

2015 Pro Bono Institute Annual Dinner Sponsorship Opportunities



2015 Pro Bono Institute Annual Dinner

November 5, 2015

Gotham Hall | New York

probonoinst.org/dinner

Sponsor at the Pacesetter, Founder, Senior Partner, or Lead Counsel level to become eligible for the Annual Dinner Benefit Committee and receive additional benefits.

Founded in 1996, Pro Bono Institute (PBI) is the respected resource for all things pro bono, with an unparalleled depth of knowledge, resources, and expertise. 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.

Despite uncertainty 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 law firms and legal departments – has enabled PBI and Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel, to literally transform the pro bono landscape at your institutions.

Your tax-deductible contributions to PBI's 2015 Annual Dinner 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 confidential, expert consultations, available only from PBI. Make your pledge today and play a leadership role in another year of accomplishments and progress in the continuing battle for access to justice.

» Why should you join the Annual Dinner Benefit Committee?

- Your participation on the 2015 Annual Dinner Benefit Committee publicly highlights your firm/legal department's commitment to pro bono service.
- Your organization will receive special recognition in the Annual Dinner program, invitation, event signage, on the PBI website, and in PBI publications.
- You will receive access to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner.
- You will be invited to participate in PBI's National Leadership Convocation on the afternoon of November 5. This invitation-only, interactive gathering brings together the top leaders of major law firms and in-house legal departments.

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» 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 Electronic Program	Logo	Logo	Logo	✓	✓	✓
Listing on PBI Website	Logo	Logo	Logo	✓	✓	✓
Listing on Dinner Signage	Logo	Logo	Logo	✓	✓	✓
Special Acknowledgement	✓	✓	✓	✓		
Prominent Listing in Invitation	✓	✓	✓	✓		
Gobo (logo projection)	✓					
Co-Chair Reception Tickets	10	6	3	2		
Advertisement in electronic Dinner Program	Full-page	Full-page	Full-page	Full-page	Half-page	

**Sponsors at these levels are eligible to serve on the Annual Dinner Benefit Committee and receive additional benefits.*

See Sponsor Pledge Form for additional advertising options offered this year.

» 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, the 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. CPBO 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[®] initiative, the first voluntary pro bono benchmark for in-house pro bono.

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» Why support the Annual Dinner?

Your sponsorship is essential to the cause of access to justice. By supporting the work of PBI and CPBO, you strengthen and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Dinner to:

- publicly affirm your organization's commitment to pro bono;
- receive recognition in Annual Dinner materials and on PBI's website;
- engage in networking opportunities with top leaders at major law firms and legal departments; and
- be eligible to participate in the PBI Leadership Convocation immediately preceding the Dinner.

» Annual Dinner Sponsorship Package Benefits

» Pacesetter • \$75,000

- 2 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

- 2 tables of 8 (*premier placement*)
- 6 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

- 1 table of 10
- 3 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

» Lead Counsel • \$15,000

- Preferred seating for 6 (*shared table*)
- 2 invitations to exclusive Co-Chairs Reception
- Acknowledgement at the Dinner
- Prominent listing in invitation
- Listing in Dinner program
- Listing on Dinner signage
- Full-page 4-color advertisement in electronic Dinner program

» Advocate • \$5,000

- Preferred seating for 2
- Listing in Dinner program
- Half-page 4-color advertisement in electronic Dinner program

» Donor Ticket • \$1,500

- Single ticket
- Listing in Dinner program

2016 Pro Bono Institute Annual Conference MARCH 23-25, 2016

Capital Hilton • Washington, D.C.



- » www.probonoinst.org
- » www.cpbo.org
- » www.probonoinst.org/conference

2015 Pro Bono Institute Annual Dinner Sponsorship Opportunities

» Sponsor Pledge Form

NAME

COMPANY / FIRM

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

SPONSORSHIP FULFILLMENT CONTACT

E-MAIL

PHONE

» 2015 Annual Dinner

Benefit Committee Eligible

- 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

» Payment Method

- I/We cannot attend PBI's 2015 Annual Dinner but would like to make a contribution of \$_____.
- Send an invoice.
- Check enclosed (*Please make check payable to Pro Bono Institute*)
- Please charge my credit card: AmEx MasterCard Visa

CARD NUMBER

EXP. 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.

» Your Role As A Benefit Committee Member

- Secure your firm or legal department's participation at the **Pacesetter**, **Founder**, **Senior Partner** or **Lead Counsel** level.
- Have your name and your law firm or corporation's name listed in the printed Annual Dinner invitation (deadlines apply).
- Help PBI identify other potential law firm and/or legal department Annual Dinner supporters. You may either directly contact those supporters, or PBI can contact them on your behalf.

- Yes — I agree to serve as a Member of PBI's 2015 Annual Dinner Benefit Committee.**

- No — I prefer to support PBI as an Annual Dinner Sponsor, only.**

Benefit Committee Deadline to respond: September 4, 2015

Sponsorship Deadline to respond: October 5, 2015

Please return this Sponsor Pledge Form with payment to:

PBI Events Office
2025 M Street, NW
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Washington, D.C. 20036

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Fax: 202.973.8716

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