

2013 PBI Sponsorship Opportunities



*Helping you fulfill the
promise of pro bono*



PRO BONO
INSTITUTE

2013 PBI 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			
Display Promotional Materials	X	X	X	X			
Cover Listing in Reception Program	X						
Speaking Opportunity	X						
Exclusive Video Acknowledgement	X						
Listing in Program	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Listing on General Signage	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Listing on PBI Website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
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 Sponsor/Wireless Internet ‡ Break Sponsor/Charging Station

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	Listing	Listing	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	Full page	Full page	Full page	Half page	

*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

2013 PBI Sponsorship Opportunities

Annual Conference Sponsorship Packages Detailed Benefits

Pro Bono Champion • \$50,000

Reception Sponsor (Exclusive)

- Logo recognition in printed Conference program*
- Cover listing in printed Reception program*
- Exclusive speaking opportunity at Reception
- Logo displayed on Conference signage and exclusive sponsor display at Reception*
- Logo and link on PBI and Corporate Pro Bono websites
- Prominent video acknowledgement during Plenary
- Opportunity to display promotional materials during Conference
- Full page 4-color advertisement in printed Conference program*
- Fifteen tickets to exclusive Honoree Reception

Pro Bono Leader • \$25,000

Lunch Sponsor (Three available)

Corporate Networking & Buffet Dinner Sponsor (Exclusive)

- Logo recognition in printed Conference program*
- Logo displayed on Conference signage and exclusively on sponsored function signage*
- Logo and link on PBI and Corporate Pro Bono websites
- Prominent video acknowledgement during Plenary
- Exclusive video acknowledgement during sponsored function
- Opportunity to display promotional materials during sponsored function
- Full page 4-color advertisement in printed Conference program*
- Eight tickets to exclusive Honoree Reception

Pro Bono Star • \$20,000

Wireless Internet Sponsor (One available)

Breakfast Sponsor (Two available)

- Logo recognition in printed Conference program*
- Logo displayed on Conference signage and exclusively on sponsored breakfast signage*
- Logo and link on PBI and Corporate Pro Bono websites
- Prominent video acknowledgement during Plenary
- Opportunity to display promotional materials during sponsored breakfast
- Full page 4-color advertisement in printed Conference program*
- Six tickets to exclusive Honoree Reception

Pro Bono Benefactor • \$15,000

Charging Station Sponsor (One available)

Break Sponsor (Five available)

- Logo recognition in printed Conference program*
- Logo displayed on Conference signage and exclusively on sponsored function signage*
- Logo and link on PBI and Corporate Pro Bono websites
- Prominent video acknowledgement during Plenary
- Opportunity to display promotional materials during sponsored function
- Half page 4-color advertisement in printed Conference program*
- Four tickets to exclusive Honoree Reception

Pro Bono Partner • \$10,000

- Listing in printed Conference program*
- Listing on Conference signage*
- Listing and link on PBI and Corporate Pro Bono websites
- Video acknowledgement during Plenary
- Half page 4-color advertisement in printed Conference program*
- Two tickets to exclusive Honoree Reception

Pro Bono Advocate • \$5,000

- Listing in printed Conference program*
- Listing on Conference signage*
- Listing and link on PBI and Corporate Pro Bono websites
- Video acknowledgement during Plenary
- Half page 4-color advertisement in printed Conference program*

Pro Bono Supporter • \$2,500

- Listing in printed Conference program*
- Listing on Conference signage*
- Listing on PBI and Corporate Pro Bono websites

A-la-Carte*

- Conference Bag • \$4,000
- Lanyards • \$3,000

General Advertising in Conference Program*

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

**Deadlines apply*

2013 PBI Sponsorship Opportunities

Annual Dinner Sponsorship Packages Detailed Benefits

Pacesetter • \$75,000

- Two 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 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*

Advocate • \$5,000

- Preferred seating for two
- Listing in Dinner program*
- Half page 4-color advertisement in Dinner program*

Donor Ticket • \$1,500

- Single ticket
- Listing in Dinner program*

General Advertising in Dinner Program*

- Full page ad \$5,000
- Half page ad \$3,000

**Deadlines apply*



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INSTITUTE

2013 PBI Sponsorship Opportunities

Sponsor Pledge Form

NAME

COMPANY / FIRM

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

ADMINISTRATIVE CONTACT

E-MAIL

PHONE

2013 Annual Conference

Sponsorship Level

☐ Pro Bono Champion • \$50,000

☐ Pro Bono Leader • \$25,000

(check one)

☐ Lanyard Sponsor

☐ Lunch Sponsor

☐ Corporate Networking & Buffet Dinner Sponsor

☐ Pro Bono Star • \$20,000

(check one)

☐ Wireless Internet Sponsor

☐ Breakfast Sponsor

☐ Pro Bono Benefactor • \$15,000

(check one)

☐ Charging Station Sponsor

☐ Break Sponsor

☐ Pro Bono Partner • \$10,000

☐ Pro Bono Advocate • \$5,000

☐ Pro Bono Supporter • \$2,500

A-la-Carte Options

☐ Conference Bag • \$4000

☐ Lanyards • \$3,000

Advertising Options

☐ Full page ad • \$5,000

☐ Half page ad • \$3,000

2013 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 ad • \$5,000

☐ Half page ad • \$3,000

**Deadline to respond:
February 7, 2013**

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, D.C. 20036

Tel: 202.973.8720

Fax: 202.331.0111

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