



National Association of Women Lawyers
Empowering Women in the Legal Profession Since 1899



GENERAL COUNSEL INSTITUTE

The Power of Preparation and the Courage to Say Yes

SPONSORSHIP OPPORTUNITIES AND RATES

NOVEMBER 9 & 10 | NEW YORK CITY
INTERCONTINENTAL NEW YORK BARCLAY

ABOUT NAWL

The National Association of Women Lawyers (“NAWL”) invites you to sponsor our Thirteenth General Counsel Institute, targeted at women General Counsel and senior in-house counsel who want to build top-tier professional and management skills to improve their interactions with C-suite executives and the functioning of their legal departments.

The General Counsel Institute provides a uniquely supportive and interactive environment in which women corporate counsel can learn from leading experts and experienced legal colleagues about the pressure areas and measurements of success for in-house counsel. Plenary and workshop sessions with General Counsel of major corporations and other experts foster frank, collegial discussions about career advancement and strategic decision-making, and offer means to improve skills and expertise.

The mission of the National Association of Women Lawyers is to provide leadership, a collective voice, and essential resources to advance women in the legal profession and advocate for the equality of women under the law. Since 1899, NAWL has been empowering women in the legal profession, cultivating a diverse membership dedicated to equality, mutual support, and collective success.

NAWL’s initiatives and activities include:

- National and regional year-round programming focused on giving women lawyers the legal and business skills to succeed in the legal profession
- The NAWL Challenge Club, bringing together in-house counsel committed to increasing the percentage of women equity partners in law firms with talented high-potential women who are on the equity partner track
- National networking and leadership opportunities for women lawyers at all levels
- *Amicus* support in the Supreme Court of the United States and in other federal courts on issues of concern to women
- Signature events bringing together NAWL members in all practice areas to celebrate successes, share best practices, inspire the leaders of the legal profession, and develop future leaders of the profession
- Liaison relationships and partnerships with other professional organizations
- Publications of interest to women in law and opportunities for NAWL members to publish scholarly articles

NAWL relies on membership dues and sponsorship funds to help achieve its mission and goals.

NAWL THIRTEENTH GENERAL COUNSEL INSTITUTE (“GCI 13”) SPONSORSHIP OPPORTUNITIES

GCI sponsorship opportunities become available in a tiered wave system. NAWL Platinum Sustaining Sponsors receive the benefit of selecting the sponsorship level of their choice, including the Premier level. The initial wave is offered to 2016 NAWL Gold and Silver Sustaining Sponsors and the second wave is offered to 2016 NAWL Bronze Sustaining Sponsors. The third wave includes GCI 12 sponsors. Firms and corporations who are interested in GCI sponsorship opportunities are encouraged to contact NAWL to be included in the open fourth wave of solicitation.

Sponsoring NAWL’s GCI at the Solo Rainmaker or Partnered Rainmaker level presents a unique opportunity to the speakers our sponsors choose to present. NAWL encourages our sponsors to support their diverse women attorneys and/or clients by including them in the opportunity.

Premier

Exclusive sponsorship available to one law firm/vendor and one corporation. Includes speaking spot. Right of first refusal goes to the NAWL Platinum Sustaining Sponsor(s).

Solo Rainmaker Speaker

Limited number of sponsorships available. Includes solo workshop speaking spot, which allows sponsor to select topic, in cooperation with NAWL. Corporate sponsors may not invite a non-sponsor law firm or vendor to participate in a session.

Partnered Rainmaker Speaker

Limited number of sponsorships available. Includes shared workshop speaking spot. Sponsors will share session with at least one other law firm, vendor, or corporate sponsor, and select a topic in cooperation with the other sponsor(s) and NAWL.

Rainmaker Meal

Limited number of sponsorships available. Sponsors will be recognized from the podium during one day of the program. Recognition will be shared with other Rainmaker Meal sponsors.

Off-Site Event

Limited number of sponsorships available. Includes recognition as off-site networking event sponsor at event location and in program marketing materials.

Of Counsel

Unlimited number of sponsorships available.

Book

Limited number of sponsorships available. Availability dependent on inclusion of author(s) in programming and corresponding book signing(s).

Associate

Unlimited number of sponsorships available.

Reception

Limited number of sponsorships available. Recognition will be shared with other Reception sponsors at one specific reception.

In-Kind

Organizations willing to provide goods at no cost will receive sponsor benefits commensurate with value of items provided. Examples of in-kind donations include chocolate, liquor, and optional networking event space. Proposed in-kind goods subject to prior approval by NAWL and the GCI Chair, in their sole discretion.

Questions? Contact:

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SPONSORSHIP OPPORTUNITIES & RATES FOR CORPORATIONS

Sponsorship Levels and Benefits	Premier ^{1,2,6}	Solo Rainmaker Speaker ^{1,2,6}	Partnered Rainmaker Speaker ^{1,2,3,6}	Rainmaker Meal ⁶	Off-Site Event ⁶	Of Counsel	Book ^{4,6}	Associate	Reception
	\$15,750	\$14,850	\$11,700	\$9,000	\$7,200	\$5,400	\$5,400	\$4,000	\$2,700
NAWL Platinum and Gold Sustaining Sponsor Pricing	\$13,750	\$12,850	\$9,700	\$8,500	\$5,600	\$4,500	No Discount	\$3,100	\$2,250
Sole Corporate Sponsor at this level	✓								
Workshop Session speaking role on mutually agreed upon topic	✓	✓	✓						
Complimentary conference passes	6 ⁵	6 ⁵	6 ⁵	6 ⁵	4 ⁵	4 ⁵	3 ⁵	3 ⁵	2 ⁵
Discount on purchase of additional in-house lawyer conferece passes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition from podium as Rainmaker Meal sponsor				✓					
Opportunity to include organization's name and logo on bookplate featured in books							✓		
Logo on GCI promotional materials	✓	✓	✓	✓					
Name on GCI promotional materials					✓	✓	✓	✓	✓
Opportunity for signage at the event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide a promotional item for the attendee tote	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to place ad in GCI post-event "E-Zine"	Full-Page	Half-Page	Half-Page	Half-Page	Quarter-Page	Quarter-Page	Business Card	Business Card	Business Card

- 1 Speakers must purchase a program pass or use complimentary passes to attend the event, unless they plan to attend only their speaking session.
- 2 Corporate sponsors may not invite a non-sponsor law firm or vendor to participate in a session.
- 3 Sponsors share session with at least one other law firm, vendor, or corporate sponsor. NAWL cannot guarantee preferred partnerships.
- 4 Sponsorship availability dependent on inclusion of author/book signing in programming.
- 5 Passes limited to in-house attorney attendees. Receive 1 additional complimentary in-house attorney pass with the purchase of 3 additional in-house attorney passes.
- 6 Limited number of sponsorships available.

SPONSORSHIP OPPORTUNITIES & RATES FOR LAW FIRMS AND VENDORS

Sponsorship Levels and Benefits	Premier ^{1,5}	Solo Rainmaker Speaker ^{1,5}	Partnered Rainmaker Speaker ^{1,2,5}	Rainmaker Meal ⁵	Off-Site Event ⁵	Of Counsel	Book ^{3,5}	Associate	Reception
	\$17,500	\$16,500	\$12,500	\$10,000	\$8,000	\$6,000	\$6,000	\$4,500	\$3,000
NAWL Platinum and Gold Sustaining Sponsor Pricing	\$15,500	\$14,500	\$10,500	\$8,000	\$7,500	\$5,000	No Discount	\$3,500	\$2,500
Sole Law Firm/Vendor Sponsor at this level	✓								
Workshop Session speaking role on mutually agreed upon topic	✓	✓	✓						
Complimentary conference passes ⁴	4 in-house 2 firm/ vender	4 in-house 2 firm/ vender	4 in-house 2 firm/ vender	4 in-house 2 firm/ vender	3 in-house 1 firm/ vender	3 in-house 1 firm/ vender	2 in-house 1 firm/ vender	2 in-house 1 firm/ vender	1 in-house 1 firm/ vender
Discount on purchase of additional in-house lawyer conferece passes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition from podium as Rainmaker Meal sponsor				✓					
Opportunity to include organization's name and logo on bookplate featured in books							✓		
Logo on GCI promotional materials	✓	✓	✓	✓					
Name on GCI promotional materials					✓	✓	✓	✓	✓
Opportunity for signage at the event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide a promotional item for the attendee tote	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to place ad in GCI post-event "E-Zine"	Full-Page	Half-Page	Half-Page	Half-Page	Quarter-Page	Quarter-Page	Business Card	Business Card	Business Card

- 1 Speakers must use complimentary passes to attend the event, unless they plan to attend only their speaking session.
- 2 Sponsors share session with at least one other law firm, vendor, or corporate sponsor. NAWL cannot guarantee preferred partnerships.
- 3 Sponsorship availability dependent on inclusion of author/book signing in programming.
- 4 Pass usage must comply with specified breakdown. Receive 1 additional complimentary law firm/vendor attorney pass with the purchase of 3 additional in-house attorney passes. Limit of 4 additional law firm/vendor attorney passes.
- 5 Limited number of sponsorships available.