

For more than 25 years, Pro Bono Institute (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.

With your support, we can reduce barriers to the justice system for the most vulnerable people in our communities. Your generosity is crucial for our mutual success.

## Annual Conference

March 6-8, 2024

[www.probonoinst.org/conference](http://www.probonoinst.org/conference)

The Westin Washington, D.C., Downtown

PBI will again deliver meaningful educational sessions designed for seasoned professionals as well as newcomers to pro bono, networking opportunities, and special events with pro bono visionaries.

Join us as we present the

**2024 Laurie D. Zelon Pro Bono Award**

to



**Zurich North America**

and

**Laura J. Lazarczyk**

*Chief Legal Officer | Zurich North America*

### Pro Bono Leaders Circle

Sponsors pledging support for both the 2024 Annual Conference and the 2024 Annual Dinner with a minimum combined sponsorship of \$25,000 by February 21, 2024 qualify for PBI's Pro Bono Leaders Circle and receive additional recognition throughout the year.

## Annual Dinner

October 9, 2024

[www.probonoinst.org/dinner](http://www.probonoinst.org/dinner)

Gotham Hall | New York

The PBI Annual Dinner celebrates exceptional pro bono achievements with the **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/sponsorship](http://www.probonoinst.org/sponsorship)

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.

# PBI 2024 Annual Conference SPONSORSHIP OPPORTUNITIES

March 6-8, 2024  
The Westin Washington, D.C., Downtown

## PRO BONO TRAILBLAZER | \$75,000

- > Sponsor logo: Conference website, program, signage, and on-site slideshow; PBI website; select email marketing; and social media
- > 3 Conference registrations
- > 20 tickets to Award Reception
- > 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 website; select email marketing; and social media
- > 2 Conference registrations
- > 16 tickets to Award Reception
- > 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 website; select email marketing; and social media
- > 1 Conference registration
- > 10 tickets to Award Reception
- > 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 website
- > Sponsor listing: Select email marketing
- > 6 tickets to Award Reception
- > Half-page color advertisement in on-site slideshow
- > Signage at one Conference event

## PRO BONO PARTNER | \$10,000

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI website; and select email marketing
- > 4 tickets to Award Reception
- > Half-page color advertisement in on-site slideshow

## PRO BONO ADVOCATE | \$5,000

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI website; and select email marketing
- > 2 tickets to Award Reception
- > Half-page color advertisement in on-site slideshow

## PRO BONO SUPPORTER | \$2,500

- > Sponsor listing: Conference website, program, signage, and on-site slideshow; PBI website; and select email marketing
- > 1 ticket to Award Reception

### 2024 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, on-site slideshow, and PBI website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in select email marketing	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Award Reception 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				
Signage at one Conference event	Exclusive	✓	✓	✓			
Conference registrations	3	2	1				
Social media mention	✓	✓	✓				
Acknowledgment during program	✓	✓					

2024 Annual Conference sponsors may register at the *early-bird* Conference registration rate at any time. Please email Danny Reed at [dreed@probonoinst.org](mailto: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.

# PBI 2024 Annual Dinner SPONSORSHIP OPPORTUNITIES

October 9, 2024  
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: 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: 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: program, website, signage, slideshow, social media, and select email marketing
- > Full-page color advertisement in slideshow
- > Listing for one (1) on Annual Dinner Benefit Committee

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

Donations are tax deductible to the extent allowed by law.

## 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: program, website, signage, slideshow, and select email marketing
- > Half-page color advertisement in 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)

### 2024 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 Dinner program	Full page	Full page					
Annual Dinner Benefit Committee listings	2	1	1	1			
Social media mention	✓	✓	✓				
Acknowledgment from stage	✓	✓					

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