- Prominent listing in invitation
- Logo recognition in Dinner program
- Logo displayed on Dinner signage and PBI website
- Full-page 4-color advertisement in electronic Dinner program

### » Advertising in Electronic Dinner Program

- Full-page advertisement • \$5,000
- Half-page advertisement • \$3,000

### » Senior Partner • \$25,000

- 1 table of 10 (*premier placement*)
- 3 invitations to exclusive Co-Chairs Reception
- Special acknowledgement at the Dinner
- Logo recognition in Dinner program
- Logo displayed on Dinner signage and PBI website
- Full-page 4-color advertisement in electronic Dinner program

### » Lead Counsel • \$15,000

- Preferred seating for 6 (*shared table*)
- 1 invitation to exclusive Co-Chairs Reception
- Acknowledgement at the Dinner
- Listing in Dinner program
- Listing on Dinner signage
- Full-page 4-color advertisement in electronic Dinner program

### » Advocate • \$5,000

- Preferred seating for 2
- Listing in Dinner program
- Half-page 4-color advertisement in electronic Dinner program

### » Donor Ticket • \$1,500

- Single ticket
- Listing in Dinner program

## » About the Law Firm Pro Bono Project

The Law Firm Pro Bono Project is the only global effort designed to support and enhance the pro bono culture and performance of major law firms in the United States and around the world. The Project's goal is to fully integrate pro bono into the practice, philosophy, and culture of firms so that large law firms provide the institutional support, infra structure, and encouragement essential to fostering a climate supportive of pro bono service and promoting partner and associate participation. Led by an Advisory Committee composed of law firm leaders, the Project designed and implemented the Law Firm Pro Bono Challenge®, now the industry standard for pro bono service among leading law firms.

## » About Corporate Pro Bono

Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel (ACC), is designed to substantially increase the amount of pro bono work performed by in-house counsel and to enhance the pro bono culture of in-house legal departments through technical assistance to the in-house community, targeted research and publications, online information and services, and outreach and educational programming. CPBO also works closely with ACC chapters to focus their resources and agendas on pro bono service. In 2006, at the urging of its Advisory Board, composed of corporate general counsel, CPBO launched the Corporate Pro Bono Challenge® initiative, the first voluntary pro bono benchmark for in-house pro bono.

# 2015 Pro Bono Institute Sponsorship Opportunities

## » Sponsor Pledge Form

NAME \_\_\_\_\_

COMPANY / FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

SPONSORSHIP FULFILLMENT CONTACT \_\_\_\_\_ E-MAIL \_\_\_\_\_ PHONE \_\_\_\_\_

*\*Bonus benefit subject to limitations and availability.*

Sponsor both events **NOW** to receive premium recognition on PBI's website, one bonus benefit from the next highest sponsorship level\*, and the ease of payment options.

## » 2015 Annual Conference

### Sponsorship Level

- Pro Bono Champion • \$50,000
- Pro Bono Leader • \$25,000  
(check one)
  - Lunch Sponsor
  - Corporate Networking & Buffet Dinner Sponsor
- Pro Bono Star • \$20,000  
(check one)
  - Breakfast Sponsor
  - Wireless Internet Sponsor
- Pro Bono Benefactor • \$15,000  
(check one)
  - Break Sponsor
  - Charging Station Sponsor
  - Technology Sponsor

- Pro Bono Partner • \$10,000
- Pro Bono Advocate • \$5,000
- Pro Bono Supporter • \$2,500

### A-la-Carte Options

- Conference Notepads • \$5,000
- Conference Bag • \$4000
- Hotel Room Keys • \$3,000
- Lanyards • \$3,000
- Conference Pens • \$2,500

### Advertising Options

- Full-page advertisement • \$5,000
- Half-page advertisement • \$3,000

**Deadline to respond: February 2, 2015**

## » 2015 Annual Dinner

### Sponsorship Level

- Pacesetter • \$75,000
- Founder • \$50,000
- Senior Partner • \$25,000
- Lead Counsel • \$15,000
- Advocate • \$5,000
- Donor Ticket • \$1,500

### Advertising Options

- Full-page advertisement • \$5,000
- Half-page advertisement • \$3,000

**Deadline to respond:  
October 5, 2015**

## » Payment Method

- Please invoice me.
- Check enclosed (*Please make check payable to Pro Bono Institute*)
- Please charge my credit card:  AmEx  MasterCard  Visa

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_

CVV\* NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

*\*Three digits in signature strip on back of card to the right of the (partial) card number. For AmEx, it is four non-raised digits on the front.*

**Please return this  
Sponsor Pledge Form  
with payment to:**

PBI Events Office  
2025 M Street, NW  
Suite 800  
Washington, D.C. 20036

Tel: 202.973.8720

Fax: 202.973.8716

pbievents@courtesyassoc.com