



NAMWOLF

# 2020 Business Partner Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION





## Business Partner Sponsorship Benefits

- Gain exposure to over 195 minority and women owned law firms from 42 states and growing.
- Most Law Firm Attendees hold purchasing power for their firms.
- At our Driving Diversity & Leadership Conference and Annual Meeting & Law Firm Expo 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 350+ in-house counsel and 400+ partner-level attorneys from 195 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 Driving Diversity & Leadership Conference, held every February, although purposely smaller with 400+ attendees, provides a significant opportunity for in-depth exposure for your company.

## Upcoming Opportunities

### Driving Diversity & Leadership Conference

February 22 - 25, 2020

FORT LAUDERDALE, FL

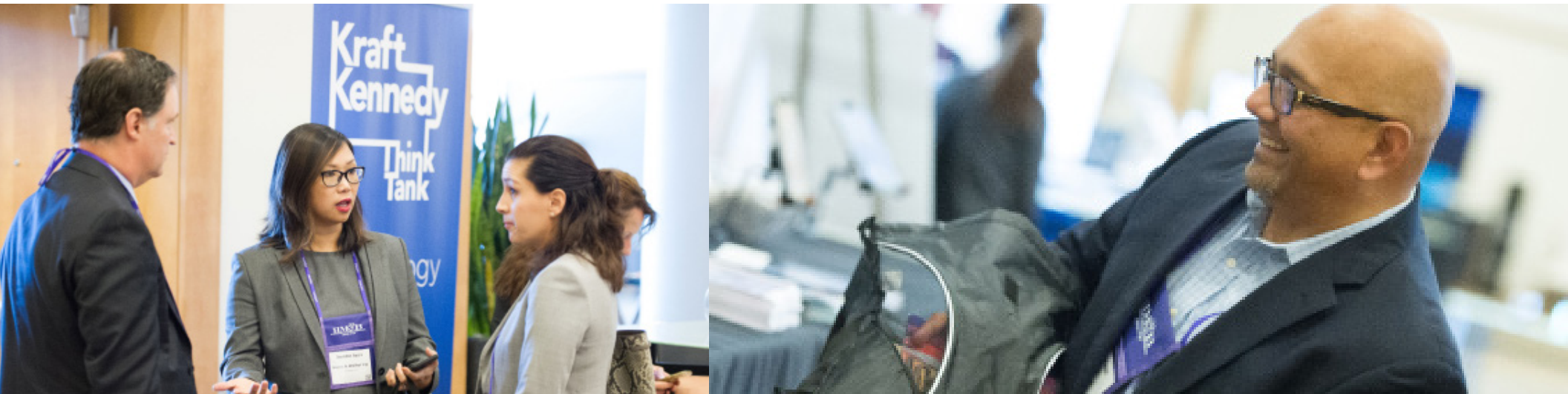
### Annual Meeting & Law Firm Expo

September 13 - 16, 2020

BALTIMORE, MD

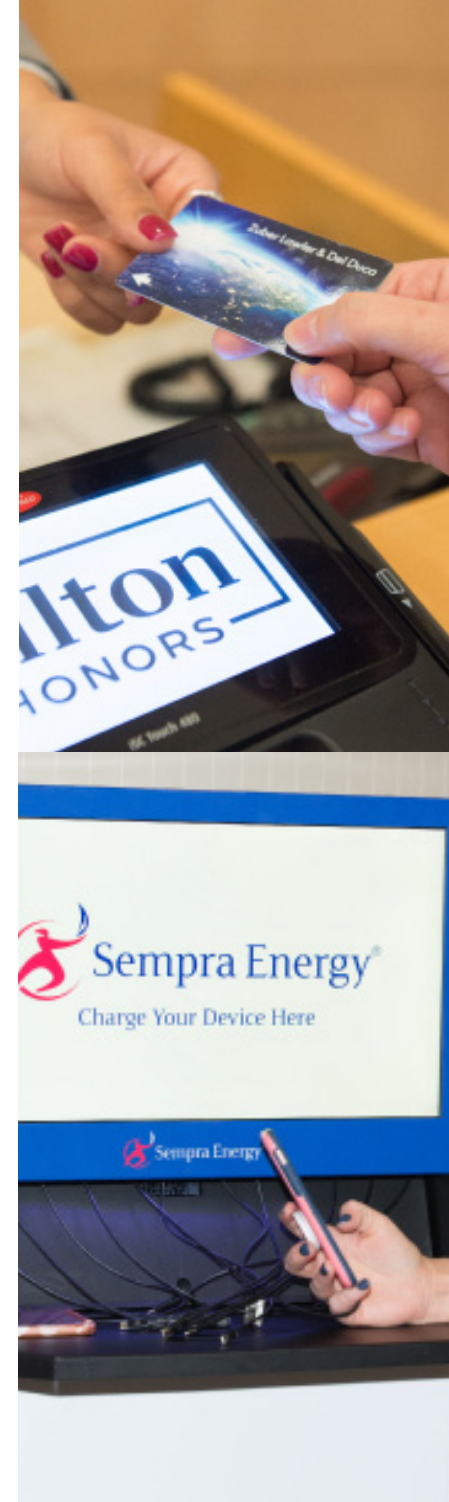
	<b>Premium</b> BUSINESS PARTNER ★ ALL MEETINGS \$10,500	<b>Premium</b> BUSINESS PARTNER ANNUAL MEETING \$8,500	<b>Deluxe</b> BUSINESS PARTNER ★ ALL MEETINGS \$7,500	<b>Deluxe</b> BUSINESS PARTNER ANNUAL MEETING \$5,500	<b>Traditional</b> BUSINESS PARTNER ★ ALL MEETINGS \$6,000	<b>Traditional</b> BUSINESS PARTNER ANNUAL MEETING \$4,500	<b>MBE   WBE</b> BUSINESS PARTNER ★ ALL MEETINGS \$4,000	<b>MBE   WBE</b> BUSINESS PARTNER ANNUAL MEETING \$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	✓	✓						
Custom social media posts leading up to the events. NAMWOLF will work with you to strategically send out announcements on our social media platforms to provide increased exposure for your company.	8	6	6	4	4	3	3	2
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 Driving Diversity & Leadership Conference	✓		✓		✓		✓	
Conference registrations (Annual Meeting)	3	3	2	2	2	2	1	1
Conference registrations (Driving Diversity & Leadership Conference — non-transferable)	3		2		2		1	
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>		
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					✓	✓		

	<b>Premium</b> BUSINESS PARTNER ★ ALL MEETINGS	<b>Premium</b> BUSINESS PARTNER ANNUAL MEETING	<b>Deluxe</b> BUSINESS PARTNER ★ ALL MEETINGS	<b>Deluxe</b> BUSINESS PARTNER ANNUAL MEETING	<b>Traditional</b> BUSINESS PARTNER ★ ALL MEETINGS	<b>Traditional</b> BUSINESS PARTNER ANNUAL MEETING	<b>MBE   WBE</b> BUSINESS PARTNER ★ ALL MEETINGS	<b>MBE   WBE</b> BUSINESS PARTNER ANNUAL MEETING
Description of your company services listed on the Meeting Mobile Apps	✓	✓	✓	✓	✓	✓	✓	✓
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	Driving Diversity & Leadership Conference	ALL MEETINGS
<b>Mobile Application</b> 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> 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.	\$9,500	\$4,500	\$13,500
<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>Conference Bags, Lanyards, One-Page Insert, and Registration Splash Screen</b>	\$12,500	\$7,500	\$16,500
<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.	\$10,000	\$6,500	\$14,000
<b>Pipeline Scholarship Sponsor FOUR OPPORTUNITIES</b> This sponsorship includes the opportunity to be part of the Awards Ceremony and Selection Committee participation if you so choose. For information on the Pipeline Scholarship, please contact Joel Stern (joel_stern@namwolf.org)	\$10,000	•	•
<b>Photography Headshot Station Sponsor</b> A photographer will be on-site during designated hours and provide an opportunity for attendees to get an updated headshot. Announcements before and during the event will brand your firm at the event. Upon conclusion of the event, attendees will receive their headshot via email.	\$7,500	\$5,000	\$11,000
<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	\$4,000	\$9,000
<b>Hotel Key Card &amp; Envelopes</b> Conference attendees staying at the hotel will receive a custom designed key card with your company logo.	\$9,000	\$6,000	\$13,500





## Additional Branded Sponsorship Options *CONTINUED*

	Annual Meeting & Law Firm Expo	Driving Diversity & Leadership Conference	ALL MEETINGS
<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>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>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.	\$7,000	•	•
<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.	\$7,500	\$6,500	\$13,500
<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 and custom cups will be provided to give extra exposure to our sponsor.	\$6,000	\$3,000	\$8,500
<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.



## 2020 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
- Driving Diversity & Leadership Conference Only

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

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

\_\_\_\_\_

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

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