



NAMWOLF

2020 Business Partner Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION



Business Partner Sponsorship Benefits

- NAMWOLF considers your partnership to span an entire year and we are here to collaborate and work with you throughout this time to engage with and meet our Members.
- Gain exposure to over 195 minority and women owned law firms from 42 states and growing.
- The Virtual Event will provide direct access to those with purchasing power in their law firms.
- We expect virtual attendance at NAMWOLF Week to include representatives from more than 100 corporations and public entities including many Fortune 500 companies.
- Historically, our in-person events are attended by 350+ in-house counsel and 400+ partner-level attorneys from 195 member firms. Our goal is to create a virtual Business Partner experience that includes an 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.

Upcoming Opportunities

NAMWOLF Virtual Week

September 14 - 18, 2020

| | Premium BUSINESS PARTNER ANNUAL MEETING \$8,500 | Deluxe BUSINESS PARTNER ANNUAL MEETING \$5,500 | Traditional BUSINESS PARTNER ANNUAL MEETING \$4,500 | MBE WBE BUSINESS PARTNER ANNUAL MEETING \$2,500 | VIRTUAL BUSINESS PARTNER ANNUAL MEETING \$1,250 |
|---|--|---|--|--|--|
| 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) | ✓ | | | | |
| 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. | 6 | 4 | 3 | 2 | |
| Conference registrations (Annual Meeting) | 3 | 2 | 2 | 1 | 1 |
| Full-color advertisement in the Annual Meeting Digital Magazine | FULL-PAGE | HALF-PAGE | QUARTER-PAGE | | |
| 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 on the Meeting Mobile Apps | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company listed in the Annual Meeting Digital Magazine | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor Guest Posting: Thought Leadership Thursday | ✓ | | | | |
| 60-90-second video interview via Zoom conducted by NAMWOLF. Sponsor is asked three questions, including one about the sponsoring company/firm. NAMWOLF will advertise the interview on email blasts and on website. | ✓ | ✓ | | | |

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|---|--|---|--|--|--|
| Ability to appoint someone to participate on a CLE of their choosing (not Premium level) OR to a Business Partner Quick Hit | | ✓ | ✓ | | |
| Ability to upload articles, collateral, etc. to the mobile app on sponsor's company listing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name and logo with link to your company's website listed on the NAMWOLF Event Page | ✓ | ✓ | ✓ | ✓ | ✓ |
| Additional discounted registrations available at \$300 | ✓ | ✓ | ✓ | ✓ | ✓ |
| NAMWOLF will work with you to schedule interviews with NAMWOLF Law Firm Members and Corporate Attendees | 10 | 8 | 6 | 4 | |

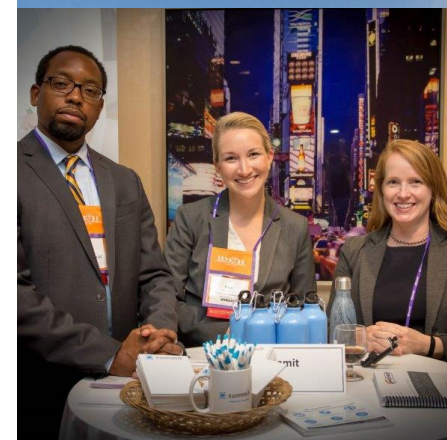
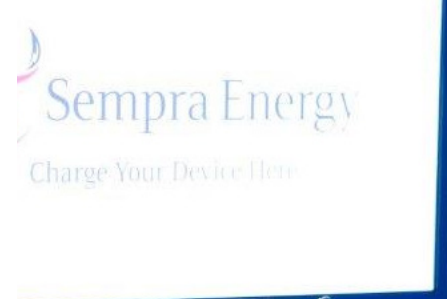


Additional Branded Sponsorship Options

| | Annual Meeting & Law Firm Expo | Driving Diversity & Leadership Conference | ALL MEETINGS |
|---|--------------------------------|---|--------------|
| Mobile Application 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 |
| Conference Bags, Lanyards, One-Page Insert, and Registration Splash Screen | \$12,500 | \$7,500 | \$16,500 |
| Pipeline Scholarship Sponsor FOUR OPPORTUNITIES 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 | | |
| CLE Sponsorship 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 |
| Water Bottle Sponsorship Company logo displayed on a water bottle given away to all attendees. | \$6,500 | \$4,000 | \$9,000 |
| In-House Cocktail Reception TWO OPPORTUNITIES Company logo on cocktail napkins and on signage at event. | \$6,000 | | |
| EXPO Sponsor Company recognized on all digital materials advertising the Law Firm Expo, including the cover of the Law Firm Directory. Additional recognition may be provided. | \$7,000 | | |

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 ☐ Annual Meeting Only

Sponsorship Options: _____

Comments: _____

Signature: _____

Please submit completed form to Clare Grossman:
clare_grossman@namwolf.org