

2012 SPONSORSHIP OPPORTUNITIES GUIDE

THE
LEADERSHIP INSTITUTE
FOR
WOMEN OF COLOR ATTORNEYS
IN LAW & BUSINESS, INC.

Seventh Annual LEADERSHIP CONFERENCE

March 21-23, 2012

THE RITZ-CARLTON HOTEL
(DOWNTOWN)
181 PEACHTREE STREET
ATLANTA, GA 30303

SCHOLARSHIPS FOR
LAW STUDENTS AVAILABLE

WINNER OF THE
GEORGIA ASSOCIATION OF
BLACK WOMEN ATTORNEYS
(GABWA) 2008 ZENITH AWARD
FOR COMMUNITY SERVICE

FEATURED SPEAKER:
SCHOLARSHIP LUNCHEON KEYNOTE

PAULETTE DODSON, ESQ.
GENERAL COUNSEL AND CORPORATE SECRETARY
SARA LEE CORPORATION

SPONSORSHIP LEVEL BENEFITS

DIAMOND LEVEL SPONSORSHIPS

\$25,000

The Diamond Level Sponsor is entitled to the following benefits:

- 15 conference tickets
- 15 reception tickets
- Speaking opportunity for company representative
- Logo on cover of program booklet
- Company logo inside program booklet
- Company logo on overhead during luncheon
- Company logo listed on website
- Company logo listed on multiple signage at conference site

PLATINUM LEVEL SPONSORSHIPS

\$15,000

The Platinum Level Sponsor is entitled to the following benefits:

- 10 conference tickets
- 10 reception tickets
- Speaking opportunity for company representative
- 1 full page ad in program booklet
- Company logo in program booklet and signage
- Company logo on overhead during luncheon
- Company logo listed on website
- Company logo listed on multiple signage at conference site

GOLD LEVEL SPONSORSHIPS

\$10,000

The Gold Level Sponsor is entitled to the following benefits:

- 8 conference tickets
- 8 reception tickets
- 1/2 page ad in program booklet
- Name listed in program booklet and on signage
- Company logo on overhead during luncheon
- Company logo on website
- Company logo listed on multiple signage at conference site

SILVER LEVEL SPONSORSHIPS

\$5,000

The Silver Level Sponsor is entitled to the following benefits:

- 6 conference tickets
- 6 reception tickets
- 1/2 page ad in program booklet
- Name listed in program booklet and on signage
- Company name on the website

BRONZE LEVEL SPONSORSHIPS

\$2,500

The Bronze Level Sponsor is entitled to the following benefits:

- 4 conference tickets
- 4 reception tickets
- Name listed in program
- Company name listed on the website

OTHER SPONSORSHIPS

\$1,000

- 2 conference tickets
- 2 reception tickets
- Company logo listed in program
- Company name listed on the website



“I gained valuable insight on being a woman of color attorney practicing in a large firm and I immediately began implementing some of the strategies I learned.” —
African-American Junior Associate

“Being a part of this program has been an amazing experience. I have been able to network with people who I never would have had the opportunity to meet. I am sure the writing classes that we had will allow me to do better on the SAT.”

2011 High School Pipeline Student

When I first came here, I was shy and didn't talk that much. Now, I am more comfortable talking in front of people and I'm a better person because of it. I can now make friends easily and I have come out of my shell.”

2011 High School Pipeline Student



“The speakers were candid and engaging. I thought they gave great advice.” —

South-Asian Junior Associate

“Thank you so much for this experience. I have learned so much in this program. I made many helpful contacts and I have met some amazing friends. I am so grateful for this.” —

High School Pipeline Student

DIVERSITY BRANDING SPONSORSHIP OPPORTUNITIES

LEADERSHIP INSTITUTE SCHOLARSHIP SPONSOR — \$25,000

Sponsored by: McGuireWoods, LLP

- Sponsor is entitled to naming rights and all **DIAMOND** level benefits
- This is a component of the Leadership Institute’s “Fueling the Pipeline Project.” The Institute awards scholarships of \$3,000 to women of color law students. The sponsor is also responsible for administration of the scholarship awards.



SCHOLARSHIP LUNCHEON — \$15,000

Sponsored by: DLA Piper US LLP

- Sponsor is entitled to event signage, naming rights and all **PLATINUM** level benefits.
- The luncheon will be held on **March 22, 2012**.



NETWORKING/MENTORING EVENT SPONSORS — \$10,000

Sponsored by:

- Sponsors are entitled to event signage, naming rights and all **GOLD** level benefits.
- The Networking/Mentoring Event will be held on **March 22, 2012**.
Location: **TBD**.

NETWORKING LUNCHEON — \$15,000

(1 AVAILABLE OR 2 AVAILABLE @ \$7,500 EACH)

Sponsored by:

- Solo- Sponsor is entitled to event signage, naming rights and all **PLATINUM** level benefits.
- Co-Sponsors are entitled to event signage, naming rights and all **GOLD** level benefits.
- The luncheon will be held on **March 23, 2012**.

PARTICIPANT BAGS — \$5,000 AND SPONSOR PROVIDES BAGS

Sponsored by:

- Sponsor’s company logo will appear on one side of the participant bag. Sponsor may place keepsakes in participant bags and is entitled to all **SILVER** level benefits.



WELCOME RECEPTION WITH CHARITY GIFT WRAP EVENT — \$10,000

Sponsored by: Troutman Sanders LLP

- The welcome reception will be held on the evening of **March 21, 2012** and will include a charitable gift-wrapping event.
- Sponsor will be recognized during the reception and is entitled to **GOLD** level benefits.



CONTINENTAL BREAKFAST — \$5,000 (2 AVAILABLE)

Sponsored by:

- On **March 22, 2012**, and **March 23, 2012**, we will hold a continental networking breakfasts.
- Sponsors are entitled to event signage, naming rights and all **SILVER** level benefits.

SESSION SPONSOR — \$5,000 (9 AVAILABLE)

- Sponsors are entitled to event signage and all **SILVER** level benefits. Each session or workshop will have no more than two sponsors.



SPEAKER SPONSOR — \$2,500 (2 AVAILABLE)

Sponsored by:

- Sponsors will be recognized in the program as the Official Speaker Sponsor and are entitled to all **BRONZE** level benefits.

OFFICIAL GIFT SPONSOR — \$2,500 (1 AVAILABLE)

Sponsored by:

- The Sponsor will be recognized as the Official Gift Sponsor in the program booklet and is entitled to all **BRONZE** level benefits.

OFFICIAL BREAK SPONSOR

Sponsored by:

- The Sponsor will be recognized as the Official Break Sponsor in the program booklet and is entitled to all **BRONZE** level benefits.

OFFICIAL PRINTING SPONSOR

Sponsored by: Cox Communications



OTHER OPPORTUNITIES

Luncheon Tables on March 22nd and March 23rd — \$1,000 identifying the name of firm or company.

Sponsorship Booths — \$200 for sponsors who wish to distribute information about their company.

Ads for Program Booklet — \$1,000 for full page ad.

COLLEGE/LAW SCHOOL STUDENT PIPELINE SESSION (3 AVAILABLE @ \$5,000 EACH)

LIWOCA presents the following sessions during its law student track to college juniors and seniors who aspire to attend law school:

- **What to Expect**
- **How to Prepare for Law School and the Application Process**
- **Recent Law School Grads Share Their War Stories from the Classroom**
- **How to Find Scholarships to Fund Your Law School Education**

LEADERSHIP INSTITUTE HIGH SCHOOL PIPELINE PROGRAM

(5 AVAILABLE @ \$2,500 EACH)

A partnership with the State Bar of Georgia Diversity Program and Atlanta's John Marshall Law School

Launched in May 2008, the High School Pipeline Program is designed to prepare and encourage minority students who aspire to become lawyers. Courses are taught by certified teachers, law professors and attorneys. Courses include grammar, writing and speech as well as instruction in dining room and social media etiquette; study skills; organization skills; how to apply for college and for financial aid; résumé writing and interviewing skills; and image building workshops.

Eighteen high school students participate in mock trial sessions, oral and written competitions, and visit law firms and corporate law offices for luncheon and mentoring sessions. Students also visit City Hall and hear from judges and experts in other fields during the program. Scholarships are awarded to graduating seniors, and competition winners are provided monetary awards.

- Funds will be used for scholarships and awards for the participants who win the written and oral competitions as well as for supplies and administrative costs of the program.
- The program will award scholarships of \$500-\$1000 to graduating seniors who have been accepted into college and completed the Pipeline Program.
- Sponsors will share branding rights with the Leadership Institute for graduating seniors.