



NAMWOLF

# 2018 Business Partner Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION





## Business Partner Sponsorship Benefits

- Gain exposure to over 180 minority and women owned law firms from 42 states and growing.
- Most Law Firm Attendees hold purchasing power for their firms.
- At our Business and Annual Meetings you will find in attendance representatives from more than 100 corporations and public entities including many Fortune 500 companies.
- The NAMWOLF Annual Meeting & Law Firm Expo is attended by 400+ in-house counsel and 400+ partner-level attorneys from more than 180 member firms. The Expo is a highly visible opportunity to boost your brand awareness and bottom line by reaching serious minority and women owned law firm members and gaining invaluable exposure to Fortune 500 Companies. The Business Meeting, held every February, although purposely smaller with 400+ attendees, provides a significant opportunity for in-depth exposure for your company.

## Upcoming Opportunities

### Annual Meeting & Law Firm Expo

September 26 - 29, 2018

CHICAGO, IL

### Business Meeting

February 16 - 19, 2018

NEW ORLEANS, LA

# Business Partner Sponsorship Opportunity

|   | <b>Premium</b><br>BUSINESS PARTNER<br>★ ALL MEETINGS<br>\$10,500 | <b>Premium</b><br>BUSINESS PARTNER<br>ANNUAL MEETING<br>\$8,500 | <b>Deluxe</b><br>BUSINESS PARTNER<br>★ ALL MEETINGS<br>\$7,500 | <b>Deluxe</b><br>BUSINESS PARTNER<br>ANNUAL MEETING<br>\$5,500 | <b>Traditional</b><br>BUSINESS PARTNER<br>★ ALL MEETINGS<br>\$6,000 | <b>Traditional</b><br>BUSINESS PARTNER<br>ANNUAL MEETING<br>\$4,500 | <b>MBE   WBE</b><br>BUSINESS PARTNER<br>★ ALL MEETINGS<br>\$4,000 | <b>MBE   WBE</b><br>BUSINESS PARTNER<br>ANNUAL MEETING<br>\$2,500 |
|---|--|---|--|--|---|---|---|---|
| Opportunity to present on a NAMWOLF CLE along with NAMWOLF Law Firm Members and In-House Counsel at one meeting (limited to the first THREE responding Business Partners) | ✓  | ✓   |  |  |   |   |   |   |
| Company featured in one issue of the NAMWOLF quarterly newsletter   | ✓  | ✓   |  |  |   |   |   |   |
| Five minute speaking opportunity at one of three NAMWOLF Law Firm Member Sessions at one meeting (limited to the first THREE responding Business Partners)                |  |   | ✓  | ✓  |   |   |   |   |
| Exhibit space at Annual Meeting & Expo  | <b>PREMIUM LOCATION</b>  | <b>PREMIUM LOCATION</b>   | <b>DELUXE LOCATION</b>   | <b>DELUXE LOCATION</b>   | ✓   | ✓   | ✓   | ✓   |
| Exhibit space at the Business Meeting   | ✓  |   | ✓  |  | ✓   |   | ✓   |   |
| Advanced conference attendee list with email addresses  | <b>ANNUAL &amp; BUSINESS MEETINGS</b>                            | <b>ANNUAL MEETING</b>   | <b>ANNUAL &amp; BUSINESS MEETINGS</b>                          | <b>ANNUAL MEETING</b>  | <b>ANNUAL &amp; BUSINESS MEETINGS</b>                               | <b>ANNUAL MEETING</b>   |   |   |
| Conference registrations (Annual Meeting)   | <b>3</b>   | <b>3</b>  | <b>2</b>   | <b>2</b>   | <b>2</b>  | <b>2</b>  | <b>1</b>  | <b>1</b>  |
| Conference registrations (Business Meeting)   | <b>3</b>   |   | <b>2</b>   |  | <b>2</b>  |   | <b>1</b>  |   |
| Full-color advertisement in the NAMWOLF Annual Meeting Directory  | <b>FULL-PAGE</b>   | <b>FULL-PAGE</b>  | <b>HALF-PAGE</b>   | <b>HALF-PAGE</b>   | <b>QUARTER-PAGE</b>   | <b>QUARTER-PAGE</b>   |   |   |

## Business Partner Sponsorship Opportunities

### CONTINUED

Rotating banner ad for 1 year on the NAMWOLF.org home page with direct link to your company's website

Rotating tile advertisement for 1 year on NAMWOLF.org home page with direct link to your company's website

Description of your company services listed in the Annual Meeting Magazine

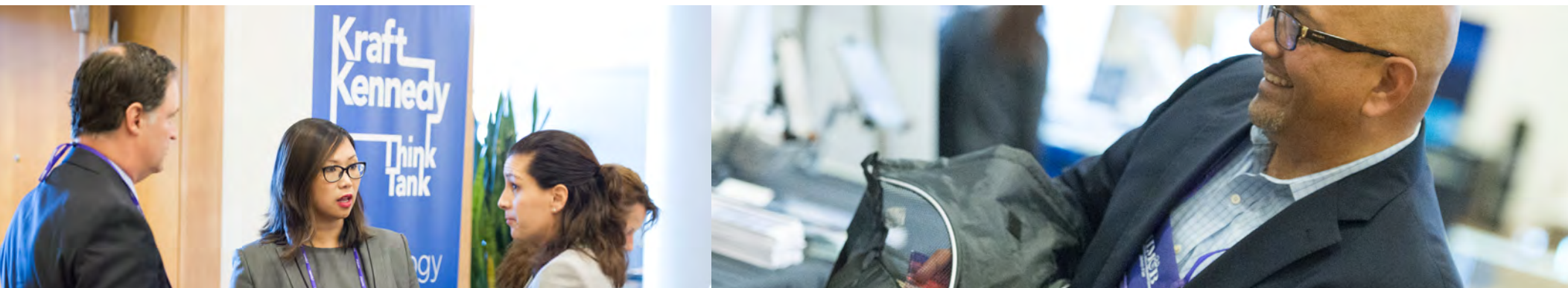
Opportunity to provide a giveaway in the conference bags

Company listed in the Annual Meeting Magazine

Company name and logo with link to your company's website listed on the NAMWOLF Event Page

Additional discounted registrations available at \$500

|  | Premium<br>BUSINESS<br>PARTNER<br>★ ALL MEETINGS | Premium<br>BUSINESS<br>PARTNER<br>ANNUAL MEETING | Deluxe<br>BUSINESS<br>PARTNER<br>★ ALL MEETINGS | Deluxe<br>BUSINESS<br>PARTNER<br>ANNUAL MEETING | Traditional<br>BUSINESS<br>PARTNER<br>★ ALL MEETINGS | Traditional<br>BUSINESS<br>PARTNER<br>ANNUAL MEETING | MBE   WBE<br>BUSINESS<br>PARTNER<br>★ ALL MEETINGS | MBE   WBE<br>BUSINESS<br>PARTNER<br>ANNUAL MEETING |
|--|--|--|---|---|--|--|--|--|
| Rotating banner ad for 1 year on the NAMWOLF.org home page with direct link to your company's website      | ✓  | ✓  | ✓   | ✓   |  |  |  |  |
| Rotating tile advertisement for 1 year on NAMWOLF.org home page with direct link to your company's website |  |  |   |   | ✓  | ✓  |  |  |
| Description of your company services listed in the Annual Meeting Magazine                                 | ✓  | ✓  | ✓   | ✓   | ✓  | ✓  | ✓  | ✓  |
| Opportunity to provide a giveaway in the conference bags   | ✓  | ✓  | ✓   | ✓   |  |  |  |  |
| Company listed in the Annual Meeting Magazine  | ✓  | ✓  | ✓   | ✓   | ✓  | ✓  | ✓  | ✓  |
| Company name and logo with link to your company's website listed on the NAMWOLF Event Page                 | ✓  | ✓  | ✓   | ✓   | ✓  | ✓  | ✓  | ✓  |
| Additional discounted registrations available at \$500   | ✓  | ✓  | ✓   | ✓   | ✓  | ✓  | ✓  | ✓  |



## Additional Branded Sponsorship Options

|  | Annual Meeting & Law Firm Expo | Business Meeting | ALL MEETINGS |
|--|--------------------------------|------------------|--------------|
| <b>Mobile Application</b><br>Branded with the custom design and logos of the sponsoring company. Distributed and advertised heavily to members via email blasts and social media. Extensive exposure.  | \$12,000                       | \$6,500          | \$16,500     |
| <b>Kick-Off Cocktail Reception TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.  | \$10,000                       | \$7,500          | \$15,000     |
| <b>Second Cocktail Reception TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.  | \$9,500                        | \$4,500          | \$13,500     |
| <b>Gala Awards Dinner</b><br>Company logo on signage, announcement, 2 minutes to speak and welcome members.<br>Company logo will appear on login page along with NAMWOLF logo. Company name as internet code. Link to Company website displayed upon user access.                                      | \$10,500                       | •                | •            |
| <b>Conference Bags, Lanyards and One Page Insert</b>   | \$11,000                       | \$6,500          | \$15,000     |
| <b>Conference Internet Sponsor</b><br>Company logo will appear on login page with NAMWOLF logo. Company name as internet code. Link to company website displayed upon user access.   | \$8,000                        | \$5,000          | \$12,000     |
| <b>CLE Sponsorship</b><br>Company name, logo, information displayed on the NAMWOLF CLE webpage.<br>Company logo listed with the NAMWOLF logo on the first slide of all CLE PowerPoint presentations. Company logo and mention of sponsorship in the footer of written materials for CLE presentations. | \$7,500                        | \$3,000          | \$9,000      |
| <b>USB Drive</b><br>Company logo displayed on the USB drive handed out to all attendees. Conference materials will be uploaded to the USB drive.   | \$8,000                        | \$4,000          | \$10,500     |
| <b>Hotel Key Card &amp; Envelopes</b><br>Conference attendees staying at the hotel will receive a custom designed key card with your company logo.   | \$8,000                        | \$5,000          | \$12,000     |
| <b>Water Bottle Sponsorship</b><br>Company logo displayed on a water bottle given away to all attendees.   | \$6,500                        | \$4,000          | \$9,000      |
| <b>Hotel Door Hangers</b><br>Conference attendees staying at the hotel will receive a custom designed door hanger with your Company logo and other information you would like to provide.  | \$6,000                        | \$3,000          | \$7,500      |
| <b>Gala Awards Cocktail Reception TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.   | \$5,500                        | •                | •            |



## Additional Branded Sponsorship Options *CONTINUED*

|  | Annual Meeting & Law Firm Expo | Business Meeting | ALL MEETINGS |
|--|--------------------------------|------------------|--------------|
| <b>In-House Cocktail Reception TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.  | \$6,000                        | •                | •            |
| <b>Board Of Directors Cocktail Reception FOUR OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.   | •                              | \$5,000          | •            |
| <b>Mobile Charging Station FOUR OPPORTUNITIES</b><br>Company logo/slideshow will be displayed electronically on the charging station. Station is conveniently located near registration in high traffic areas.   | \$6,000                        | \$6,000          | \$10,000     |
| <b>EXPO Sponsor</b><br>Company logo on signage at the Expo. Company logo branded bags will be given away as attendees enter the Expo. Company logo printed on Expo maps provided to each attendee.   | \$6,000                        | •                | •            |
| <b>Luncheon Sponsor 2 OPPORTUNITIES AT ANNUAL &amp; 2 AT BUSINESS MEETING</b><br>Company logo on cocktail napkins and on signage at event.   | \$6,500                        | \$5,000          | \$10,500     |
| <b>Boarding Pass/Printing Station</b><br>Print station with company logo on the computer screen will be set up near registration. Attendees will be able to print boarding passes.   | \$4,500                        | \$2,500          | \$6,500      |
| <b>Refreshment Breaks 5 OPPORTUNITIES AT ANNUAL MEETING &amp; 3 OPPORTUNITIES AT BUSINESS MEETING</b><br>Drinks (sodas and water) and snacks are provided to attendees at various break times during the meetings. Signage near the refreshment breaks will be with the company logo to advertise the sponsorship. | \$4,000                        | \$2,500          | \$6,000      |
| <b>One page insert to the Conference Bags</b><br>(Only for Business Partners who cannot be in attendance)  | \$1,000                        | \$1,000          | \$1,750      |

Additional Sponsorship Option(s) will qualify towards the Sponsorship Levels. If you want to round up to meet a Sponsorship Level, we will also provide the benefits associated with that level.

For example, if you select a branded sponsorship item that costs \$5,000, you have the option of contributing an additional \$2,500 to match the \$7,500 Bronze tier and receive the benefits associated with Bronze-level sponsorship.



## 2018 Business Partner Sponsorship Application

For your convenience, you may sign up and pay for the sponsorship by completing a form on the NAMWOLF website.

If you prefer, you can fill out the below form and return it to Jane Kalata (jane\_kalata@namwolf.org). Once we receive the form, we will send you an invoice for sponsorship.

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Package Selected:  PREMIUM  DELUXE  TRADITIONAL  MBE | WBE

- ★ ALL MEETINGS
- Annual Meeting Only
- Business Meeting Only

Sponsorship Options: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Please submit completed form to Jane Kalata:  
jane\_kalata@namwolf.org

Returning Business Partners can obtain discounts on any of the Business Partner Packages (except for the already discounted MBE/WBE Packages). You must commit by January 31 to take advantage of the discounted pricing.

5%  
OFF

To first year  
returning Business  
Partners

10%  
OFF

To second year  
returning Business  
Partners

15%  
OFF

To third year  
returning Business  
Partners