



NAMWOLF

# Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION





Founded in 2001, NAMWOLF is a non-profit trade association dedicated to promoting and enhancing diversity and inclusion in the corporate legal community. While many outstanding organizations also support these efforts, NAMWOLF is the only Association focusing on supplier diversity in the legal profession – an often-overlooked segment in many corporations’ programs.

By supporting NAMWOLF, your company is advancing the continued growth and success of minority and women owned law firms while helping your company achieve its diversity goals.

## Why Support NAMWOLF?

- Supporting NAMWOLF’s operations will allow us to continue to provide leading US corporations, governmental agencies, and other institutions with access to highly-skilled and carefully-vetted law firms owned and managed by MBE, WBE, and LGBT partners.
- Sponsorship of NAMWOLF’s signature events allows us to educate corporate attorneys about implementing effective and sustainable diversity initiatives in their legal departments. Our annual Law Firm Expo allows in-house counsel to efficiently meet MBE, WBE, and LGBT certified law firms to determine their suitability for inclusion in outside counsel panels and their ability to handle specific corporate matters.
- Economic support of NAMWOLF will further demonstrate your organization’s commitment to diversity and inclusion in the legal profession and will complement your initiatives with “big firm” and other service providers.
- With the corporation’s permission, the corporation’s commitment will be advertised in NAMWOLF press releases, on the website, and in social media.
- Support of NAMWOLF will create positive branding in the diversity supplier marketplace, enhance the profile of your legal team, and contribute to attracting high-caliber candidates.



## Our annual events draw over 800 attorneys and in-house counsel from across the nation

NAMWOLF's Annual Meeting & Expo, held each September, is attended by 400+ in-house counsel and 50+ partner level attorneys from more than 70 member law firms. The Driving Diversity & Leadership Conference, held each February, is purposely smaller with 300+ attendees, provides a significant opportunity for in depth exposure for your company. Both events offer a valuable platform to showcase your organization's commitment to diversity and inclusion, feature professional development opportunities, and provide access to legal experts and peers.

## Upcoming Opportunities

### Annual Meeting & Law Firm Expo

September 22 - 25, 2019

LOS ANGELES, CA

### Driving Diversity & Leadership Conference

February 22 - 25, 2020

FORT LAUDERDALE, FL

## NAMWOLF Member Law Firms Must Be

- Certified as a minority, women or LGBT owned, operated, managed and controlled (51% or more) firm. Must be certified by the National Minority Supplier Development Council (NMSDC), the Women's Business Enterprise National Council (WBENC), or The National Gay and Lesbian Chamber of Commerce (NGLCC).
- Favorable client references from national and regional corporations, including corporate references within the Fortune 500
- Excellence in quality of law practiced, as evidenced by corporate references, presence on outside counsel approved lists and panels for national or regional corporations, and other awards and memberships
- Martindale-Hubbell AV Peer Review Rating (4.5 – 5.0)
- Three or more full-time attorneys in the firm
- Headquartered in the U.S. or Puerto Rico
- Sufficient practice liability insurance (at least \$2 million)



## Sponsorship Levels

	Platinum \$35,000	Gold \$20,000	Silver \$12,500	Bronze \$7,500
Free conference registration	✓	✓	✓	✓
Company logo displayed with a link to the company website on the NAMWOLF Annual Meeting & Law Firm Expo Website Page	✓	✓	✓	✓
Company logo displayed with a link to the company website on the NAMWOLF Annual & Driving Diversity & Leadership Conference Website Pages	✓	✓	✓	✓
Full-color advertisement in the Annual Meeting & Law Firm Expo Directory	ONE-PAGE	ONE-PAGE	HALF-PAGE	QUARTER-PAGE
Full-color advertisement in the Driving Diversity & Leadership Conference Magazine	ONE-PAGE	ONE-PAGE		
Priority seating at NAMWOLF's Annual Gala Awards Dinner	✓	✓		
Priority CLE panel representation at the Annual Meeting & Law Firm Expo	✓	✓		
Special positioning of the Company's logo and sponsorship of NAMWOLF on the Welcome Page of NAMWOLF's website	✓	✓		
A special plaque noting the company's sponsorship of NAMWOLF	✓			
Feature in the issue of your choice of the NAMWOLF quarterly newsletter	✓			
Special and public recognition at NAMWOLF's Annual Gala awards Dinner & Driving Diversity & Leadership Conference Welcome Cocktail Party	✓			
<b>Qualify for Additional Branded Sponsorship Options</b> We created Additional Sponsorship Options for Corporations and Business Partners that want to sponsor an individual event during the meeting or a promotional item (such as a hotel key card) at the meeting. See following page.	✓	✓	✓	✓

## Additional Branded Sponsorship Options

	Annual Meeting & Law Firm Expo	Driving Diversity & Leadership Conference	ALL MEETINGS
<b>SOLD</b> <b>Mobile Application</b> Equipped 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> Company logo on cocktail napkins and on signage at event.	\$10,000	\$7,500	\$15,000
<b>Second Cocktail Reception TWO OPPORTUNITIES</b> Company logo on cocktail napkins and on signage at event.	\$10,000	\$5,000	\$14,000
<b>Gala Awards Dinner</b> Company logo on signage, announcement, 2 minutes to speak and welcome members. 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>SOLD</b> <b>Conference Bags, Lanyards and One Page Insert</b>	\$11,000	\$6,500	\$15,000
<b>SOLD</b> <b>Conference Internet Sponsor</b> 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> Company name, logo, information displayed on the NAMWOLF CLE webpage. 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> 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> 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> Company logo displayed on a water bottle given away to all attendees.	\$6,500	\$4,000	\$9,000
<b>Hotel Door Hangers</b> 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>In-House Cocktail Reception TWO OPPORTUNITIES</b> Company logo on cocktail napkins and on signage at event.	\$6,000	•	•
<b>Board Of Directors Cocktail Reception FOUR OPPORTUNITIES</b> Company logo on cocktail napkins and on signage at event.	•	\$5,000	•
<b>Mobile Charging Station FOUR OPPORTUNITIES</b> 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>SOLD</b> <b>Expo Sponsor</b> 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 DRIVING DIVERSITY &amp; LEADERSHIP CONFERENCE</b> Company logo on cocktail napkins and on signage at event.	\$6,500	\$5,000	\$10,500
<b>Boarding Pass/Printing Station</b> 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 DRIVING DIVERSITY &amp; LEADERSHIP CONFERENCE</b> 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> (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.



## 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 Clare Grossman. Once we receive the form, we will send you an invoice for sponsorship.

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

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

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

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

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

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

Package Selected:  PLATINUM  GOLD  SILVER  BRONZE

- ★ ALL MEETINGS
- Annual Meeting Only
- Driving Diversity & Leadership Conference Only

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

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

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

Please submit completed form to Clare Grossman:  
clare\_grossman@namwolf.org