



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 Annual Meeting

October 6 - 9, 2021

Baltimore, MD

### Our Annual Meeting draws over 800 attorneys and in-house counsel from across the nation.

NAMWOLF's Annual Meeting & Expo, held each Fall, is attended by 400+ in-house counsel and 300+ partner level attorneys from more than 150 Law Firm Members. The Annual Meeting offers 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. The Annual Meeting features:

- CLE Sessions
- General Counsel Panel
- Keynote Speakers
- Revamped Law Firm Expo Experience
- Business Partner Expo
- Networking Opportunities
- Professional Development

### 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<br>\$35,000 | Gold<br>\$20,000 | Silver<br>\$12,500 | Bronze<br>\$7,500 |
|---|----------------------|------------------|--------------------|-------------------|
| Free conference registration  | ✓                    | ✓                | ✓                  | ✓                 |
| Company logo displayed with a link to the company website on the NAMWOLF Annual Meeting Website Pages   | ✓                    | ✓                | ✓                  | ✓                 |
| Full-color advertisement in the Annual Meeting Magazine   | ONE-PAGE             | ONE-PAGE         | HALF-PAGE          | QUARTER-PAGE      |
| Priority CLE panel representation during the Annual Meeting   | ✓                    | ✓                |                    |                   |
| 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  | ✓                    |                  |                    |                   |
| <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 Virtual Branded Sponsorship Options

|   | NAMWOLF<br>Annual Meeting |
|---|---------------------------|
| <p><b>Mobile Application</b></p> <p>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.</p>  | \$15,000                  |
| <p><b>Conference Bags, Lanyards, One-Page Insert, and Registration Splash Screen</b></p>  | \$12,500                  |
| <p><b>Pipeline Scholarship Sponsor</b> <b>FOUR OPPORTUNITIES</b></p> <p>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)</p> | \$10,000                  |
| <p><b>CLE Sponsorship</b></p> <p>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.</p>  | \$7,500                   |
| <p><b>Water Bottle Sponsorship</b></p> <p>Company logo displayed on a water bottle given away with registration materials at the Annual Meeting.</p>  | \$6,500                   |
| <p><b>EXPO Sponsor</b></p> <p>Company recognized on all digital materials advertising the Law Firm Expo, including the cover of the Law Firm Directory. Additional recognition may be provided.</p>   | \$7,000                   |
| <p><b>Hotel Key Cards and Envelopes</b></p> <p>Conference attendees staying at the hotel will receive a custom-designed key card with your company logo.</p>  | \$8,000                   |
| <p><b>Gala Awards Dinner</b></p> <p>Company logo on signage, announcement, 2 minutes to speak and welcome members.</p>  | \$10,500                  |
| <p><b>Hotel Door Hangers</b></p> <p>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.</p>  | \$6,000                   |



# Additional Virtual Branded Sponsorship Options

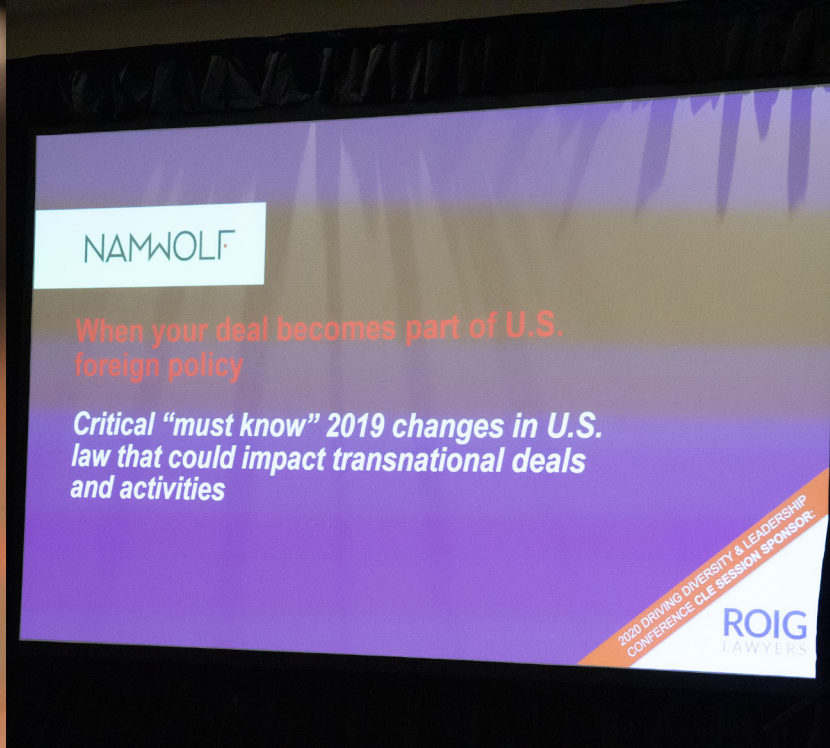
|  | NAMWOLF<br>Annual Meeting |
|--|---------------------------|
| <b>Luncheon Sponsorship</b> <b>TWO OPPORTUNITIES</b><br>Company logo on table signage and on signage at event.   | \$7,500                   |
| <b>Refreshment Breaks</b> <b>FIVE OPPORTUNITIES</b><br>Drinks (sodas and water) and snacks are provided to attendees at various break times during the meetings. Signage near the refreshment breaks will feature company logo to advertise the sponsorship. | \$5,000                   |
| <b>Kick-Off Cocktail Reception</b> <b>TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.   | \$15,000                  |
| <b>Second Cocktail Reception</b> <b>TWO OPPORTUNITIES</b><br>Company logo on cocktail napkins and on signage at event.   | \$10,000                  |
| <b>Mobile Charging Station</b> <b>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                   |

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