

2014 Pro Bono Institute Sponsorship Opportunities



Founded in 1996, the Pro Bono Institute (PBI) is a Washington, D.C.-based nonprofit organization. With an unparalleled depth of knowledge, resources and expertise, PBI is the respected resource for all things pro bono. 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.

Your 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 expert consultations, available only from PBI.

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.

**Helping you fulfill
the promise of pro bono**

2014 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 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 or Wireless Internet Sponsor • ‡ Break, Charging Station or Technology Sponsor

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

2014 Pro Bono Institute Sponsorship Opportunities

» Annual Conference Sponsorship Package Benefits

» Pro Bono Champion • \$50,000

Reception Sponsor *(Exclusive)*

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

» Pro Bono Leader • \$25,000

Lunch Sponsor *(Three available)*

Corporate Networking & Buffet Dinner Sponsor

- Logo recognition in Conference program
- Logo displayed on Conference signage and exclusively on sponsored function signage
- Logo and link on PBI website
- Prominent video acknowledgement during Plenary
- Exclusive video acknowledgement during sponsored function
- Full-page 4-color advertisement in Conference program
- Eight tickets to exclusive Honoree Reception

» Pro Bono Star • \$20,000

Breakfast Sponsor *(Two available)*

Wireless Internet Sponsor *(One available)*

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

» Advertising in Conference Program

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

» Pro Bono Benefactor • \$15,000

Break Sponsor *(Five available)*

Charging Station Sponsor *(One available)*

Technology Sponsor *(One available)*

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

» Pro Bono Partner • \$10,000

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

» Pro Bono Advocate • \$5,000

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

» Pro Bono Supporter • \$2,500

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

» A-la-Carte

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

PBI's Annual Conference is the legal profession's premier pro bono event and the only conference specifically tailored to the interests, needs, resources, and issues faced by law firm leaders, chief legal officers and in-house lawyers, and public interest and legal services pro bono leaders.

2014 Pro Bono Institute Annual Conference

Grand Hyatt Washington • March 5-7, 2014

»»» Helping you fulfill
the promise of pro bono

2014 Pro Bono Institute Sponsorship Opportunities

» Annual Dinner Sponsorship Package 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 electronic 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 electronic Dinner program

» Advertising in Electronic Dinner Program

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

» Senior Partner • \$25,000

- One table of 10 (*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 electronic 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 electronic Dinner program

» Advocate • \$5,000

- Preferred seating for two
- 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, infrastructure, 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, a 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. Corporate Pro Bono 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®, the first voluntary pro bono benchmark for in-house pro bono.

2014 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

» 2014 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
- ☐ Flashdrives • \$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

» 2014 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:
January 31, 2014**

» 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 this
Sponsor Pledge Form
with payment to:**

Pro Bono Sponsorship Office
2025 M Street, NW
Suite 800
Washington, D.C. 20036

Tel: 202.973.8720
Fax: 202.973.8716
pbievents@courtesyassoc.com