

For nearly 30 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.

Annual Conference

February 26-28, 2025

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.

Awards to be presented at the PBI 2025 Annual Conference!

2025 Chesterfield Smith Award

This award, only presented periodically, recognizes extraordinary courage and commitment to pro bono by a legal leader. It honors the memory of the late Founder and Chairman Emeritus of Holland & Knight LLP, Chesterfield Smith, who grew his firm from a two-lawyer office to one of the largest law firms in the country

2025 Laurie D. Zelon Pro Bono Award

This annual award is given each year to an individual or organization that has provided exemplary pro bono service. It honors the legal leadership of retired Associate Justice of the California Court of Appeal Laurie D. Zelon, one of the originators of the Law Firm Pro Bono Challenge®.

Pro Bono Leaders Circle

Sponsors pledging support for both the 2025 Annual Conference and the 2025 Annual Dinner with a minimum combined sponsorship of \$30,000 by February 12, 2025 qualify for PBI's Pro Bono Leaders Circle and receive additional recognition throughout the year.

Annual Dinner

October 27, 2025

www.probonoinst.org/dinner

Gotham Hall | New York

The PBI Annual Dinner celebrates exceptional pro bono achievements, reaffirming commitments to pro bono and inspiring innovative pro bono collaborations.

Awards to be presented at the PBI 2025 Annual Dinner!

2025 John H. Pickering Award

This annual award is given in honor of the late John H. Pickering, a distinguished appellate attorney and leader in the legal profession. PBI presents the award in conjunction with his law firm, Wilmer Cutler Pickering Hale and Dorr (WilmerHale), and the Pickering family to honor a law firm for its outstanding commitment to pro bono legal services.

2025 CPBO Pro Bono Partner Award

Corporate Pro Bono (CPBO), a project of Pro Bono Institute, created the CPBO Pro Bono Partner Award to recognize annually innovative pro bono collaborations of in-house legal departments with law firms and public interest organizations. Pro bono partnerships that include at least one in-house legal department with one or more law firms and/or public interest organizations are nominated.

Please direct questions to:

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PLEDGE / PAY ONLINE

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 2025 Annual Conference SPONSORSHIP OPPORTUNITIES

February 26-28, 2025
The Westin Washington, D.C., Downtown

PRO BONO TRAILBLAZER | \$75,000

- > Sponsor logo: Conference website, program, signage, and 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 slideshow
- > Exclusive signage at one Conference event
- > Acknowledgment during program

PRO BONO CHAMPION | \$50,000

- > Sponsor logo: Conference website, program, signage, and 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 slideshow
- > Signage at one Conference event
- > Acknowledgment during program

PRO BONO STAR | \$30,000

- > Sponsor logo: Conference website, program, signage, and 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 slideshow
- > Signage at one Conference event

PRO BONO BENEFACTOR | \$15,000

- > Sponsor logo: Conference website, program, signage, and slideshow; and PBI website
- > Sponsor listing: Select email marketing
- > 6 tickets to Award Reception
- > Half-page color advertisement in slideshow
- > Signage at one Conference event

PRO BONO PARTNER | \$10,000

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

PRO BONO ADVOCATE | \$6,000

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

PRO BONO SUPPORTER | \$3,000

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

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

Donations are tax deductible to the extent allowed by law.

2025 Annual Conference Sponsorship Opportunities At-a-Glance

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$50,000	Pro Bono Star \$30,000	Pro Bono Benefactor \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$6,000	Pro Bono Supporter \$3,000
Recognition: Conference website, program, signage, 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 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	✓	✓					

2025 Annual Conference sponsors may register at the *early-bird* Conference registration rate at any time. Please email Danny Reed at 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 2025 Annual Dinner SPONSORSHIP OPPORTUNITIES

October 27, 2025
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 | \$30,000

- > 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

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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 | \$6,000

- > 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 | \$3,000

- > 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)

2025 Annual Dinner Sponsorship Opportunities At-a-Glance

	Pro Bono Trailblazer \$75,000	Pro Bono Champion \$50,000	Pro Bono Star \$30,000	Pro Bono Benefactor \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$6,000	Pro Bono Supporter \$3,000
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	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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