

For more than 25 years, PBI has been transforming 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, and expertise.

We look forward to convening in person again in 2022, subject to public health considerations, of course. Recognizing that the pandemic continues to impact communities in different ways, and that some people may not be able to attend in-person events, **PBI will continue to offer supplemental virtual programming** that mobilizes and equips law firms and legal departments to provide pro bono legal services.

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.

Annual Conference

In-Person: March 8-10, 2022

Virtual: April 6-7, 2022

www.probonoinst.org/2022conference

Capital Hilton | Washington, D.C.

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. In-Person registration includes access to the additional Virtual programming. For those unable to attend In-Person, PBI offers a Virtual-only registration option.

Visit www.probonoinst.org/2022conference for more information. Don't miss the legal community's premier pro bono event, including presentation of:

2022 Laurie D. Zelon Pro Bono Award to:

David Stern | Executive Director, Equal Justice Works

Pro Bono Leaders Circle

Sponsors pledging support for both the 2022 Annual Conference and the 2022 Annual Dinner with a minimum combined sponsorship of \$25,000 by March 4, 2022, qualify for PBI's Pro Bono Leaders Circle and receive additional recognition throughout the year.

Annual Dinner

November 2, 2022

www.probonoinst.org/2022dinner

Gotham Hall | New York

The PBI Annual Dinner 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/2022sponsorship

PBI prefers electronic (ACH) payments to check payments, if possible. ACH 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 ACH instructions or donate using a credit card or PayPal.

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

Pro Bono Institute 2022 Annual Conference

SPONSORSHIP OPPORTUNITIES

In-Person
March 8-10, 2022

Virtual
April 6-7, 2022

PRO BONO TRAILBLAZER | \$75,000

- > Sponsor logo: Conference website, program, signage, and on-site slideshow; PBI's website; select email marketing; and social media
- > 3 Annual Conference registrations
- > 20 tickets to Laurie D. Zelon Pro Bono Award event
- > Full-page color advertisements in Conference program and on-site slideshow
- > Exclusive signage at one Conference event
- > Acknowledgment during program

PRO BONO CHAMPION | \$50,000

- > Sponsor logo: Conference website, program, signage, and on-site slideshow; PBI's website; select email marketing; and social media
- > 2 Annual Conference registrations
- > 16 tickets to Laurie D. Zelon Pro Bono Award event
- > Full-page color advertisements in Conference program and on-site slideshow
- > Signage at one Conference event
- > Acknowledgment during program

PRO BONO STAR | \$25,000

- > Sponsor logo: Conference website, program, signage, and on-site slideshow; PBI's website; select email marketing; and social media
- > 1 Annual Conference registration
- > 10 tickets to Laurie D. Zelon Pro Bono Award event
- > Full-page color advertisements in Conference program and on-site slideshow
- > Signage at one Conference event

PRO BONO BENEFACTOR | \$15,000

- > Sponsor logo: Conference website, program, signage, and on-site slideshow; and PBI's website
- > Sponsor listing: Select email marketing
- > 6 tickets to Laurie D. Zelon Pro Bono Award event
- > Half-page color advertisements in Conference program and on-site slideshow
- > Signage at one Conference event

PRO BONO PARTNER | \$10,000

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI's website; and select email marketing
- > 4 tickets to Laurie D. Zelon Pro Bono Award event
- > Half-page color advertisements in Conference program and on-site slideshow

PRO BONO ADVOCATE | \$5,000

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI's website; and select email marketing
- > 2 tickets to Laurie D. Zelon Pro Bono Award event
- > Half-page color advertisement in on-site slideshow

PRO BONO SUPPORTER | \$2,500

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI's website; and select email marketing
- > 1 ticket to Laurie D. Zelon Pro Bono Award event

ADVERTISEMENT

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

2022 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: Conference website, program, signage, and on-site slideshow; PBI's website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in select email marketing	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Laurie D. Zelon Pro Bono Award event tickets	20	16	10	6	4	2	1
Color advertisement in on-site slideshow	Full page	Full page	Full page	Half page	Half page	Half page	
Color advertisement in Conference program	Full page	Full page	Full page	Half page	Half page		
Signage at one Conference event	Exclusive	✓	✓	✓			
Annual Conference registrations	3	2	1				
Social media mention	✓	✓	✓				
Acknowledgment during program	✓	✓					

2022 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.

Pro Bono Institute 2022 Annual Dinner

SPONSORSHIP OPPORTUNITIES

November 2, 2022
Gotham Hall | New York

PRO BONO TRAILBLAZER | \$75,000

- > 20 Annual Dinner seats (includes 10 tickets to exclusive Co-Chair Reception and 10 tickets to General Reception)
- > Sponsor logo: invitation, program, website, signage, slideshow, social media, and select email marketing
- > Full-page color advertisements in program and slideshow
- > Listing for two (2) on Annual Dinner Benefit Committee
- > Acknowledgment from stage

PRO BONO CHAMPION | \$50,000

- > 16 Annual Dinner seats (includes 6 tickets to exclusive Co-Chair Reception and 10 tickets to General Reception)
- > Sponsor logo: invitation, program, website, signage, slideshow, social media, and select email marketing
- > Full-page color advertisements in program and slideshow
- > Listing for one (1) on Annual Dinner Benefit Committee
- > Acknowledgment from stage

PRO BONO STAR | \$25,000

- > 10 Annual Dinner seats (includes 4 tickets to exclusive Co-Chair Reception and 6 tickets to General Reception)
- > Sponsor logo: invitation, program, website, signage, slideshow, social media, and select email marketing
- > Full-page color advertisements in program and slideshow
- > Listing for one (1) on Annual Dinner Benefit Committee

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, website, signage, slideshow, and select email marketing
- > Half-page color advertisements in program and slideshow
- > Listing for one (1) on Annual Dinner Benefit Committee

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, website, signage, slideshow, and select email marketing
- > Half-page color advertisement in slideshow

PRO BONO ADVOCATE | \$5,000

- > 2 Annual Dinner seats (includes 2 tickets to General Reception)
- > Sponsor listing: program, website, signage, slideshow, and select email marketing
- > Half-page color advertisement in slideshow

PRO BONO SUPPORTER | \$2,500

- > 1 Annual Dinner seat (includes 1 ticket to General Reception)
- > Sponsor listing: program, website, signage, slideshow, and select email marketing

INDIVIDUAL TICKET | \$1,500

- > 1 Annual Dinner seat (includes 1 ticket to General Reception)

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Pro Bono Institute is a 501(c)(3) nonprofit organization (tax ID 52-1991509).

Donations are tax deductible to the extent allowed by law.

2022 Annual Dinner 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
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	1 0 1
Recognition: program, website, signage, slideshow, and select email marketing	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Color advertisement in slideshow	Full page	Full page	Full page	Half page	Half page	Half page	
Color advertisement in program	Full page	Full page	Full page	Half page			
Recognition in invitation	Logo	Logo	Logo	Listing			
Annual Dinner Benefit Committee listings	2	1	1	1			
Social media mention	✓	✓	✓				
Acknowledgment from stage	✓	✓					

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

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