



NAMWOLF

Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION



Founded in 2001, NAMWOLF is a 501(c)(6) 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 allow 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.



NAMWOLF Virtual Week

September 14 - 18, 2020

For 2020, NAMWOLF will be transitioning from an in-person Annual Meeting to NAMWOLF Week, a virtual Annual Meeting experience.

If this year has proven anything to us, it is the importance of being flexible, of being willing to adapt, and to be thoughtful. Keeping that in mind, NAMWOLF made the decision that this year's Annual Meeting will take place virtually and we will transition to "NAMWOLF Week," September 14 – 18, 2020. We are excited to embark on this new challenge and are confident we can still present many of the elements virtually that happen at our in-person meetings. Prior to making this decision, we received great input from several Law Firm Members, In-House Counsel and our valued Business Partners. We will still be able to offer the following aspects in a virtual setting:

- CLE Sessions (14 credits will be available to ALL attendees)
- General Counsel Panel
- Keynote Speaker, Senator Tammy Duckworth
- Keynote Speaker, Diversity Expert, Michelle Silverthorn
- Virtual Law Firm Expo
- Virtual Business Partner Expo
- Networking Opportunities

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 Week Website Pages	✓	✓	✓	✓
Full-color advertisement in the Virtual Meeting Magazine	ONE-PAGE	ONE-PAGE	HALF-PAGE	QUARTER-PAGE
Priority CLE panel representation during NAMWOLF Week	✓	✓		
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	✓			
Qualify for Additional Branded Sponsorship Options 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 Virtual Branded Sponsorship Options

	NAMWOLF Virtual Week
Mobile Application 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
Conference Bags, Lanyards, One-Page Insert, and Registration Splash Screen	\$12,500
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
Water Bottle Sponsorship Company logo displayed on a water bottle given away in the Virtual Meeting Kit.	\$6,500
In-House Cocktail Reception TWO OPPORTUNITIES	\$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.





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

Sponsorship Options: _____

Comments: _____

Signature: _____

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