

2021 marks Pro Bono Institute's 25th Anniversary: Building on 25 Years of Success.

Over the past 25 years, PBI has transformed the pro bono landscape to help expand access to justice for people who most need, but can least afford, legal assistance. PBI is the source for all things pro bono, respected worldwide for its unparalleled depth of knowledge, research, training resources, and expertise.

Until we are able to convene in person safely again, PBI will continue to offer important programming that mobilizes and equips law firms and legal departments to provide pro bono legal services. We will still gather virtually to exchange ideas, share successes and challenges, and celebrate exceptional pro bono achievements.

With your support, we can reduce barriers to justice for the most vulnerable people in our communities. Your generosity is crucial for our mutual success. PBI offers the following sponsorship opportunities for our 25th Anniversary year.

Annual Conference

March 23-26, 2021

www.probonoinst.org/2021conference

Virtual

PBI will again deliver educational sessions designed for seasoned professionals as well as newcomers to pro bono, networking opportunities, and special events with pro bono visionaries — all with a new, user-friendly virtual platform. Don't miss the legal community's premier pro bono event, including the presentation of:

2020 Chesterfield Smith Award

John J. Conroy, Jr. | Baker & McKenzie LLP

2020 Laurie D. Zelon Pro Bono Award

American International Group, Inc. and

Lucy Fato | Executive Vice President, General Counsel
& Global Head of Communications and Government Affairs

2021 Laurie D. Zelon Pro Bono Award

Discover Financial Services Legal Organization and
Wanji Walcott | Executive Vice President, Chief Legal Officer
and General Counsel

**2021 Esther F. Lardent Hall of Fame
for Excellence in Pro Bono Award**

The Honorable Jonathan Lippman | Latham & Watkins

**25th
Anniversary
Pro Bono
Leaders Circle**

Sponsors pledging support for both the 2021 Annual Conference and the 2021 Annual Awards Gala with a minimum combined sponsorship of \$25,000 by March 19, 2021, qualify for PBI's 25th Anniversary Pro Bono Leaders Circle and receive additional recognition throughout the year.

Annual Awards Gala

October 14, 2021

www.probonoinst.org/2021gala

Gotham Hall | New York

(Virtual if in-person event is not feasible)

The PBI Annual Awards Gala celebrates exceptional pro bono achievements with PBI's John H. Pickering Award and CPBO Pro Bono Partner Award, reaffirming commitments to pro bono and inspiring innovative pro bono collaborations.

Please direct questions to:

Danny Reed

Director of Development

202.729.6691

dreed@probonoinst.org

www.probonoinst.org

PLEDGE / PAY ONLINE

www.probonoinst.org/2021sponsorship

While PBI continues to work remotely during the global coronavirus pandemic, we prefer electronic funds transfer (ACH/wire) payments to check payments. EFT payments also enable PBI to avoid credit card processing fees and put your entire sponsorship to work on behalf of pro bono. Use PBI's online sponsorship form to confirm your pledge and receive EFT instructions or donate using a credit card or PayPal.

Please review the sponsorship details on the following pages and pledge your support today.

PBI 2021 Annual Conference SPONSORSHIP OPPORTUNITIES

Tuesday–Friday
March 23–26
Virtual

Besides the benefits listed below, PBI is investigating additional sponsorship benefits consistent with the virtual format of the 2021 Annual Conference.

PRO BONO TRAILBLAZER | \$75,000

- > Sponsor logo: e-program, website, social media, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 150 viewing passes for the virtual awards event
- > Digital advertisement on Annual Conference platform
- > Virtual exhibitor display on Annual Conference platform to showcase pro bono program
- > Exclusive signage at one Conference event
- > Option to provide 45-second video message during the virtual awards event
- > Acknowledgment during opening plenary

PRO BONO CHAMPION | \$50,000

- > Sponsor logo: e-program, website, social media, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 100 viewing passes for the virtual awards event
- > Digital advertisement on Annual Conference platform
- > Virtual exhibitor display on Annual Conference platform to showcase pro bono program
- > Signage at one Conference event
- > Option to provide 30-second video message during the virtual awards event
- > Acknowledgment during opening plenary

PRO BONO STAR | \$25,000

- > Sponsor logo: e-program, website, social media, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 50 viewing passes for the virtual awards event
- > Digital advertisement on Annual Conference platform
- > Virtual exhibitor display on Annual Conference platform to showcase pro bono program
- > Signage at one Conference event

PRO BONO BENEFACTOR | \$15,000

- > Sponsor logo: e-program, website, and virtual awards pre-event wait time slideshow and post-event credits
- > Sponsor listing: select email marketing
- > 30 viewing passes for the virtual awards event
- > Digital advertisement on Annual Conference platform
- > Virtual exhibitor display on Annual Conference platform to showcase pro bono program
- > Signage at one Conference event

PRO BONO PARTNER | \$10,000

- > Sponsor listing: e-program, website, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 20 viewing passes for the virtual awards event
- > Virtual exhibitor display on Annual Conference platform to showcase pro bono program

PRO BONO ADVOCATE | \$5,000

- > Sponsor listing: e-program, website, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 10 viewing passes for the virtual awards event

PRO BONO SUPPORTER | \$2,500

- > Sponsor listing: e-program, website, virtual awards pre-event wait time slideshow and post-event credits, and select email marketing
- > 5 viewing passes for the virtual awards event

ADVERTISEMENT

- > Please direct questions regarding advertising opportunities to Danny Reed, Director of Development, at 202.729.6691 or dreed@probonoinst.org.

PBI 2021 Annual Conference Sponsorship Opportunities At-a-Glance

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$50,000	Pro Bono Star \$25,000	Pro Bono Benefactor \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$5,000	Pro Bono Supporter \$2,500
Recognition: e-program, website, and virtual awards pre-event wait time slideshow and post-event credits	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in select email marketing	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Viewing passes for the virtual awards event	150	100	50	30	20	10	5
Virtual exhibitor display on Annual Conference platform	✓	✓	✓	✓	✓		
Digital advertisement on Annual Conference platform	✓	✓	✓	✓			
Social media mention	✓	✓	✓				
Sponsor-produced video message during the virtual awards event	45 seconds	30 seconds					
Acknowledgment during opening plenary	✓	✓					
Signage at one Conference event	Exclusive	✓	✓	✓			

2021 Annual Conference sponsors may register at the early-bird Conference registration rate at any time.
Please email dreed@probonoinst.org for discount code.

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

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

PBI 2021 Annual Awards Gala

SPONSORSHIP OPPORTUNITIES

Thursday, October 14
Gotham Hall | New York
Virtual if in-person event is not feasible

PRO BONO TRAILBLAZER | \$75,000

All of the Pro Bono Champion benefits, plus

- > Additional access to Annual Awards Gala and virtual General Counsel Roundtable; one (1) additional listing on Annual Awards Gala Benefit Committee
- > Special PBI 25th Anniversary benefits

PRO BONO CHAMPION | \$50,000

- > 16 Annual Awards Gala dinner seats (includes 6 tickets to exclusive Co-Chair Reception and 10 tickets to General Reception); alternatively, if event is virtual, access for 100 to event premiere
- > Acknowledgment from stage or during virtual event
- > Sponsor logo: invitation, program, website, signage, slideshow, social media, and select email marketing, or comparable virtual event recognition
- > Listing for one (1) on Annual Awards Gala Benefit Committee
- > If event is virtual, invitation for 6 to virtual General Counsel Roundtable
- > Full-page color advertisements in program and slideshow; alternatively, if event is virtual, digital advertisement on Annual Awards Gala website

PRO BONO STAR | \$25,000

- > 10 Annual Awards Gala dinner seats (includes 4 tickets to exclusive Co-Chair Reception and 6 tickets to General Reception); alternatively, if event is virtual, access for 50 to event premiere
- > Sponsor logo: invitation, program, website, signage, slideshow, and social media, or comparable virtual event recognition; sponsor listing in select email marketing
- > Listing for one (1) on Annual Awards Gala Benefit Committee
- > If event is virtual, invitation for 4 to virtual General Counsel Roundtable
- > Full-page color advertisements in program and slideshow; alternatively, if event is virtual, digital advertisement on Annual Awards Gala website

PRO BONO BENEFACITOR | \$15,000

- > 6 Annual Awards Gala dinner seats (includes 2 tickets to exclusive Co-Chair Reception and 4 tickets to General Reception); alternatively, if event is virtual, access for 30 to event premiere
- > Sponsor listing: invitation, program, website, signage, and slideshow, or comparable virtual event recognition
- > Listing for one (1) on Annual Awards Gala Benefit Committee
- > If event is virtual, invitation for 2 to virtual General Counsel Roundtable
- > Half-page color advertisements in program and slideshow; alternatively, if event is virtual, digital advertisement on Annual Awards Gala website

PRO BONO PARTNER | \$10,000

- > 4 Annual Awards Gala dinner seats (includes 1 tickets to exclusive Co-Chair Reception and 3 tickets to General Reception); alternatively, if event is virtual, access for 20 to event premiere
- > Sponsor listing: program, website, signage, and slideshow, or comparable virtual event recognition
- > Half-page color advertisement in slideshow

PRO BONO ADVOCATE | \$5,000

- > 2 Annual Awards Gala dinner seats (includes 2 tickets to General Reception); alternatively, if event is virtual, access for 10 to event premiere
- > Sponsor listing: program, website, signage, and slideshow, or comparable virtual event recognition
- > Half-page color advertisement in slideshow

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PBI 2021 Annual Awards Gala Sponsorship Opportunities At-a-Glance

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$50,000	Pro Bono Star \$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
If event is virtual, viewing passes for event premiere	150	100	50	30	20	10
Recognition: program, website, signage, and slideshow, or comparable virtual event recognition	Logo	Logo	Logo	Listing	Listing	Listing
Annual Dinner Benefit Committee listings	2	1	1	1		
Invitations to virtual General Counsel Roundtable	8	6	4	2		
Recognition in invitation	Logo	Logo	Logo	Listing		
Recognition in select email marketing	Logo	Logo	Listing			
Social media mention	✓	✓	✓			
Acknowledgment from stage or during virtual event	✓	✓				
Color advertisement in program (if in-person)	Full page	Full page	Full page	Half page		
Color advertisement in slideshow (if in-person)	Full page	Full page	Full page	Half page	Half page	Half page
Color digital advertisement on Annual Awards Gala website (if virtual)	✓	✓	✓	✓		

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