

The background of the slide is a photograph of a Prudential NAMWOLF brochure. The brochure is blue and white, featuring a stylized city skyline. At the top, it says "HELPING TO BUILD STRONGER COMMUNITIES". Below that is the Prudential logo. Further down, it says "Prudential is proud to be a Gold Sponsor of" followed by the large, bold letters "NAMWOLF".

NAMWOLF

2021 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.
- 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 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 Annual Meeting

October 6 - 9, 2021

	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
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
Full-color advertisement in the Annual Meeting 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 Magazine	✓	✓	✓	✓
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 LinkedIn and the 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	8	6	4	2

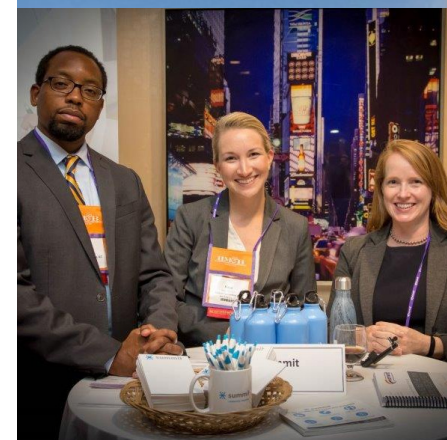


Additional Branded Sponsorship Options

	NAMWOLF Annual Meeting
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.	\$15,000
Conference Bags, Lanyards, One-Page Insert, and Registration Splash Screen Conference Internet Sponsor Company logo will appear on login page with NAMWOLF logo. Company name as internet code. Link to company website displayed upon user access.	\$12,500
Photography Headshot Station Sponsor 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.	\$10,000
In-House Cocktail Reception TWO OPPORTUNITIES Company logo on cocktail napkins and on signage at event.	\$7,500
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)	\$6,000
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.	\$10,000
	\$7,500

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.



Additional Branded Sponsorship Options

	NAMWOLF Annual Meeting
Water Bottle Sponsorship Company logo displayed on a water bottle given away with registration materials at the Annual Meeting.	\$6,500
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
Hotel Key Cards and Envelopes Conference attendees staying at the hotel will receive a custom-designed key card with your company logo.	\$8,000
Awards Dinner Company logo on signage, announcement, 2 minutes to speak and welcome members.	\$10,500
Hotel Door Hangers 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
Luncheon Sponsorship TWO OPPORTUNITIES Company logo on table signage and on signage at event.	\$7,500
Refreshment Breaks FIVE OPPORTUNITIES 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
Kick-Off Cocktail Reception TWO OPPORTUNITIES Company logo on cocktail napkins and on signage at event.	\$15,000
Second Cocktail Reception TWO OPPORTUNITIES Company logo on cocktail napkins and on signage at event.	\$10,000
Mobile Charging Station FOUR OPPORTUNITIES Company logo/slideshow will be displayed electronically on the charging station. Station is conveniently located near registration in high-traffic areas.	\$6,000
One-page insert to the Conference Bags Only available to Business Partners who cannot be in attendance.	\$1,250
Returning business partners can obtain discount on any of the Business Partner packages (except for the already-discounted MBE/WBE packages). You must commit by March 15, to take advantage of the discounted pricing. 5% - 1st Year Returning Business Partners 10% - 2nd Year Returning Business Partners 15% - 3rd Year Returning Business Partners	



2021 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

Sponsorship Options: _____

Comments: _____

Signature: _____

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