



PRO BONO
INSTITUTE

2012 Annual Dinner

November 15 • Sponsorship Opportunities

Letter from the President

I am honored to invite you and your law firm or legal department to join us on the occasion of the Pro Bono Institute's 2012 Annual Dinner by serving as a member of the prestigious Dinner Benefit Committee. Despite changes 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 around the nation and around the world — has enabled the Pro Bono Institute and Corporate Pro Bono, a partnership project of PBI and the Association of Corporate Counsel, to literally transform the pro bono landscape at your institutions.

It is fitting, therefore, that the theme of this year's Annual Dinner is "Transforming: Pro Bono • Justice • Lives." The millions of hours contributed each year by your organization, as well as your colleagues in other law firms and legal departments, make a profound, life-changing difference in the lives of poor, disadvantaged, and disenfranchised individuals and families, distressed communities, nonprofit organizations, emerging democracies, and so many others.

Never in our nation's history has been pro bono service been so vitally important. Today, your work not only benefits your clients, it preserves the integrity of our system of justice and our courts at a time when deep funding cuts and loss of public support threaten the rule of law.

The Pro Bono Institute has long been a thought leader, pioneering new approaches to pro bono service such as firm/legal department partnerships, signature projects, pro bono infrastructure, new models of pro bono service, and much, much more. Your support of the Annual Dinner will enable us to continue to help you to strengthen and enhance your work, ensuring that your pro bono efforts are as cost-effective and meaningful as possible in this difficult climate. It also allows us to continue to provide you with the seminal research, cutting-edge publications and training, expert consultations, and special events in your community. In addition to the numerous benefits that come with sponsoring the Annual Dinner, by joining the Benefit Committee, you will be invited to participate in the Annual Leadership Convocation, an exclusive event for law firm and legal department leaders which caps off our year of Regional Leadership Convocations and sets the tone for the work we will do in the coming year. You'll also receive an invitation to the exclusive Co-Chairs reception just prior to the Annual Dinner.

Your investment in PBI will support the transformation of pro bono, of justice, and of precious lives at a time when that transformation is most needed.

Esther F. Lardent, Esq.
President and CEO
Pro Bono Institute



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Sponsorship Packages At-A-Glance

	NEW LEVEL!			
	Pacesetter* \$75,000	Founder* \$50,000	Senior Partner* \$25,000	Lead Counsel* \$15,000
Seats/Tables	2 tables of 10	2 tables of 8	1 table of 10	6 seats
Listing in Dinner Program	Logo	Logo	Logo	Listing
Special Acknowledgement	X	X	X	X
Listing on Dinner Signage	X	X	X	X
Listing on PBI Website	X	X	X	
Prominent Listing in Invitation	X	X		
Gobo (logo projection)	X			
Co-Chair Reception Tickets	10	6	3	1
Advertisement in Dinner Program	Full-Page 4-color	Full-Page 4-color	Full-Page 4-color	Full-Page 4-color

**Sponsors at these levels are eligible for the Annual Dinner Benefit Committee and can receive additional benefits*

See pledge form for additional à la carte items offered this year



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The PBI 2012 Annual Dinner Benefit Committee

Why Should You Participate?

- Your participation on the 2012 Annual Dinner Benefit Committee publicly highlights your firm/legal department's commitment to pro bono service.
- Your firm/legal department will receive special recognition in the Annual Dinner program, event signage and video, and PBI and Corporate Pro Bono (CPBO — a partnership project of PBI and the Association of Corporate Counsel) publications and websites.
- You will receive an additional invitation to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner.
- You will be invited to participate in the Pro Bono Institute Annual Leadership Convocation on the afternoon of November 15. The invitation-only, interactive Convocation brings together the top leadership of in-house legal departments and major law firms to set the future agenda for pro bono in our nation and around the world.
- The time required to serve on the Dinner Benefit Committee is minimal. You will be asked to identify potential Annual Dinner supporters. PBI will support your efforts in a professional and low-key manner. If you prefer to contact potential supporters directly, PBI will do everything we can to make that effort as simple and efficient as possible.
- Your role is vitally important to pro bono. By supporting the work of PBI and CPBO, you will help to promote, strengthen, and enhance pro bono service and ensure that it continues to grow and thrive.

Your Role As A Benefit Committee Member:

- Secure your firm/legal department's participation at the Pacesetter, Founder, Senior Partner or Lead Counsel level.
- Identify other potential law firm and/or legal department Annual Dinner supporters. Based on your preference, you would also either directly contact those supporters (PBI can assist with materials and/or mailings) or instruct PBI to make contact on your behalf.

**Sign and return this form and the sponsorship pledge form to Kelly Givan
via fax (202.331.0111) or email (pbievents@courtesyassoc.com)
no later than July 23, 2012.**



**YES — I agree to serve as a Member of the
2012 PBI Annual Dinner Benefit Committee.**

*Please complete
and return the
Benefit Committee
Sponsor Pledge
Form to indicate
your sponsorship
commitment level.*

Signature	
Name exactly as it should appear in program	
Company/Firm name as it should appear in program	



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Sponsorship Packages Detailed Benefits

Pacesetter • \$75,000

- Two tables of ten (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 Dinner program*

Founder • \$50,000

- Two tables of eight (premier placement)
- Six 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 Dinner program*

Senior Partner • \$25,000

- One table of ten (premier placement)
- Three 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 Dinner program*

Lead Counsel • \$15,000

- Preferred seating for six (shared table)
- One invitation to exclusive Co-Chairs reception
- Acknowledgement at the Dinner
- Listing in Dinner program*
- Listing on Dinner signage
- Full-Page 4-color advertisement in Dinner program*

General Advertising in Dinner Program*

- Full-Page \$5,000
- Half-Page \$3,000

**Deadlines apply*



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Sponsor Pledge Form

NAME

COMPANY / FIRM

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

ADMINISTRATIVE CONTACT

E-MAIL

PHONE

2012 Annual Dinner

Sponsorship Level

- ☐ Pacesetter • \$75,000
- ☐ Founder • \$50,000
- ☐ Senior Partner • \$25,000
- ☐ Lead Counsel • \$15,000

Advertising Options

- ☐ Full-Page Ad • \$5,000
- ☐ Half-Page Ad • \$3,000

Additional à la carte Items

These items can be added to your sponsorship for greater visibility at the Annual Dinner

- ☐ 1 PBI Wire spotlight write-up • \$5,000
- ☐ 1 PBI Website sponsor spotlight • \$5,000
- ☐ 1 additional ticket to the Co-Chairs reception at the Annual Dinner • \$2,500

Deadline to respond:

July 23, 2012

Payment Method

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

CARD NUMBER

EXPIRATION 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
pledge form with
payment to:**

Pro Bono Sponsorship Office
2025 M Street, NW
Suite 800
Washington, DC 20036

Tel: 202.973.8720

Fax: 202.331.0111

pbievents@courtesyassoc.com