



PRO BONO  
INSTITUTE

## 2013 Annual Dinner • Collaborating for Justice

November 7 • Gotham Hall, New York

### Sponsorship Invitation

Despite uncertainty in the legal market and the overall economy, the trajectory of law firm and in-house pro bono service has been extraordinary. Working closely with you — leaders at hundreds of legal departments and law firms around the nation and around the world — has enabled the Pro Bono Institute and Corporate Pro Bono, a global partnership project of PBI and the Association of Corporate Counsel, to literally transform the pro bono landscape at your institutions. Never in our nation's history has been pro bono service been so vitally important. Today, your work not only benefits your clients, it preserves the integrity of our system of justice and our courts at a time when deep funding cuts and loss of public support threaten the rule of law.

Founded in 1996, PBI has long been a thought leader, pioneering new approaches to pro bono service such as firm/legal department partnerships, signature projects, pro bono infrastructure, new models of pro bono service, and much, much more. Your support of the Annual Dinner will enable us to continue supporting and enhancing your work, ensuring that your pro bono efforts are as cost-effective and meaningful as possible in this difficult climate. It also allows us to continue to provide you with the seminal research, cutting-edge publications and training, expert consultations, and special events in your community.

Please don't miss this opportunity to celebrate all that we have accomplished together and to commit to the challenges ahead in the continuing battle for access to justice.

### Why Should You Support the Annual Dinner?

- Your participation as a sponsor of PBI's 2013 Annual Dinner publicly highlights your firm/legal department's commitment to pro bono service.
- Your organization will receive special recognition in the Annual Dinner program, event signage and video, on the PBI website and in PBI and CPBO publications.
- You will receive tickets to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner, if you sponsor at the Pacesetter, Founder, Senior Counsel, or Lead Counsel level.
- You will be invited to participate in the *Pro Bono Institute Annual Leadership Convocation* on the afternoon of November 7. The invitation-only, interactive convocation brings together the top leaders of in-house legal departments and major law firms to set the future agenda for pro bono in our nation and around the world.
- Your role is vitally important to pro bono. By supporting the work of PBI and CPBO, you will help to promote, strengthen, and enhance pro bono service and ensure that it continues to grow and thrive.

Please sign and return the Sponsorship Pledge Form to the PBI Events office via fax (202.331.0111) or email ([pbievents@courtesyassoc.com](mailto:pbievents@courtesyassoc.com)) no later than September 19, 2013.

### Sponsorship Packages: At-A-Glance

	<b>Pacesetter \$75,000</b>	<b>Founder \$50,000</b>	<b>Senior Partner \$25,000</b>	<b>Lead Counsel \$15,000</b>	<b>Advocate \$5,000</b>	<b>Donor Ticket \$1,500</b>
<b>Seats/Tables</b>	2 tables of 10	2 tables of 8	1 table of 10	6 seats	2 seats	1 seat
<b>Listing in Dinner Program</b>	Logo	Logo	Logo	Listing	Listing	Listing
<b>Special Acknowledgement</b>	X	X	X	X		
<b>Listing on Dinner Signage</b>	Logo	Logo	Logo	Listing	Listing	Listing
<b>Listing on PBI Website</b>	Logo	Logo	Logo	Listing	Listing	Listing
<b>Prominent Listing in Invitation</b>	X	X	X	X		
<b>Gobo (logo projection)</b>	X					
<b>Co-Chairs Reception Tickets</b>	10	6	3	1		
<b>Advertisement in Dinner Program</b>	Full page	Full page	Full page	Full page	Half page	

### Sponsorship Packages: Detailed Benefits

#### **Pacesetter • \$75,000**

- Two 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 invitation\*
- Logo recognition in the Dinner program\*
- Logo displayed on the Dinner signage and PBI website
- Full page 4-color advertisement in Dinner program\*

#### **Founder • \$50,000**

- Two tables of eight (premier placement)
- Six invitations to exclusive Co-Chairs reception
- Special acknowledgement at the Dinner
- Prominent listing in the invitation\*
- Logo recognition in the Dinner program\*
- Logo displayed on the Dinner signage and PBI website
- Full page 4-color advertisement in the Dinner program\*

#### **Senior Partner • \$25,000**

- One table of 10 (premier placement)
- Three invitations to exclusive Co-Chairs reception
- Special acknowledgement at the Dinner
- Prominent listing in the invitation\*
- Logo recognition in the Dinner program\*
- Logo displayed on the Dinner signage and PBI website
- Full page 4-color advertisement in the Dinner program\*

#### **Lead Counsel • \$15,000**

- Preferred seating for six (shared table)
- One invitation to exclusive Co-Chairs reception
- Acknowledgement at the Dinner
- Prominent listing in the invitation\*
- Listing in the Dinner program\*
- Listing on the Dinner signage and PBI website
- Full page 4-color advertisement in the Dinner program\*

#### **Advocate • \$5,000**

- Preferred seating for two
- Listing in the Dinner program\*
- Listing on the Dinner signage and PBI website
- Half page 4-color ad in the Dinner program\*

#### **Donor Ticket • \$1,500**

- Single ticket
- Listing in the Dinner program\*
- Listing on the Dinner signage and PBI website

#### **General Advertising in the Dinner Program\***

- Full page, 4-color \$5,000
- Half page, 4-color \$3,000

*\*Deadlines apply*

## Sponsorship Pledge Form

NAME

COMPANY / FIRM

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

ADMINISTRATIVE CONTACT

E-MAIL

PHONE

## 2013 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 ad • \$5,000
- ☐ Half page ad • \$3,000

## Deadline to respond:

**September 19, 2013**

## Payment Method

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

CARD NUMBER

EXPIRATION DATE

CVV\* NUMBER

SIGNATURE

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

## Please return your Sponsorship Pledge Form with payment to:

Pro Bono Events Office  
2025 M Street, NW  
Suite 800  
Washington, D.C. 20036

Tel: 202.973.8720  
Fax: 202.331.0111  
pbievents@courtesyassoc.com