

2017 PRO BONO INSTITUTE Partnership Opportunities

2017 PRO BONO INSTITUTE
Annual Conference
March 8-10, 2017 probonoinst.org/conference

2017 PRO BONO INSTITUTE
Annual Dinner
September 28, 2017 probonoinst.org/dinner

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.

Working closely with you – leaders at hundreds of legal departments and law firms – 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 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.

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.

Join the **PRO BONO
LEADER'S CIRCLE**
and receive:

- Premium recognition on PBI's website.**
- Discounted sponsorship opportunities.**
- Ease of payment options.**



2017 PRO BONO INSTITUTE Partnership Opportunities

Pro Bono Institute invites your organization to join a prestigious list of supporters who share an unwavering commitment to access to justice. Pro Bono Leaders provide the backbone of support for PBI to fulfill its mission year-round. To customize your leadership package, please contact Kelly Simon at (202) 729-6691 or ksimon@probonoinst.org.

2017 Unified Campaign Pro Bono Leader's Circle Opportunities

PLATINUM: \$100,000

Sponsorship Package Value: \$125,000

- > Logo listing as **Pro Bono Champion** sponsor of PBI's Annual Conference
- > Logo listing as **Pacesetter** sponsor of PBI's Annual Dinner
- > Logo listing on PBI website for period of one (1) year from pledge date
- > Opportunity to welcome attendees at the PBI Annual Conference and PBI Annual Dinner
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series on website
- > Opportunity to be a featured sponsor of one (1) PBI monthly educational program of sponsor's choosing
- > Opportunity to author an article for PBI's monthly newsletter
- > Pre-publication copies of all Law Firm Pro Bono Project and Corporate Pro Bono publications

GOLD: \$75,000

Sponsorship Package Value: \$100,000

- > Logo listing as **Pro Bono Champion** sponsor of PBI's Annual Conference
- > Logo listing as **Founder** sponsor of PBI's Annual Dinner
- > Logo listing on PBI website for period of one (1) year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series on website
- > Opportunity to be a featured sponsor of one (1) PBI monthly educational program of sponsor's choosing

SILVER: \$50,000

Sponsorship Package Value: \$75,000

- > Logo listing as **Pro Bono Champion** sponsor of PBI's Annual Conference
- > Logo listing as **Senior Partner** sponsor of PBI's Annual Dinner
- > Logo listing on PBI website for period of one (1) year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series on website
- > Opportunity to be a featured sponsor of one (1) PBI monthly educational program of sponsor's choosing

BRONZE: \$25,000

Sponsorship Package Value: \$35,000

- > Logo listing as **Pro Bono Star** sponsor of PBI's Annual Conference
- > Logo listing as **Lead Counsel** sponsor of PBI's Annual Dinner
- > Logo listing on PBI website for period of one (1) year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series on website
- > Opportunity to be a featured sponsor of one (1) PBI monthly educational program of sponsor's choosing

Each leadership package is designed for sponsors to facilitate visibility year-round to the law firm and in-house pro bono community through various events and educational forums.

To review the full sponsorship benefits for each event, please see the following pages.

2017 PRO BONO INSTITUTE Partnership Opportunities

Annual Conference Sponsorship Package Benefits

PRO BONO CHAMPION | \$50,000

Reception Sponsor *(Exclusive)*

- > Logo recognition in Conference program, on Conference signage and exclusive sponsor display at Reception, and on PBI website with link
- > Prominent logo video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program and exclusive back cover listing on Reception program
- > Exclusive speaking opportunity at Reception
- > 20 tickets to exclusive Honoree Reception
- > 10 tickets to VIP Reception

PRO BONO LEADER | \$25,000

Lunch Sponsor *(3 available)*

Corporate Networking Dinner Sponsor

- > Logo recognition in Conference program, on Conference signage and exclusive sponsor display at Reception, and on PBI website with link
- > Table of 10 at designated sponsored event *(if applicable)*
- > Prominent logo video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program
- > Exclusive video acknowledgement during sponsored function
- > 10 tickets to exclusive Honoree Reception
- > 8 tickets to VIP Reception

PRO BONO STAR | \$20,000

Breakfast Sponsor *(3 available)*

Wireless Internet Sponsor *(1 available)*

- > Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast and Internet signage, and on PBI website with link
- > Table of 10 at designated sponsored event *(if applicable)*
- > Prominent video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program
- > 8 tickets to exclusive Honoree Reception
- > 6 tickets to VIP Reception

PRO BONO BENEFACTOR | \$15,000

Conference Session Sponsor *(\$15,000 level and above)*

Break Sponsor *(5 available)*

Charging Station Sponsor *(1 available)*

Technology Sponsor *(1 available)*

- > Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast and Internet signage, and on PBI website
- > Prominent video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 6 tickets to exclusive Honoree Reception
- > 4 tickets to VIP Reception

PRO BONO PARTNER | \$10,000

- > Listing in Conference program, on Conference signage, and on PBI website
- > Video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 4 tickets to exclusive Honoree Reception
- > 2 tickets to VIP Reception

PRO BONO ADVOCATE | \$5,000

- > Listing in Conference program, on Conference signage, and on PBI website
- > Video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 2 tickets to exclusive Honoree Reception

PRO BONO SUPPORTER | \$2,500

- > Listing in Conference program, on Conference signage, and on PBI website

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	✓	✓	✓	✓	✓	✓	
Exclusive Signage	✓	✓	✓	✓			
Cover Listing in Reception Program	✓						
Speaking Opportunity	✓						
Exclusive Video Acknowledgement	✓						
Listing in Conference Program	Logo	Logo	Logo	Logo	✓	✓	✓
Listing on General Signage	Logo	Logo	Logo	Logo	✓	✓	✓
Listing on PBI Website	Logo	Logo	Logo	Logo	✓	✓	✓
4-Color Advertisement	Full-page	Full-page	Full-page	Half-page	Half-page	Half-page	
Honoree Reception Tickets	20	10	8	6	4	2	
VIP Reception Tickets	10	8	6	4	2		

Conference session sponsorships available at the **Pro Bono Benefactor** level and above.

PBI Annual Conference sponsors may register at the early bird discounted rate. Contact PBI Director of Development Kelly Simon at (202) 729-6691 or ksimon@probonoinst.org for the discount code.

2017 PRO BONO INSTITUTE Partnership Opportunities

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

- > 4-color full-page advertisement | \$5,000
- > 4-color half-page advertisement | \$3,000

SENIOR PARTNER | \$25,000

- > 1 table of 10 (*premier placement*)
- > 4 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 6 (*shared table*)
- > 2 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

- > 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

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

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	✓	✓	✓
Special Acknowledgement	✓	✓	✓	✓		
Listing on Dinner Signage	✓	✓	✓	✓	✓	✓
Listing on PBI Website	Logo	Logo	Logo	✓	✓	✓
Prominent Listing in Invitation	✓	✓				
Gobo (<i>logo projection</i>)	✓					
Co-Chair Reception Tickets	10	6	4	2		
4-Color 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.

2017 PRO BONO INSTITUTE Partnership Opportunities

Sponsor Pledge Form

Pledge your support now at the **Pro Bono Lead Counsel** or **Benefactor** level or higher to receive premium recognition on PBI's website, one bonus benefit from the next highest sponsorship level*, and the ease of payment options.

NAME _____

COMPANY / FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

SPONSORSHIP FULFILLMENT CONTACT _____ E-MAIL _____ TELEPHONE _____

**Bonus benefit subject to limitations and availability.*

2017 Annual Conference

Sponsorship Level

- Pro Bono Champion** | \$50,000
 - Pro Bono Leader** | \$25,000
(check one)
 - Lunch Sponsor
 - Corporate Networking 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
 - Conference Session Sponsor
- Pro Bono Partner** | \$10,000
 - Pro Bono Advocate** | \$5,000
 - Pro Bono Supporter** | \$2,500

À-la-Carte Options

Sponsor is responsible for the cost of à-la-carte items

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

Advertising Options

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

Deadline to respond: **January 27, 2017**

Payment Method

- Please invoice me.
- Check enclosed *(Please make check payable to Pro Bono Institute)*
- Please charge my credit card: AmEx MasterCard Visa

NAME ON CARD _____

CARD NUMBER _____

EXP. DATE _____ CVV* NUMBER _____

SIGNATURE _____

**Three digits in the signature strip on back of card to the right of the (partial) card number. For AmEx, it is the four non-raised digits on the front.*

2017 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: **August 19, 2017**

Pro Bono Leader's Circle

Sponsorship Level

- Platinum** | \$100,000
- Gold** | \$75,000
- Silver** | \$50,000
- Bronze** | \$25,000

Please return this Sponsor Pledge Form with payment to:

Pro Bono Institute
1025 Connecticut Avenue NW
Suite 205
Washington, DC 20036

Kelly Simon
Director of Development
Tel: 202.729.6691
ksimon@probonoinst.org

Esther F. Lardent Leadership in Pro Bono Series

Pro Bono Institute has launched two new initiatives in honor of Esther F. Lardent, PBI's founder and President and CEO for almost two decades. The *Esther F. Lardent Fund for Innovation in Pro Bono*, established by PBI's Board of Directors in 2015, has been created to support new and innovative pro bono projects designed to increase access to justice. The goal of the Board-restricted Fund is to ensure that Esther's vision of a society in which everyone receives equal treatment under the law remains strong and that the work to realize that vision through new and innovative initiatives will continue for generations to come.

As part of the Fund, PBI launched the *Esther F. Lardent Leadership in Pro Bono Series*. The series will be comprised of leadership dinners, educational forums, and networking events designed to bring together the legal community to promote innovative and creative dialogue on legal practice and access to justice.

Please contact Kelly Simon, Director of Development, at **202.729.6691** or **ksimon@probonoinst.org** for more information about upcoming events or to make a contribution to the *Esther F. Lardent Fund for Innovation in Pro Bono*.

Why support PBI's Annual Conference?

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

Support the Annual Conference to:

- > publicly affirm your organization's commitment to pro bono;
- > receive recognition in Annual Conference materials and on PBI's website;
- > engage in the premier pro bono training and networking event of the year; and
- > participate with senior leaders at major law firms and legal departments as they learn and share new ideas and best practices in pro bono.

Why support PBI's 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 National Leadership Convocation immediately preceding the Dinner.

Why should you join the PBI Annual Dinner Benefit Committee?

- > Your participation on the 2017 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, and on the PBI website.
- > You will receive access to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner.