



2024 SPONSORSHIP OPPORTUNITIES



ABOUT NAWL



The mission of the National Association of Women Lawyers (NAWL) is to provide leadership, a collective voice, and essential resources to advance women in the legal profession and advocate for women's equality under the law.

Since 1899, NAWL has been at the forefront of promoting and empowering women in the legal profession. We are committed to promoting equity and collaborative success and work tirelessly to create an inclusive and supportive environment for all our members.

NAWL provides a wide range of opportunities for networking, leadership training, and personal and professional development, including Affinity Groups, Committees, publications, and events.

OUR MEMBERS

The diversity of our members is the backbone of our organization. Our community comprises legal professionals from across the United States and from different stages of their careers.

Our members include attorneys from small, medium, and large law firms, general counsels of Fortune 500 companies, lawyers from non-profit organizations, law educators, law students, and more.

We embrace and value the vast range of backgrounds, cultures, and professional experiences that each member brings to our community.



WAYS TO PARTNER WITH NAWL

Join our vast network of dedicated sponsors committed to supporting gender equity in the legal profession by becoming a Sustaining Sponsor, Event Sponsor, or both.

SUSTAINING SPONSORSHIP

Showcase your organization's unwavering commitment to advancing women attorneys and championing diversity, equity, and inclusion. As an added bonus, your attorneys will enjoy complimentary memberships that provide unparalleled opportunities for professional development and networking year-round. Support our mission and equip your legal team with the tools to help them thrive.

Learn more on pages 4 and 5.

EVENT SPONSORSHIP

Maximize your brand exposure and spotlight your services to NAWL conference participants. Directly connect with attorneys of diverse backgrounds and career levels through planned and impromptu networking opportunities and business development activities.

ANNUAL MEETING

July – Chicago

Celebrate NAWL's 125th at our largest conference.

Learn more on pages 6 and 7.

GENERAL COUNSEL INSTITUTE (GCI)

November – New York City

A conference curated for in-house counsel.

Learn more on page 8, 9, and 10.

CAN WE BE SUSTAINING AND EVENT SPONSORS?

Yes! Organizations that support both Sustaining and Event Sponsors boost both attorney professional development and brand exposure.

SUSTAINING SPONSORSHIPS

Our Sustaining Sponsors are recognized as fierce advocates for diversity and inclusion who champion equity for the 400,000 women lawyers in the United States. They have access to NAWL's vast resources, including the NAWL Survey, and receive discounted rates to post jobs in our Career Center.

Our partnership with our Sustaining Sponsors is essential to NAWL's initiatives, including managing our Affinity Groups, enhancing our virtual programming, and producing our podcast.

FREE MEMBERSHIPS FOR YOUR ATTORNEYS

Sustaining Sponsors receive unlimited complimentary memberships for their attorneys, providing them with year-round access to a diverse range of professional development opportunities, including:

| | |
|-------------------------------|--|
| Networking | Opportunities for attorneys of all levels to connect and build professional relationships, in-person and virtually. |
| Programs & Events | Discounted rates to attend our premier conferences and complimentary registration for numerous virtual seminars, all designed to further legal education and support professional development. |
| Leadership Development | <u>Affinity Groups</u> , <u>Committees</u> , <u>the Leadership Program</u> , the <u>NAWL Podcast</u> , and strategic partnerships offer many ways to develop and hone leadership skills. |
| Thought Leadership | The <u>Women Lawyers Journal</u> and <u>NAWL Survey</u> give members opportunities to write about, research, and consume important topics in the profession. |
| Advocacy | The <u>Advocacy Committee</u> and <u>Amicus Committee</u> allow members to engage on critical matters related to our mission. |

SUSTAINING SPONSORSHIPS

LEVELS & BENEFITS

Learn more about each Sustaining Sponsorship benefit [here](#).

| | PLATINUM \$25,000 | GOLD \$15,000 | SILVER \$10,000 | BRONZE \$5,000 <i>Limited availability*</i> | COPPER \$2,500 <i>Limited availability**</i> |
|---|--|--|--------------------|---|--|
| COMPLIMENTARY ATTORNEY MEMBERSHIPS | UNLIMITED | UNLIMITED | UNLIMITED | UNLIMITED | UNLIMITED |
| RECOGNITION ON NAWL'S WEBSITE & E-NEWSLETTERS | LOGO | LOGO | LOGO | NAME | NAME |
| ANNUAL MEETING TICKETS | 10 | 8 | 6 | 4 | 2 |
| GENERAL COUNSEL INSTITUTE TICKETS <i>ADDITIONAL OUTSIDE COUNSEL TICKETS ARE ONLY AVAILABLE FOR FIRMS THAT SPONSOR GCI.</i> | 2 IN-HOUSE COUNSEL & 2 OUTSIDE COUNSEL TICKETS | 1 IN-HOUSE COUNSEL & 1 OUTSIDE COUNSEL TICKETS | 1 IN-HOUSE TICKET | - | - |
| COMPLIMENTARY LEADERSHIP PROGRAM PARTICIPANTS | 4 | 3 | 2 | 1 | 1 |
| ADVERTISEMENT IN THE WOMEN LAWYERS JOURNAL® | FULL | HALF | HALF | QUARTER | QUARTER |
| PROFESSIONAL SKILL BUILDING | 2 ATTORNEYS | 1 ATTORNEY | - | - | - |
| ORGANIZATIONAL SPOTLIGHT | 4 | 3 | 2 | 1 | 1 |
| DISCOUNT ON NAWL'S CAREER CENTER | ✓ | ✓ | ✓ | ✓ | ✓ |

*open to all organizations except firms in the AMLAW25

**open to organizations with less than 50 attorneys

NEW BENEFIT: PROFESSIONAL SKILL BUILDING

A "fast pass" to customized leadership opportunities to enhance professional skills. Opportunities include leading a Committee or speaking at an Affinity Group program or NAWL Podcast. By participating in these experiences, your attorney can develop the skills needed to succeed in any professional opportunity that may arise.

2024

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

JULY 24 - 25 | CHICAGO, IL



YOU'RE INVITED!

125

YEARS

CELEBRATE NAWL'S
ANNIVERSARY AT OUR
LARGEST CONFERENCE

In 2024, NAWL will celebrate 125 years of advocating for gender equality and advancing women in the legal profession. Our Annual Meeting will be one big party!

This is a once-in-125-year opportunity to connect with the NAWL community and present your brand to a diverse, national audience. As a Presenting or Workshop sponsor, you'll gain exclusive moderator opportunities for our programming, which features prominent panelists and focuses on enriching attendees' legal education and career development.

Our largest conference offers sponsors the opportunity to establish and strengthen lasting relationships while honoring our exceptional awardees. Most importantly, it's a time to celebrate the remarkable accomplishments of women in the legal profession.

ANNUAL MEETING SPONSORSHIPS

| LEVELS & BENEFITS | PRESENTING* \$20,000 | WORKSHOP* \$15,000 | POWER-UP* \$10,000 | SUPPORTER* \$7,500 | FRIEND \$5,000 |
|---|----------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|
| CONFERENCE TICKETS | 10 | 8 | 6 | 4 | 2 |
| SPECIAL BRANDED RECOGNITION | BRANDED PLENARY SESSION | BRANDED WORKSHOP SESSION | BRANDED POWER-UP AREA | - | - |
| SPEAKING OPPORTUNITY | PLENARY MODERATOR | WORKSHOP MODERATOR | - | - | - |
| RECOGNITION CONFERENCE MATERIALS & WEBSITE | LOGO | LOGO | LOGO | NAME | NAME |
| ACKNOWLEDGEMENT ON SOCIAL MEDIA | DEDICATED POST | DEDICATED POST | DEDICATED POST | MENTION | MENTION |
| ACCESS TO ATTENDEE NETWORKING ROSTER | ✓ | ✓ | ✓ | ✓ | ✓ |
| ON-SITE ACTIVATION | ✓ | AVAILABLE FOR +\$1,000 | AVAILABLE FOR +\$1,000 | AVAILABLE FOR +\$1,000 | AVAILABLE FOR +\$1,000 |

*Sponsorship opportunities at these levels are limited.

SPEAKING OPPORTUNITIES

Choose a session moderator and have your logo prominently displayed during a pre-planned conference session.

ON-SITE ACTIVATION

As a sponsor, you can add a Hospitality Suite or incorporate your brand into an existing activity, such as a run. Our Hospitality Suites are flexible and perfect for networking, promoting your business, selling products, and more. Activations will be included in the official agenda during designated times, and you will work with the Hilton Chicago to arrange food, beverages, and any extra costs.

POWER-UP NETWORKING AREA

These high-visibility lounge areas feature company branding and provide a space to mingle, charge devices, grab snacks, and more.

Contributions to NAWL, a 501(c)(6) non-profit organization, are not charitable contributions.

2024

GENERAL COUNSEL SPONSORSHIP OPPORTUNITIES

NOVEMBER 4-6 NEW YORK, NY



ABOUT






The General Counsel Institute* (GCI) offers a comprehensive program dedicated to in-house counsel to enhance their legal and leadership skills. GCI sponsors heighten their brand's visibility through numerous networking and business development opportunities with this exclusive audience.

Our sponsors gain valuable insight from general counsels of prominent corporations and other inspiring speakers. Our Presenting and Rainmaker sponsors have a special opportunity to showcase their organization's expertise by leading engaging plenary and workshop sessions. This setting encourages candid conversations about career growth and fosters deep connections among participants. We offer separate levels and benefits for:

- [Law Firms & Vendors \(page 9\)](#)
- [Corporations \(page 10\)](#)

LAW FIRMS & VENDORS

GENERAL COUNSEL INSTITUTE SPONSORSHIPS

| LEVELS & BENEFITS | PREMIER* \$20,000 | RAINMAKER* \$15,000 | POWER-UP* \$12,500 | OF COUNSEL \$8,000 | ASSOCIATE \$4,500 |
|--------------------------------------|--|--|--|--|--|
| CONFERENCE TICKETS | 5 IN-HOUSE COUNSEL & 4 OUTSIDE COUNSEL TICKETS | 4 IN-HOUSE COUNSEL & 3 OUTSIDE COUNSEL TICKETS | 2 IN-HOUSE COUNSEL & 2 OUTSIDE COUNSEL TICKETS | 2 IN-HOUSE COUNSEL & 1 OUTSIDE COUNSEL TICKETS | 1 IN-HOUSE COUNSEL & 1 OUTSIDE COUNSEL TICKET |
| SPECIAL BRANDED RECOGNITION | BRANDED PLENARY SESSION | BRANDED WORKSHOP SESSION | BRANDED "POWER UP" AREA | - | - |
| SPEAKING OPPORTUNITY | PLENARY SESSION | WORKSHOP SESSION | - | - | - |
| SPONSOR RECOGNITION | LOGO | LOGO | LOGO | NAME | NAME |
| ADDITIONAL IN-HOUSE TICKETS DISCOUNT |  |  |  |  |  |
| SOCIAL MEDIA | DEDICATED POST | DEDICATED POST | DEDICATED POST | MENTION | - |

*Sponsorship opportunities at these levels are limited.

SPEAKING OPPORTUNITIES

Sponsors can develop their sessions with the guidance of the GCI Host Committee, provide a speaker or moderator for a session, or attach their name and logo to a planned session.

POWER-UP BREAK AREA

These high-visibility lounge areas feature company branding and provide a space to mingle, charge devices, grab snacks, and more.

CORPORATIONS GENERAL COUNSEL INSTITUTE SPONSORSHIPS

| LEVELS & BENEFITS | PREMIER* \$16,500 | RAINMAKER* \$14,250 | POWER-UP* \$12,500 | OF COUNSEL \$7,200 | ASSOCIATE \$4,500 | ALLY \$2,000 |
|---|----------------------------|-----------------------------|----------------------------|-----------------------|----------------------|-----------------|
| CONFERENCE TICKETS | 10 | 8 | 6 | 3 | 2 | 1 |
| SPECIAL RECOGNITION | BRANDED PLENARY SESSION | BRANDED WORKSHOP SESSION | BRANDED "POWER UP" AREA | - | - | - |
| SPEAKING OPPORTUNITY | PLENARY SESSION | WORKSHOP SESSION | - | - | - | - |
| SPONSOR RECOGNITION | LOGO | LOGO | LOGO | NAME | NAME | NAME |
| ADDITIONAL IN-HOUSE TICKETS DISCOUNT | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| SOCIAL MEDIA | DEDICATED POST | DEDICATED POST | DEDICATED POST | MENTION | - | - |

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CONTACT NAWL

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*If you don't see a sponsorship option that works for your organization,
we will work with you to customize the perfect package.*