

2018 PRO BONO INSTITUTE Partnership Opportunities

2018

PRO BONO INSTITUTE Annual Conference

February 21-23, 2018 probonoinst.org/conference

2018

PRO BONO INSTITUTE Annual Dinner

October 4, 2018 probonoinst.org/dinner

Founded in 1996, Pro Bono Institute (PBI) is the respected resource for all things pro bono, with an unparalleled depth of knowledge, resources, and expertise. Through our work with law firms, in-house legal departments, and public interest organizations, PBI is the global thought leader in exploring, identifying, evaluating, catalyzing, and taking to scale new approaches to and resources for the provision of legal services to the poor, disadvantaged, and other individuals or groups unable to secure legal assistance to address critical problems.

Working closely with you – leaders at hundreds of legal departments and law firms – has enabled PBI and Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel, to transform the pro bono landscape at your institutions.

Please take this opportunity to pledge your support to PBI and play a leadership role in another year of accomplishments and progress in the continuing battle for access to justice.

Join the **PRO BONO LEADER'S CIRCLE** and receive:

Premium recognition on PBI's website.

Discounted sponsorship opportunities.

Ease of payment options.

PBI

PRO BONO
INSTITUTE

Pro Bono Institute
1001 G Street, NW
Suite 305 West
Washington, DC 20001

www.probonoinst.org

2018

PRO BONO INSTITUTE Partnership Opportunities

Pro Bono Leader's Circle

Pro Bono Institute invites your organization to join a prestigious list of supporters who share an unwavering commitment to access to justice. Pro Bono Leaders provide the backbone of support for PBI to fulfill its mission year-round. To customize your leadership package, please contact PBI at events@probonoinst.org.

Pro Bono Leader's Circle Opportunities

PLATINUM: \$100,000

- > Logo listing as **Pro Bono Champion** level sponsor of PBI's Annual Conference
- > Logo listing as **Pacesetter** level sponsor of PBI's Annual Dinner
- > Logo listing as **Platinum** level sponsor of all **2018 Esther F. Lardent Leadership in Pro Bono Series*** events
- > Logo listing on PBI website for period of one year from pledge date
- > Speaking opportunities at the PBI Annual Conference and Annual Dinner
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series
- > Pre-publication copies of all Law Firm Project and Corporate Pro Bono publications

GOLD: \$75,000

- > Logo listing as **Pro Bono Champion** level sponsor of PBI's Annual Conference
- > Logo listing as **Founder** level sponsor of PBI's Annual Dinner
- > Logo listing as **Gold** level sponsor of all **2018 Esther F. Lardent Leadership in Pro Bono Series*** events
- > Logo listing on PBI website for period of one year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series

SILVER: \$50,000

- > Logo listing as **Pro Bono Champion** level sponsor of PBI's Annual Conference
- > Logo listing as **Senior Partner** level sponsor of PBI's Annual Dinner
- > Logo listing as **Silver** level sponsor of all **2018 Esther F. Lardent Leadership in Pro Bono Series*** events
- > Logo listing on PBI website for period of one year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series

BRONZE: \$25,000

- > Logo listing as **Pro Bono Star** level sponsor of PBI's Annual Conference
- > Logo listing as **Lead Counsel** level sponsor of PBI's Annual Dinner
- > Name listing as **Bronze** level sponsor of all **2018 Esther F. Lardent Leadership in Pro Bono Series*** events
- > Logo listing on PBI website for period of one year from pledge date
- > One (1) month as a "featured pro bono leader" in PBI's monthly spotlight series

* Except where supported by exclusive event host

Each leadership package is designed for sponsors to facilitate visibility to the law firm and in-house pro bono community year-round through various events and educational forums. To review the sponsorship benefits for each event, please see the following pages. Pledge your support by December 31, 2017 and receive an additional benefit of your choice (certain restrictions apply)!

2018 PRO BONO INSTITUTE Partnership Opportunities

Annual Conference Sponsorship Package Benefits

PRO BONO CHAMPION | \$50,000

Reception Sponsor *(Exclusive)*

- > Logo recognition in Conference program, on Conference signage and exclusive sponsor display at Reception, and on PBI website with link
- > Prominent logo video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program and exclusive back cover listing on Reception program
- > Exclusive speaking opportunity at Reception
- > 20 tickets to exclusive Honoree Reception

PRO BONO LEADER | \$25,000

Lunch Sponsor

In-House Networking Dinner Sponsor

- > Logo recognition in Conference program, on Conference signage, and on PBI website with link
- > Table of 10 at designated sponsored event *(if applicable)*
- > Prominent logo video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program
- > Exclusive video acknowledgement during sponsored function
- > 10 tickets to exclusive Honoree Reception

PRO BONO STAR | \$20,000

Breakfast Sponsor

Wireless Internet Sponsor

- > Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast signage, and on PBI website with link
- > Table of 10 at designated sponsored event *(if applicable)*
- > Prominent video acknowledgement during Plenary
- > Full-page 4-color advertisement in Conference program
- > 8 tickets to exclusive Honoree Reception

PRO BONO BENEFACTOR | \$15,000

Conference Session Sponsor *(\$15,000 level and above)* Break Sponsor

- > Logo recognition in Conference program, on Conference signage, exclusively on sponsored breakfast signage, and PBI website
- > Prominent video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 6 tickets to exclusive Honoree Reception

PRO BONO PARTNER | \$10,000

- > Listing in Conference program, on Conference signage, and PBI website
- > Video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 4 tickets to exclusive Honoree Reception

PRO BONO ADVOCATE | \$5,000

- > Listing in Conference program, on Conference signage, and PBI website
- > Video acknowledgement during Plenary
- > Half-page 4-color advertisement in Conference program
- > 2 tickets to exclusive Honoree Reception

PRO BONO SUPPORTER | \$2,500

- > Listing in Conference program, on Conference signage, and PBI website

ADVERTISING IN CONFERENCE PROGRAM

- > 4-color full-page advertisement | \$5,000
- > 4-color half-page advertisement | \$3,000

Annual Conference Sponsorship Packages At-A-Glance

	Pro Bono Champion \$50,000	Pro Bono Leader \$25,000	Pro Bono Star \$20,000	Pro Bono Benefactor \$15,000	Pro Bono Partner \$10,000	Pro Bono Advocate \$5,000	Pro Bono Supporter \$2,500
Plenary Video Acknowledgement	✓	✓	✓	✓	✓	✓	
Exclusive Signage	✓	✓	✓	✓			
Cover Listing in Reception Program	✓						
Speaking Opportunity	✓						
Exclusive Video Acknowledgement	✓						
Listing in Conference Program	Logo	Logo	Logo	Logo	✓	✓	✓
Listing on General Signage	Logo	Logo	Logo	Logo	✓	✓	✓
Listing on PBI Website	Logo	Logo	Logo	Logo	✓	✓	✓
4-Color Advertisement in Program	Full-page	Full-page	Full-page	Half-page	Half-page	Half-page	
Honoree Reception Tickets	20	10	8	6	4	2	

Conference session sponsorships available at the **Pro Bono Benefactor** level and above.

PBI Annual Conference sponsors may register at the early-bird discounted rate. Contact PBI at events@probonoinst.org for the discount code.

2018 PRO BONO INSTITUTE Partnership Opportunities

Annual Dinner Sponsorship Package Benefits

PACESETTER | \$75,000

- > 2 tables of 10 (*premier placement*)
- > 10 invitations to exclusive Co-Chairs Reception
- > Gobo (*logo projection*) at the Dinner
- > Special acknowledgement at the Dinner
- > Prominent listing in Dinner invitation
- > Logo recognition in Dinner program
- > Logo displayed on Dinner signage, PBI website, and logo wall at Dinner
- > Full-page 4-color advertisement in Dinner program

FOUNDER | \$50,000

- > 2 tables of 8 (*premier placement*)
- > 6 invitations to exclusive Co-Chairs Reception
- > Special acknowledgement at the Dinner
- > Prominent listing in Dinner invitation
- > Logo recognition in Dinner program
- > Logo displayed on Dinner signage, PBI website, and logo wall at Dinner
- > Full-page 4-color advertisement in Dinner program

ADVERTISING IN DINNER PROGRAM

- > 4-color full-page advertisement | \$5,000
- > 4-color half-page advertisement | \$3,000

SENIOR PARTNER | \$25,000

- > 1 table of 10 (*premier placement*)
- > 4 invitations to exclusive Co-Chairs Reception
- > Special acknowledgement at the Dinner
- > Logo recognition in Dinner program
- > Logo displayed on Dinner signage and PBI website
- > Full-page 4-color advertisement in Dinner program

LEAD COUNSEL | \$15,000

- > Preferred seating for 6 (*shared table*)
- > 2 invitations to exclusive Co-Chairs Reception
- > Acknowledgement at the Dinner
- > Listing in Dinner program
- > Listing on Dinner signage
- > Full-page 4-color advertisement in Dinner program

ADVOCATE | \$5,000

- > Seating for 2
- > Listing in Dinner program
- > Half-page 4-color advertisement in Dinner program

DONOR TICKET | \$1,500

- > Single ticket
- > Listing in Dinner program

Sponsor at the Pacesetter, Founder, Senior Partner or Lead Counsel level to become eligible for the Annual Dinner Benefit Committee.

Annual Dinner Sponsorship Packages At-A-Glance

	Pacesetter* \$75,000	Founder* \$50,000	Senior Partner* \$25,000	Lead Counsel* \$15,000	Advocate \$5,000	Donor Ticket \$1,500
Seats/Tables	2 tables of 10	2 tables of 8	1 table of 10	6 seats	2 seats	1 seat
Listing in Dinner Program	Logo	Logo	Logo	✓	✓	✓
Special Acknowledgement	✓	✓	✓	✓		
Logo Displayed on Logo Wall at Dinner	✓	✓				
Listing on Dinner Signage	✓	✓	✓	✓	✓	✓
Listing on PBI Website	Logo	Logo	Logo	✓	✓	✓
Prominent Listing in Dinner Invitation	✓	✓				
Gobo (<i>logo projection</i>)	✓					
Co-Chair Reception Tickets	10	6	4	2		
4-Color Advertisement in Dinner Program	Full-page	Full-page	Full-page	Full-page	Half-page	

*Sponsors at these levels are eligible to serve on the Annual Dinner Benefit Committee.

2018 PRO BONO INSTITUTE Partnership Opportunities

Sponsor Pledge Form

Pledge your support now at the **Pro Bono Benefactor** or **Lead Counsel** level, or higher, to receive premium recognition on PBI's website, one bonus benefit from the next highest sponsorship level*, and the ease of payment options.

NAME _____

COMPANY / FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

SPONSORSHIP FULFILLMENT CONTACT _____ E-MAIL _____ TELEPHONE _____

*Bonus benefit subject to certain restrictions.

2018 Annual Conference

Sponsorship Level

- Pro Bono Champion | \$50,000
- Pro Bono Leader | \$25,000
- Pro Bono Star | \$20,000
- Pro Bono Benefactor | \$15,000
- Pro Bono Partner | \$10,000
- Pro Bono Advocate | \$5,000
- Pro Bono Supporter | \$2,500

Advertising Options

- Full-page advertisement | \$5,000
- Half-page advertisement | \$3,000

Deadline to respond: **January 2, 2018**

Payment Method

- Please invoice me.
- Check enclosed (*Please make check payable to Pro Bono Institute*)
- Please charge my credit card: AmEx MasterCard Visa

NAME ON CARD _____

CARD NUMBER _____

EXP. DATE _____ CVV* NUMBER _____

SIGNATURE _____

*Three digits in the signature strip on back of card to the right of the (partial) card number. For AmEx, it is the four non-raised digits on the front.

2018 Annual Dinner

Sponsorship Level

- Pacesetter | \$75,000
- Founder | \$50,000
- Senior Partner | \$25,000
- Lead Counsel | \$15,000
- Advocate | \$5,000
- Donor Ticket | \$1,500

Advertising Options

- Full-page advertisement | \$5,000
- Half-page advertisement | \$3,000

Deadline to respond: **August 15, 2018**

Pro Bono Leader's Circle

Sponsorship Level

- Platinum | \$100,000
- Silver | \$50,000
- Gold | \$75,000
- Bronze | \$25,000

NEW ADDRESS

Please return this Sponsor Pledge Form with payment to:

Pro Bono Institute
1001 G Street, NW
Suite 305 West
Washington, DC 20001

Tel: 202.729.6699
events@probonoinst.org

2018

PRO BONO INSTITUTE Partnership Opportunities

Esther F. Lardent Leadership in Pro Bono Series

Pro Bono Institute has launched two initiatives in honor of Esther F. Lardent, PBI's founder and President and CEO for almost two decades. The *Esther F. Lardent Fund for Innovation in Pro Bono*, established by PBI's Board of Directors in 2015, has been created to support new and innovative pro bono projects designed to increase access to justice. The goal of the Board-restricted Fund is to ensure that Esther's vision of a society in which everyone receives equal treatment under the law remains strong and that the work to realize that vision through new and innovative initiatives will continue for generations to come.

As part of the Fund, PBI launched the *Esther F. Lardent Leadership in Pro Bono Series*. The series will be comprised of leadership dinners, educational forums, and networking events designed to bring together the legal community to promote innovative and creative dialogue on legal practice and access to justice.

Please contact PBI at **202.729.6699** or events@probonoinst.org for more information about upcoming events or to make a contribution to the *Esther F. Lardent Fund for Innovation in Pro Bono*.

Why support PBI's Annual Conference?

Your sponsorship is vitally important to the cause of access to justice, and by supporting the work of PBI and CPBO, you help promote, strengthen, and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Conference to:

- > publicly affirm your organization's commitment to pro bono;
- > receive recognition in Annual Conference materials and on PBI's website;
- > engage in the premier pro bono training and networking event of the year; and
- > participate with senior leaders at major law firms and legal departments as they learn and share new ideas and best practices in pro bono.

Why support PBI's Annual Dinner?

Your sponsorship is essential to the cause of access to justice, and by supporting the work of PBI and CPBO, you strengthen and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Dinner to:

- > publicly affirm your organization's commitment to pro bono;
- > receive recognition in Annual Dinner materials and on PBI's website; and
- > engage in networking opportunities with top leaders at major law firms and legal departments.

Why join the PBI Annual Dinner Benefit Committee?

- > Your participation on the 2017 Benefit Committee publicly highlights your law firm/legal department's commitment to pro bono service.
- > Your organization will receive special recognition in the Annual Dinner invitation, program, event signage, and on the PBI website.
- > You will receive access to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner.