



NAMWOLF

# 2022 Business Partner Sponsorship Opportunities

CHAMPION DIVERSITY IN THE LEGAL PROFESSION





## Business Partner Sponsorship Benefits

- Gain exposure to over 200 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 400+ in-house counsel and 400+ partner-level attorneys from more than 200 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 Events

### Annual Meeting & Virtual Law Firm Expo

September 18 - 21, 2022

**SWISS HOTEL | CHICAGO, IL**

All sessions will be in-person at the Swiss Hotel in Chicago.

The Law Firm Expo will take place virtually four weeks after the Annual Meeting.

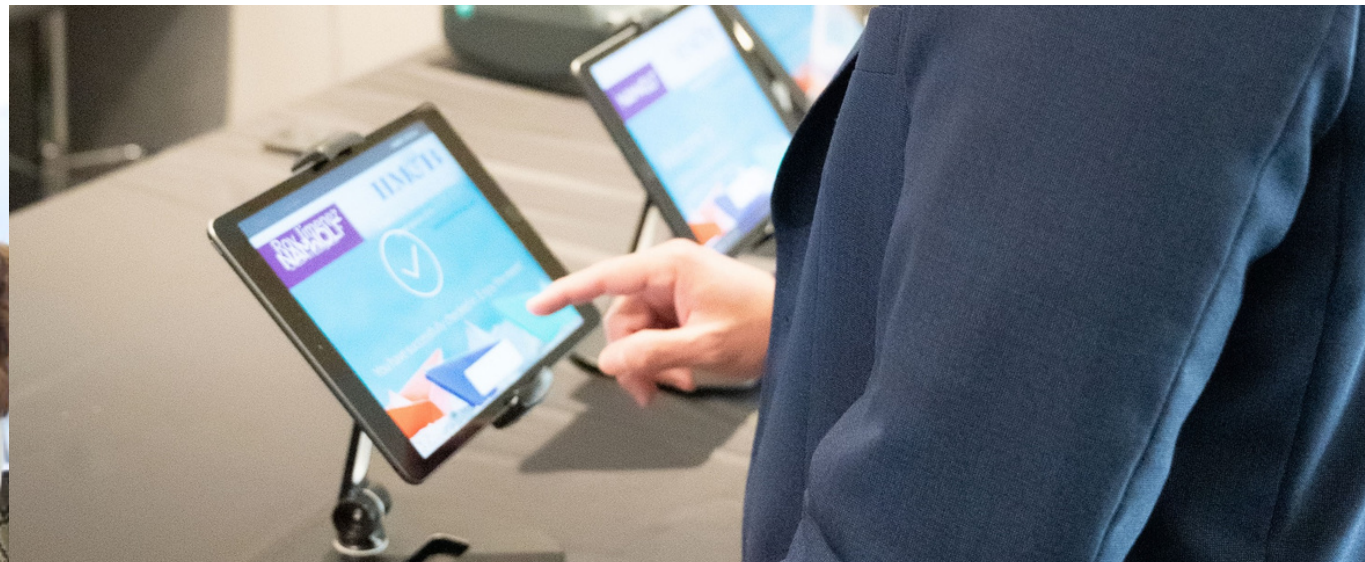


## Business Partner Sponsorship Opportunities

	Premium BUSINESS PARTNER *ALL MEETINGS \$10,500	Premium BUSINESS PARTNER ANNUAL MEETING \$8,500	Deluxe BUSINESS PARTNER *ALL MEETINGS \$7,500	Deluxe BUSINESS PARTNER ANNUAL MEETING \$5,500	Traditional BUSINESS PARTNER *ALL MEETINGS \$6,000	Traditional BUSINESS PARTNER ANNUAL MEETING \$4,500	MBE/WBE BUSINESS PARTNER *ALL MEETINGS \$4,000	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.	8	6	6	4	4	3	3	2
Exhibit space at Annual Meeting & Expo	PREMIUM LOCATION	PREMIUM LOCATION	DELUXE LOCATION	DELUXE LOCATION	✓	✓	✓	✓
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 Magazine	ONE-PAGE	ONE-PAGE	HALF-PAGE	HALF-PAGE	QUARTER-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					✓	✓		

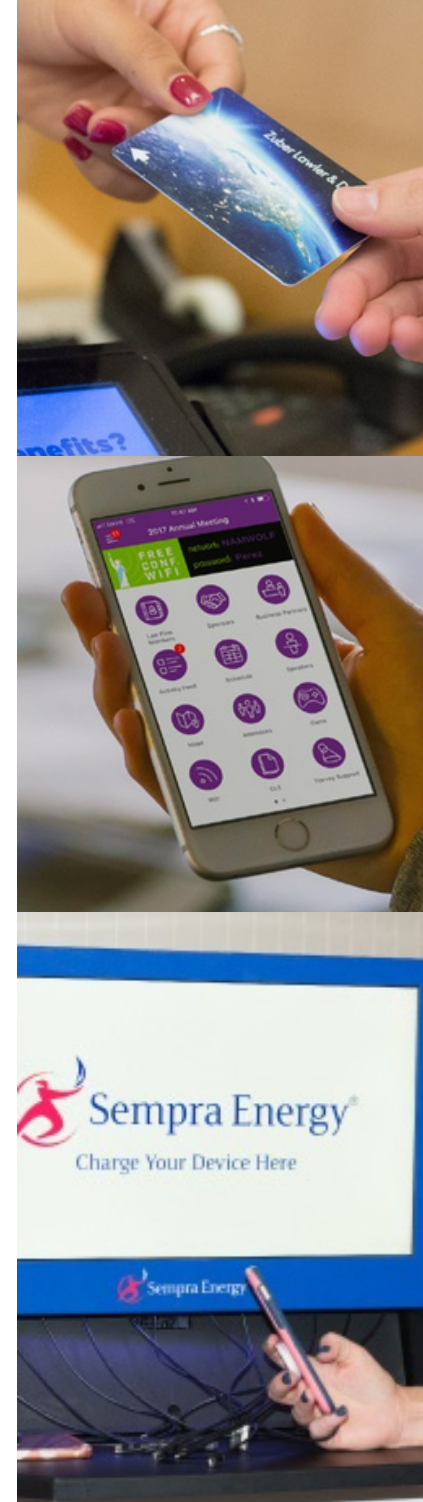
**Business Partner  
Sponsorship  
Opportunities**  
*CONTINUED*

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Description of your company's services listed on the meeting mobile app	✓	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓	✓	✓
Company listed in the Annual Meeting Magazine	✓	✓	✓	✓	✓	✓	✓	✓



## Additional Branded Sponsorship Options

	Annual Meeting & Virtual 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.	\$10,000	\$5,000	\$14,000
<b>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 and One Page Insert</b>	\$11,000	\$6,500	\$15,000
<b>Conference Internet</b> Company logo will appear on login page with NAMWOLF logo. Company name as internet code. Link to company website displayed upon user access.	\$8,000	\$5,000	\$12,000
<b>CLE</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	\$3,000	\$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.	\$8,000	\$5,000	\$12,000
<b>Water Bottle</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>Board of Directors Cocktail Reception TWO OPPORTUNITIES</b> Company logo on cocktail napkins and on signage at event.	*	\$5,000	*
<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



## Additional Branded Sponsorship Options

	Annual Meeting & Virtual Law Firm Expo	Driving Diversity & Leadership Conference	ALL MEETINGS
<b>Joel Stern Diversity, Equity &amp; Inclusion Scholarship Sponsor</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 Renecca Allen (renecca_allen@namwolf.org)	\$10,000	*	*
<b>Virtual Law Firm Expo</b> Company logo/slideshow will be displayed electronically on the charging station. Station is Company logo displayed on event page, along with the cover of the Law Firm Expo Directory.	\$6,000	*	*
<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.	\$6,500	\$5,000	\$10,500
<b>Headshot Photography</b> Sponsor a headshot station where attendees will have the opportunity to have new headshots taken at the event, and then sent to them following the event.	\$7,500	\$5,000	\$11,500
<b>Refreshment Breaks</b> This sponsorship will include 5 refreshment breaks throughout the Annual Meeting, and will include branded cups and/or coffee sleeves, napkins and signage.	\$14,000	*	*
<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 Business Partner 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 \$3,500 to match the \$8,500 Premium tier and receive the benefits associated with Premium-level sponsorship.





## 2022 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 Clare Grossman. Once we receive the form, we will send you an invoice for sponsorship.

**Contact Name:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**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 second year  
returning Business  
Partners

**7%  
OFF**

To third year+  
returning Business  
Partners