



A virtual celebration of exceptional pro bono achievements

THURSDAY | OCTOBER 14, 2021 | 6:30 PM (ET)

Sponsorship Opportunities

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.

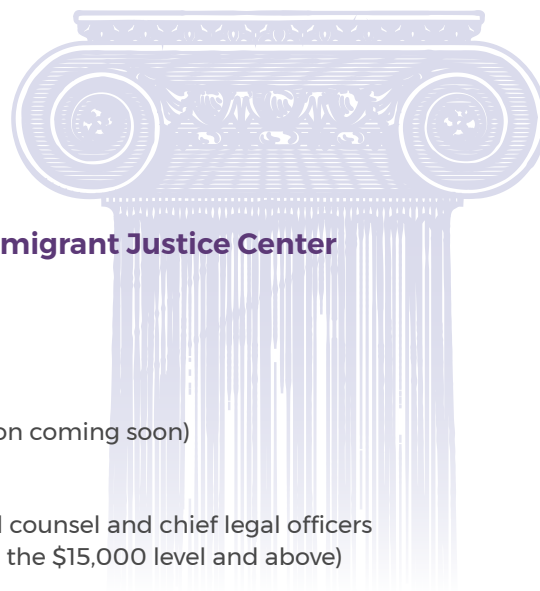
With your support, we can reduce barriers to justice for the most vulnerable people in our communities. Your generosity is crucial for our mutual success. Please review the sponsorship details on the following page and pledge your support today.

Join us to celebrate the PBI 25th Anniversary and exceptional pro bono achievements:

2021 John H. Pickering Award
O'Melveny & Myers LLP

2021 CPBO Pro Bono Partner Awards
Pfizer Inc. in partnership with DLA Piper

McDonald's Corporation in partnership with
Goldberg Kohn | Jenner & Block LLP | National Immigrant Justice Center



Related Events

2021 Pro Bono Convocation

Conversations on pro bono topics of the day (more information coming soon)

General Counsel Roundtables

Intimate networking discussions hosted by corporate general counsel and chief legal officers who champion pro bono and equality (limited to sponsors at the \$15,000 level and above)

Please direct questions to:

Danny Reed

Director of Development

202.729.6691

dreed@probonoinst.org

PLEDGE / PAY ONLINE

www.probonoinst.org/2021gala

While PBI continues to work remotely, we prefer **electronic payments (ACH)** to checks. ACH payments enable PBI to avoid credit card processing fees and put your entire sponsorship to work on behalf of pro bono. Use the **[PBI online sponsorship form](#)** to confirm your pledge and receive ACH instructions or to donate using a credit card or PayPal (fees may apply).

Sponsorship Opportunities and Ticket Information

PRO BONO TRAILBLAZER | \$75,000

- > 150 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor logo: e-program, website, pre-event slideshow, select email marketing, invitation, and social media
- > Acknowledgment during Awards Gala premiere and Convocation
- > Listing for 2 on Awards Gala Benefit Committee
- > Invitation for 8 to virtual General Counsel Roundtable
- > Digital advertisement on Awards Gala website
- > Option to provide 30-second video message during the Awards Gala or Convocation

PRO BONO CHAMPION | \$50,000

- > 100 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor logo: e-program, website, pre-event slideshow, select email marketing, invitation, and social media
- > Acknowledgment during Awards Gala premiere and Convocation
- > Listing for 1 on Awards Gala Benefit Committee
- > Invitation for 6 to virtual General Counsel Roundtable
- > Digital advertisement on Awards Gala website
- > Option to provide 20-second video message during the Awards Gala or Convocation

PRO BONO STAR | \$25,000

- > 50 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor logo: e-program, website, pre-event slideshow, select email marketing, invitation, and social media
- > Listing for 1 on Awards Gala Benefit Committee
- > Invitation for 4 to virtual General Counsel Roundtable
- > Digital advertisement on Awards Gala website

PRO BONO BENEFACTOR | \$15,000

- > 30 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor listing: e-program, website, pre-event slideshow, select email marketing, and invitation
- > Listing for 1 on Awards Gala Benefit Committee
- > Invitation for 2 to virtual General Counsel Roundtable

PRO BONO PARTNER | \$10,000

- > 20 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor listing: e-program, website, pre-event slideshow, and select email marketing

PRO BONO ADVOCATE | \$5,000

- > 10 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor listing: e-program, website, and pre-event slideshow

PRO BONO SUPPORTER | \$2,500

- > 5 viewing passes for virtual Awards Gala premiere and Convocation
- > Sponsor listing: e-program, website, and pre-event slideshow

INDIVIDUAL TICKETS *(limited availability)*

- > Please direct questions about individual tickets to Danny Reed, Director of Development, at 202.729.6691 or dreed@probonoinst.org.

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
Viewing passes for Awards Gala premiere and Convocation	150	100	50	30	20	10	5
Recognition: e-program, website, and pre-event slideshow	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Select email marketing recognition	Logo	Logo	Logo	Listing	Listing		
Invitation recognition	Logo	Logo	Logo	Listing			
Annual Dinner Benefit Committee listings	2	1	1	1			
Invitations to virtual General Counsel Roundtable	8	6	4	2			
Digital advertisement on Awards Gala website	✓	✓	✓				
Social media mention	✓	✓	✓				
Acknowledgment during virtual event	✓	✓					

Sponsorship benefits are 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.