

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 people in our communities. PBI offers the following sponsorship opportunities for 2020 to support its essential work:

Annual Conference

March 17-19, 2020 probonoinst.org/conference
Gaylord National Resort at D.C.'s National Harbor

The legal community's premier pro bono event presents exceptional networking opportunities, special events with pro bono visionaries, and sessions designed for seasoned professionals as well as newcomers to pro bono.

Laurie D. Zelon Pro Bono Award Luncheon

Wednesday, March 18, 2020

Honoring **American International Group, Inc.** and

Lucy Fato, Executive Vice President and General Counsel

Annual Dinner

October 1, 2020 probonoinst.org/dinner
Gotham Hall | New York

Join PBI for another inspiring evening that celebrates stellar pro bono achievements as PBI presents its John H. Pickering Award and CPBO Pro Bono Partner Award. Meet and mingle with long-time pro bono champions and rising stars.

Pro Bono Leaders Circle

Sponsors pledging support for both the 2020 Annual Conference and the 2020 Annual Dinner with a minimum combined sponsorship of \$25,000 by March 15, 2020, qualify for PBI's 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

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SPONSORSHIP OPPORTUNITIES (page 1 of 2)

PRO BONO TRAILBLAZER

Annual Conference Sponsorship | \$75,000

- > Logo recognition: Conference program, signage, slideshow, select email marketing, and PBI’s website
- > Full-page color advertisements in Conference program and slideshow
- > Exclusive signage at one Conference event
- > Social media mention
- > Acknowledgment during program
- > PBI-provided co-branded water bottles for attendees
- > Sponsor recognition at evening Reception on March 18

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$75,000

- > 20 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 10 tickets to exclusive VIP Reception and 10 tickets to Networking Reception)
- > Logo recognition: Luncheon program, signage, slideshow, and PBI’s website
- > Full-page color advertisement in Luncheon slideshow
- > Onstage recognition at Laurie D. Zelon Pro Bono Award Luncheon
- > Acknowledgment as VIP Reception Host

Combined Sponsorship | \$75,000

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO CHAMPION

Annual Conference Sponsorship | \$50,000

- > Logo recognition: Conference program, signage, slideshow, select email marketing, and PBI’s website
- > Full-page color advertisements in Conference program and slideshow
- > Signage at one Conference event
- > Social media mention
- > Acknowledgment during program
- > Sponsor-provided product placement opportunity (subject to PBI’s approval)
- > Sponsor recognition at evening Reception on March 18

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$50,000

- > 16 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 8 tickets to exclusive VIP Reception and 8 tickets to Networking Reception)
- > Logo recognition: Luncheon program, signage, slideshow, and PBI’s website
- > Full-page color advertisement in Luncheon slideshow
- > Onstage recognition at Laurie D. Zelon Pro Bono Award Luncheon

Combined Sponsorship | \$60,000

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO LEADER

Annual Conference Sponsorship | \$25,000

- > Logo recognition: Conference program, signage, slideshow, select email marketing, and PBI’s website
- > Full-page color advertisements in Conference program and slideshow
- > Signage at one Conference event
- > Social media mention
- > Acknowledgment during program

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$25,000

- > 10 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 5 tickets to exclusive VIP Reception and 5 tickets to Networking Reception)
- > Logo recognition: Luncheon program, signage, slideshow, and PBI’s website
- > Full-page color advertisement in Luncheon slideshow

Combined Sponsorship | \$35,000

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO STAR

Annual Conference Sponsorship | \$20,000

- > Logo recognition: Conference program, signage, slideshow, and PBI’s website
- > Full-page color advertisement in Conference program; half-page color advertisement in slideshow
- > Signage at one Conference event

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$20,000

- > 8 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 4 tickets to exclusive VIP Reception and 4 tickets to Networking Reception)
- > Logo recognition: Luncheon program, signage, slideshow, and PBI’s website
- > Full-page color advertisement in Luncheon slideshow

Combined Sponsorship | \$27,500

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

Join PBI’s
Pro Bono Leaders Circle
by supporting both
the Annual Conference
and Annual Dinner.

SPONSORSHIP OPPORTUNITIES (page 2 of 2)

PRO BONO BENEFACTOR

Annual Conference Sponsorship | \$15,000

- > Logo recognition: Conference program, signage, slideshow, and PBI's website
- > Half-page color advertisements in Conference program and slideshow
- > Signage at one Conference event

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$15,000

- > 6 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 3 tickets to exclusive VIP Reception and 3 tickets to Networking Reception)
- > Logo recognition: Luncheon program, signage, slideshow, and PBI's website
- > Half-page color advertisement in Luncheon slideshow

Combined Sponsorship | \$20,000

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO PARTNER

Annual Conference Sponsorship | \$10,000

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

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$10,000

- > 4 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 2 tickets to exclusive VIP Reception and 2 tickets to Networking Reception)
- > Sponsor listing: Luncheon program, signage, slideshow, and PBI's website
- > Half-page color advertisement in Luncheon slideshow

Combined Sponsorship | \$12,500

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO ADVOCATE

Annual Conference Sponsorship | \$5,000

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

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$5,000

- > 3 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 1 ticket to exclusive VIP Reception and 2 tickets to Networking Reception)
- > Sponsor listing: Luncheon program, signage, slideshow, and PBI's website

Combined Sponsorship | \$6,500

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

PRO BONO SUPPORTER

Annual Conference Sponsorship | \$2,500

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

Laurie D. Zelon Pro Bono Award Luncheon Sponsorship | \$2,500

- > 2 seats at Laurie D. Zelon Pro Bono Award Luncheon (includes 2 tickets to Networking Reception)
- > Sponsor listing: Luncheon program, signage, slideshow, and PBI's website

Combined Sponsorship | \$3,500

- > Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed above

ADVERTISEMENT

- > Full-page color advertisement in program and slideshow **\$7,500**
- > Half-page color advertisement in program and slideshow **\$5,000**

2020 Annual Conference sponsors may register at the early-bird Conference registration rate at any time. Please email events@probonoinst.org for 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 2020 Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon

Tuesday–Thursday,
March 17–19
Gaylord National Resort
D.C.’s National Harbor

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Combined 2020 Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon Sponsorship

Save with a combined sponsorship and maximize recognition of your support for PBI and pro bono!

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$60,000	Pro Bono Leader \$35,000	Pro Bono Star \$27,500	Pro Bono Benefactor \$20,000	Pro Bono Partner \$12,500	Pro Bono Advocate \$6,500	Pro Bono Supporter \$3,500
Receive benefits for both the Annual Conference and Laurie D. Zelon Pro Bono Award Luncheon as listed below	✓	✓	✓	✓	✓	✓	✓	✓

2020 Annual Conference ONLY

	Pro Bono Trailblazer \$75,000	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, slideshow, and PBI’s website	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Color advertisement in Conference program	Full page	Full page	Full page	Full page	Half page	Half page	Quarter page	
Color advertisement in slideshow	Full page	Full page	Full page	Half page	Half page	Half page		
Signage at one Conference event	Exclusive	✓	✓	✓	✓			
Recognition in select email marketing	Logo	Logo	Logo					
Social media mention	✓	✓	✓					
Acknowledgment during program	✓	✓	✓					
Product placement opportunity	✓	✓						
Sponsor recognition at evening Reception at Pose Rooftop Lounge on March 18	✓	✓						

Laurie D. Zelon Pro Bono Award Luncheon ONLY

	Pro Bono Trailblazer \$75,000	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
Seats at Laurie D. Zelon Pro Bono Award Luncheon VIP Reception tickets Networking Reception tickets	20 10 10	16 8 8	10 5 5	8 4 4	6 3 3	4 2 2	3 1 2	2 0 2
Recognition: Laurie D. Zelon Pro Bono Award Luncheon program, signage, slideshow, and PBI’s website	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Color advertisement in Laurie D. Zelon Pro Bono Award Luncheon slideshow	Full page	Full page	Full page	Full page	Half page	Half page		
Onstage recognition at Laurie D. Zelon Pro Bono Award Luncheon	✓	✓						
Acknowledgment as VIP Reception Host	✓							

2020 Laurie D. Zelon Pro Bono Award Luncheon

Wednesday, March 18, 11:30 a.m. – 1:45 p.m. | Gaylord National Resort at D.C.’s National Harbor
honoring

American International Group, Inc. and **Lucy Fato,**
Executive Vice President and General Counsel

A charter signatory to PBI’s Corporate Pro Bono Challenge® initiative, AIG has supported pro bono efforts by its global team for more than 10 years. In 2012, the department formalized its program, developing an infrastructure that has led to expanded pro bono offerings in the U.S. and around the globe and a significant increase in pro bono engagement. In the past five years alone, AIG volunteers have provided approximately 20,000 hours of pro bono legal services to a broad range of clients, including domestic violence survivors, veterans, nonprofit organizations, and low- to moderate-income micro-entrepreneurs. AIG has helped refugees whose lives are in imminent danger by virtue of working with the U.S. military, often as interpreters, in Iraq, Afghanistan, or other conflict zones. AIG has worked on cases for autistic children and children with other special needs to secure vital educational services. This is just a sampling of the wide variety of AIG’s pro bono projects.

Please join us to celebrate AIG’s outstanding pro bono accomplishments.

Pro Bono Institute 2020 Annual Dinner

SPONSORSHIP OPPORTUNITIES

Thursday,
October 1
Gotham Hall | New York
1356 Broadway (at 36th Street)

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
- > Listing for two people on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisements 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
- > Listing for one person on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisements 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 person on Annual Dinner Benefit Committee
- > Social media mention
- > Full-page color advertisements in program and slideshow

PRO BONO BENEFACTOR | \$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 person on Annual Dinner Benefit Committee
- > Half-page color advertisements 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

ADVERTISEMENT

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

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		
Annual Dinner Benefit Committee listings	2	1	1	1		
Acknowledgment from stage	✓	✓				
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.

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

SPONSORSHIP PLEDGE FORM

SPONSOR INFORMATION

ORGANIZATION (as it should be listed in sponsor recognition)

PRIMARY CONTACT NAME

ADDRESS

CITY STATE ZIP

TELEPHONE EMAIL

FULFILLMENT CONTACTS

NAME NAME

EMAIL EMAIL

- Payment / Invoice
- Tax Receipt
- Logo / Ad
- Guest List

2020 ANNUAL CONFERENCE AND 2020 LAURIE D. ZELON PRO BONO AWARD LUNCHEON

2020 ANNUAL DINNER

SPONSORSHIP LEVEL	Combined Sponsorship	Conference Only	Luncheon Only
Pro Bono Trailblazer	<input type="radio"/> \$75,000	<input type="radio"/> \$75,000	<input type="radio"/> \$75,000
Pro Bono Champion	<input type="radio"/> \$60,000	<input type="radio"/> \$50,000	<input type="radio"/> \$50,000
Pro Bono Leader	<input type="radio"/> \$35,000	<input type="radio"/> \$25,000	<input type="radio"/> \$25,000
Pro Bono Star	<input type="radio"/> \$27,500	<input type="radio"/> \$20,000	<input type="radio"/> \$20,000
Pro Bono Benefactor	<input type="radio"/> \$20,000	<input type="radio"/> \$15,000	<input type="radio"/> \$15,000
Pro Bono Partner	<input type="radio"/> \$12,500	<input type="radio"/> \$10,000	<input type="radio"/> \$10,000
Pro Bono Advocate	<input type="radio"/> \$6,500	<input type="radio"/> \$5,000	<input type="radio"/> \$5,000
Pro Bono Supporter	<input type="radio"/> \$3,500	<input type="radio"/> \$2,500	<input type="radio"/> \$2,500

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

ADVERTISEMENT

- Full-page color ad \$7,500
- Half-page color ad \$5,000

ADVERTISEMENT

- Full-page color ad \$5,000
- Half-page color ad \$3,000

Receive Pro Bono Leaders Circle recognition throughout the year by pledging support to both the 2020 Annual Conference/Luncheon and 2020 Annual Dinner by March 15, 2020, with a minimum \$25,000 total 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.

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!