

## Annual Conference

March 27-29, 2019 [probonoinst.org/conference](http://probonoinst.org/conference)

## Annual Dinner

October 10, 2019 [probonoinst.org/dinner](http://probonoinst.org/dinner)

**Q:** When a family struggling to make ends meet needs help to get their child's school to provide the special education services required by law, who can they turn to?

**A:** A pro bono lawyer.

**Q:** When a law firm or legal department needs help to create a pro bono program or to explore innovations to an existing pro bono program, who can they turn to?

**A:** Pro Bono Institute.

PBI is *the* source for all things pro bono, respected worldwide for its unparalleled depth of knowledge, research, training resources, and expertise. PBI's generous sponsors provide support critical for PBI to offer important programming that mobilizes lawyers to provide pro bono service by transforming the pro bono landscape at law firms and legal departments.

PBI's sponsors are recognized for their dedication to pro bono and as leaders in helping to reduce barriers to justice for the most vulnerable in our communities. Please review the accompanying sponsorship opportunities and pledge your support today.

### Pro Bono Leaders Circle

Sponsors that pledge support for both the 2019 Annual Conference and 2019 Annual Dinner with a minimum combined sponsorship of \$25,000 by March 15, 2019, qualify for the Pro Bono Leaders Circle and receive additional recognition throughout the year.

Please direct questions to:  
**Danny Reed**  
Director of Development  
202.729.6691  
[dreed@probonoinst.org](mailto:dreed@probonoinst.org)

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Washington, DC 20001-5378  
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[www.probonoinst.org](http://www.probonoinst.org)

# 2019 PRO BONO INSTITUTE Annual Conference SPONSORSHIP OPPORTUNITIES

## PRO BONO CHAMPION | \$50,000

- > Logo recognition: Conference program, signage, slideshows, select email marketing, and PBI's website
- > Full-page color advertisement in Conference program
- > Full-page color advertisement in slideshows
- > Exclusive signage at one Conference event
- > Social media mention
- > Acknowledgment during program
- > Special benefits for Laurie D. Zelon Pro Bono Award Lunch on March 28
- > Sponsor recognition at evening Reception on March 28

## PRO BONO LEADER | \$25,000

- > Logo recognition: Conference program, signage, slideshows, select email marketing, and PBI's website
- > Full-page color advertisement in Conference program
- > Full-page color advertisement in slideshows
- > Exclusive signage at one Conference event
- > Social media mention
- > Acknowledgment during program

## PRO BONO STAR | \$20,000

- > Logo recognition: Conference program, signage, slideshows and PBI's website
- > Full-page color advertisement in Conference program
- > Half-page color advertisement in slideshows
- > Exclusive signage at one Conference event

## PRO BONO BENEFACITOR | \$15,000

- > Logo recognition: Conference program, signage, slideshows, and PBI's website
- > Half-page color advertisement in Conference program
- > Half-page color advertisement in slideshows
- > Exclusive signage at one Conference event

## PRO BONO PARTNER | \$10,000

- > Sponsor listing: Conference program, signage, slideshows, and PBI's website
- > Half-page color advertisement in Conference program
- > Half-page color advertisement in slideshows

## PRO BONO ADVOCATE | \$5,000

- > Sponsor listing: Conference program, signage, slideshows, and PBI's website
- > Quarter-page color advertisement in Conference program

## PRO BONO SUPPORTER | \$2,500

- > Sponsor listing: Conference program, signage, slideshows, and PBI's website

## COLOR ADVERTISEMENT IN CONFERENCE PROGRAM

- > \$7,500 | Full page
- > \$5,000 | Half page

## Annual Conference Sponsorship Opportunities 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
Recognition: Conference program, signage, slideshows, and PBI's website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Color advertisement in Conference program	Full page	Full page	Full page	Half page	Half page	Quarter page	
Color advertisement in slideshows	Full page	Full page	Half page	Half page	Half page		
Exclusive signage at one Conference event	✓	✓	✓	✓			
Recognition in select email marketing	Logo	Logo					
Social media mention	✓	✓					
Acknowledgment during program	✓	✓					
Special benefits for Laurie D. Zelon Pro Bono Award Lunch on March 28	✓						
Sponsor recognition at evening Reception on March 28	✓						

2019 Annual Conference sponsors may register at the early-bird rate at any time. Please email [events@probonoinst.org](mailto:events@probonoinst.org) for the discount code.

Sponsorship benefits are subject to change without notice based on availability.

PBI reserves the right to make substitutions at its sole discretion and make final editorial decisions regarding all published materials.

## PRO BONO INSTITUTE

honors

## Ricardo A. Anzaldúa

*Executive Vice President, General Counsel and Corporate Secretary*

and

## Freddie Mac's Legal Division

with the

## 2019 Laurie D. Zelon Pro Bono Award

Thursday, March 28, 12:00 p.m. | Gaylord National Resort at D.C.'s National Harbor

PBI presents its Laurie D. Zelon Pro Bono Award each year to an individual or organization that has provided exemplary pro bono service. Freddie Mac launched its pro bono program more than 25 years ago, and it continues to thrive, offering diverse opportunities that engage the interests of its entire legal division staff—not just attorneys.

Freddie Mac's work with Capital Area Immigrants' Rights (CAIR) Coalition, a D.C.-based nonprofit organization that represents adult and juvenile immigrants at risk of detention and deportation, is particularly noteworthy. Since 2014, Freddie Mac has successfully represented 12 immigrants detained in Virginia and Maryland. The division's lawyers, legal analysts, and administrative staff have obtained asylum, special immigrant juvenile visas, and other relief for immigrants from Eritrea, Ethiopia, Honduras, Ghana, El Salvador, and Guatemala.

*Please join us to celebrate Freddie Mac's outstanding pro bono accomplishments.*

## Laurie D. Zelon Pro Bono Award Luncheon Sponsorship Opportunities At-a-Glance

Laurie D. Zelon Pro Bono Award Luncheon ONLY	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
Tickets to Laurie D. Zelon Pro Bono Award Luncheon	16	10	8	6	4	3	2
Sponsor recognition in Laurie D. Zelon Pro Bono Award Luncheon program, signage, and slideshow	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Color advertisement in Laurie D. Zelon Pro Bono Award Luncheon slideshow	Full page	Full page	Full page	Half page	Half page		
Logo recognition on Laurie D. Zelon Pro Bono Award Luncheon photo station backdrop	✓	✓					
Sponsor-provided product placement opportunity	✓	✓					
Speaking opportunity at Laurie D. Zelon Pro Bono Award Luncheon	✓						

Add-on to Conference Sponsorship	Pro Bono Champion INCLUDED	Pro Bono Leader \$7,500	Pro Bono Star \$5,000	Pro Bono Benefactor \$3,500	Pro Bono Partner \$2,200	Pro Bono Advocate \$1,500	Pro Bono Supporter \$1,000
Tickets to Laurie D. Zelon Pro Bono Award Luncheon	10	10	8	6	4	3	2
Sponsor recognition in Laurie D. Zelon Pro Bono Award Luncheon program, signage, and slideshow	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Color advertisement in Laurie D. Zelon Pro Bono Award Luncheon slideshow	Full page	Full page	Full page	Half page	Half page		
Logo recognition on Laurie D. Zelon Pro Bono Award Luncheon photo station backdrop	✓	✓					
Sponsor-provided product placement opportunity	✓	✓					
Speaking opportunity at Laurie D. Zelon Pro Bono Award Luncheon	✓						

Sponsorship benefits are subject to change without notice based on availability.

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# 2019 PRO BONO INSTITUTE Annual Dinner SPONSORSHIP OPPORTUNITIES

## PRO BONO TRAILBLAZER | \$75,000

- > 20 Annual Dinner seats (includes 10 tickets to exclusive Co-Chair Reception and 10 tickets to general reception)
- > Acknowledgment from stage
- > Logo recognition: invitation, program, signage, slideshow, select email marketing, and PBI's website
- > Logo recognition on red-carpet photo backdrop
- > Listing for two individuals on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisement in program and slideshow

## PRO BONO CHAMPION | \$50,000

- > 16 Annual Dinner seats (includes 6 tickets to exclusive Co-Chair Reception and 10 tickets to general reception)
- > Acknowledgment from stage
- > Logo recognition: invitation, program, signage, slideshow, select email marketing, and PBI's website
- > Logo recognition on red-carpet photo backdrop
- > Listing for one individual on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisement in program and slideshow

## PRO BONO LEADER | \$25,000

- > 10 Annual Dinner seats (includes 4 tickets to exclusive Co-Chair Reception and 6 tickets to general reception)
- > Logo recognition: invitation, program, signage, slideshow, and PBI's website; listing in select email marketing
- > Listing for one individual on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisement in program and slideshow

## PRO BONO BENEFACITOR | \$15,000

- > 6 Annual Dinner seats (includes 2 tickets to exclusive Co-Chair Reception and 4 tickets to general reception)
- > Sponsor listing: invitation, program, signage, slideshow, and PBI's website
- > Listing for one individual on Annual Dinner Benefit Committee
- > Half-page color advertisement in program and slideshow

## PRO BONO PARTNER | \$10,000

- > 4 Annual Dinner seats (includes 1 ticket to exclusive Co-Chair Reception and 3 tickets to general reception)
- > Sponsor listing: program, signage, slideshow, and PBI's website
- > Half-page color advertisement in slideshow

## PRO BONO ADVOCATE | \$5,000

- > 2 Annual Dinner seats (includes 2 tickets to general reception)
- > Sponsor listing: program, signage, slideshow, and PBI's website
- > Half-page color advertisement in slideshow

## INDIVIDUAL TICKET | \$1,500

- > 1 Annual Dinner seat (includes 1 ticket to general reception)

## ADVERTISEMENT

- > \$5,000 | Full-page color advertisement in program and slideshow
- > \$3,000 | Half-page color advertisement in program and slideshow

## Annual Dinner Sponsorship Opportunities At-a-Glance

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$50,000	Pro Bono Leader \$25,000	Pro Bono Benefactor \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$5,000
Annual Dinner seats   Co-Chair Reception tickets   General Reception tickets	20   10   10	16   6   10	10   4   6	6   2   4	4   1   3	2   0   2
Recognition: program, signage, slideshow, and PBI's website	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in invitation	Logo	Logo	Logo	Listing		
Listing of individuals on Annual Dinner Benefit Committee	2	1	1	1		
Acknowledgment from stage	✓	✓				
Logo recognition on red-carpet photo backdrop	Logo	Logo				
Social media mention	✓	✓	✓			
Recognition in select email marketing	Logo	Logo	Listing			
Color advertisement in program	Full page	Full page	Full page	Half page		
Color advertisement in slideshow	Full page	Full page	Full page	Half page	Half page	Half page

Sponsorship benefits are subject to change without notice based on availability.

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## SPONSORSHIP PLEDGE FORM

### SPONSOR INFORMATION

ORGANIZATION (as it should be listed in sponsor recognition)

PRIMARY CONTACT NAME

ADDRESS

CITY

STATE

ZIP

TELEPHONE

EMAIL

### SECONDARY CONTACTS

NAME

NAME

EMAIL

EMAIL

☐ Payment / Invoice

☐ Logo / Ad

☐ Payment / Invoice

☐ Logo / Ad

☐ Tax Receipt

☐ Guest List Names

☐ Tax Receipt

☐ Guest List Names

### 2019 ANNUAL CONFERENCE

#### SPONSORSHIP LEVEL

Pro Bono Champion	<input type="radio"/> \$50,000
Pro Bono Leader	<input type="radio"/> \$25,000
Pro Bono Star	<input type="radio"/> \$20,000
Pro Bono Benefactor	<input type="radio"/> \$15,000
Pro Bono Partner	<input type="radio"/> \$10,000
Pro Bono Advocate	<input type="radio"/> \$5,000
Pro Bono Supporter	<input type="radio"/> \$2,500

#### ADVERTISEMENT

Full-page color ad	<input type="radio"/> \$7,500
Half-page color ad	<input type="radio"/> \$5,000

### 2019 LAURIE D. ZELON PRO BONO AWARD LUNCHEON

#### Add-on to Conference Sponsorship\*

<input type="radio"/> Included	<input type="radio"/> \$50,000
<input type="radio"/> \$7,500	<input type="radio"/> \$25,000
<input type="radio"/> \$5,000	<input type="radio"/> \$20,000
<input type="radio"/> \$3,500	<input type="radio"/> \$15,000
<input type="radio"/> \$2,200	<input type="radio"/> \$10,000
<input type="radio"/> \$1,500	<input type="radio"/> \$5,000
<input type="radio"/> \$1,000	<input type="radio"/> \$2,500

#### Award Luncheon ONLY

\*Add-on sponsorship is only available  
with Conference sponsorship.

### 2019 ANNUAL DINNER

#### SPONSORSHIP LEVEL

Pro Bono Trailblazer	<input type="radio"/> \$75,000
Pro Bono Champion	<input type="radio"/> \$50,000
Pro Bono Leader	<input type="radio"/> \$25,000
Pro Bono Benefactor	<input type="radio"/> \$15,000
Pro Bono Partner	<input type="radio"/> \$10,000
Pro Bono Advocate	<input type="radio"/> \$5,000
Individual Ticket	<input type="radio"/> \$1,500

#### ADVERTISEMENT

Full-page color ad	<input type="radio"/> \$5,000
Half-page color ad	<input type="radio"/> \$3,000

Receive Pro Bono Leaders Circle recognition throughout the year by pledging support to both the Annual Conference and Annual Dinner by March 15, 2019, with a minimum \$25,000 combined sponsorship.

### PAYMENT OPTIONS

- ☐ Please send invoice.
- ☐ Check payable to **Pro Bono Institute** enclosed.

Please return form with payment to:

**Pro Bono Institute**

1001 G Street NW, Suite 305 West  
Washington, DC 20001-5378

Please ensure your records have PBI's current address.

To pay by credit card, please contact Danny Reed at 202.729.6691 or [dreed@probonoinst.org](mailto:dreed@probonoinst.org).

Pro Bono Institute is a 501(c)(3) nonprofit organization (tax ID 52-1991509). Donations are tax deductible to the extent allowed by law. For fair market value of sponsor benefits, please contact Danny Reed.

**Thank you for supporting Pro Bono Institute!**