

# SPONSORSHIP INVITATION



[lavenderlaw.org](http://lavenderlaw.org)

THE  
LGBTQ+ BAR



Now in its 37<sup>th</sup> year, the LGBTQ+ Bar is pleased to return to Washington, DC with our **ANNUAL LAVENDER LAW<sup>®</sup> CONFERENCE & CAREER FAIR** AUGUST 7 – 9, 2024

The LGBTQ+ Bar’s 37<sup>th</sup> Annual Lavender Law<sup>®</sup> Conference & Career Fair will take place at The Westin Washington, DC Downtown, August 7 – 9, 2024 in Washington, DC!

There is no better way to recruit top LGBTQ+ talent and demonstrate your organization’s support of LGBTQ+ diversity in the legal profession than by sponsoring the Lavender Law<sup>®</sup> Conference. With even more recruitment AND business development opportunities this year than ever before, Lavender Law<sup>®</sup> is an event you do not want to miss.

The ROI our Lavender Law<sup>®</sup> sponsors enjoy is unmatched. Sponsors will have the opportunity to meet with students and laterals during the Career Fair, as well as have access to the conference’s virtual resume database to review hundreds of resumes during and after the conference. Your organization will also have access to hundreds of in-house counsel, with unparalleled networking and educational opportunities.

### 2024 LAVENDER LAW<sup>®</sup> CONFERENCE & CAREER FAIR AGENDA HIGHLIGHTS

- Tuesday, August 6<sup>th</sup> . . . . . Registration Opens
- Tuesday, August 6<sup>th</sup> / Evening . . . . . Opening Student/Recruiter Mixer  
(open to all attendees who have picked up name badges)
- Day 1 / Wednesday, August 7<sup>th</sup> . . . . . Career Fair
- Day 2 / Thursday, August 8<sup>th</sup> . . . . . Corporate Counsel Specific Events  
**INCLUDING:**
  - + VIP Top Sponsor & Corporate Counsel Brunch
  - + Top Sponsor & Corporate Counsel Speed Networking
  - + Corporate Counsel Institute (open to in-house counsel only)
- Multi-Day Occurrence . . . . . Practice Area Institutes

*More information on the 2024 conference agenda is coming soon!*

We hope you will join us at the nation’s largest diversity bar conference & career fair, where you will meet the current and future leaders of the legal profession!

If you have any questions about this year’s conference, please do not hesitate to reach out to Paul Thaler at [paul@lgbtqbar.org](mailto:paul@lgbtqbar.org).

UNDERWRITER: \$100,000

1. Your company will have the opportunity to nominate one (1) senior executive to participate in one (1) panel. (Topic/content to be vetted & approved by LGBTQ+ Bar programming committee)<sup>1</sup>
  2. Your company will have the option to select one of the following sponsorships (all subject to availability; first come, first served):
    - a. Title sponsor of a Plenary Session/Featured Sessions.
    - b. Title sponsor of the Awards Luncheon.
    - c. Title sponsor of a Main Reception.
    - d. Exclusive sponsor of the Conference Lanyards and Badge worn by all attendees.
    - e. Title sponsor of the VIP Top Sponsor & Corporate Counsel Brunch.
    - f. Title sponsor of the Corporate Counsel Institute.
- OR if your company does not want to sponsor any of the above, your company will have the option to select two of the following sponsorships:
- a. Exclusive Sponsor of one Practice Area Institute or Conference Session<sup>2</sup>.
  - b. Exclusive Sponsor of Registration Desk inclusive of full branding and signage.
  - c. Exclusive Sponsor of the official Conference Mobile App with custom banner.
  - d. Exclusive Sponsor of official Conference Bags distributed to all attendees.
  - e. Exclusive Sponsor of Coffee Break.
  - f. Exclusive Sponsor of fully branded custom Hotel Room Key.
  - g. Exclusive Sponsor of fully branded Column Wrap or Escalator Wrap.
3. Your company logo will be listed year-round as a National Sponsor on the LGBTQ+ Bar's main webpage.
  4. Your company will have the option for an exclusive private event with in-house counsel. Please inquire for additional information on this unique opportunity.<sup>3</sup>
  5. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® Conference corporate partners.<sup>4</sup>
  6. Your company will receive 12 full passes for use by your organization to attend the 3-day conference and 3 additional passes for the Career Fair (Wednesday only).
  7. Your company will receive website promotion in the form of logo placement and hyperlink.
  8. Your company logo/name will be co-branded on all marketing materials including event website, conference program book, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
  9. Your company will receive premium, double exhibition space at the Career Fair (Sponsor selects).
  10. Your company will have the opportunity to also have exhibition space at the conference in a highly trafficked area on Thursday, August 8th and Friday, August 9th (in addition to premium table placement at the Career Fair on Wednesday, August 7th).
  11. Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>5</sup>
  12. Your company will receive **early** access to Law Student Resumes.
  13. Your company will have the opportunity to include 2 promotional items in attendee conference bags.<sup>6</sup>
  14. Your company will receive a full-page ad in the conference's virtual program booklet.
  15. Your company will receive 8 invitations to participate in an Exclusive VIP event with attending Corporate Counsel.
  16. Your company will receive 6 invitations to participate in the Corporate Counsel Speed Networking event.
  17. Your company will receive 5 invitations to attend the Corporate Counsel Institute Reception, which takes place immediately after the Institute concludes.
  18. Your company will have the opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
  19. Your company will receive a 70% discount on the National LGBTQ+ Bar's Job Board.<sup>7</sup>
  20. Your company will receive 8 Out & Proud Corporate Counsel Award Reception passes.<sup>7</sup>

1. Nominations must be submitted no later than April 1, 2024.

2. Numerous, but not all, Institutes are available for sponsorship.

3. Exact date and time TBD. Max attendance of 20 people.

4. All attorneys listed must be current members of the National LGBTQ+ Bar Association.

5. The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

6. Sponsors should send at least 1,800 items. If sending more than one item, please make sure to send 1,800 of each. Please do not send bags as these items will be placed in the conference welcome bags.

7. Benefit to be used within 12 months after contract execution.

## LEADER: \$50,000

1. Your company will have the opportunity to nominate one (1) senior executive to participate in one (1) panel. (Topic/content to be vetted & approved by LGBTQ+ Bar programming committee).<sup>1</sup>
2. Your company will have the option to select one of the following sponsorships (all subject to availability; first come, first served):
  - a. Title sponsor of a Plenary Session/Featured Sessions.
  - b. Title sponsor of the Awards Luncheon.
  - c. Title sponsor of a Main Reception.
  - d. Title sponsor of the Corporate Counsel Institute.
3. Your company logo will be listed year-round as a National Sponsor on the LGBTQ+ Bar's main webpage.
4. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® Conference corporate partners.<sup>2</sup>
5. Your company will receive 10 full passes for use by your organization to attend the 3-day conference and 3 additional passes for the Career Fair (Wednesday only).
6. Your company will receive website promotion in the form of logo placement and hyperlink.
7. Your company logo/name will be co-branded on all marketing materials including event website, conference program book, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
8. Your company will receive premium exhibition space at the Career Fair (Sponsor selects).
9. Your company will have the opportunity to also have exhibition space at the conference in a highly trafficked area on Tuesday, July 25<sup>th</sup> and Wednesday, July 26<sup>th</sup> (in addition to premium table placement at the Career Fair on Monday, July 24<sup>th</sup>).
10. Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>3</sup>
11. Your company will receive **early** access to Law Student Resumes.
12. Your company will have the opportunity to include 1 promotional item in attendee conference bags.<sup>4</sup>
13. Your company will receive a full-page ad in the conference's virtual program booklet
14. Your company will receive 5 invitations to participate in an Exclusive VIP event with attending Corporate Counsel.
15. Your company will receive 3 invitations to participate in the Corporate Counsel Speed Networking event.
16. Your company will have the opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
17. Your company will receive a 60% discount on the National LGBTQ+ Bar's Job Board.<sup>5</sup>
18. Your company will receive 5 Out & Proud Corporate Counsel Award Reception passes.

## PARTNER: \$40,000

1. Your company will have the opportunity to nominate one (1) senior executive to participate in one (1) panel. (Topic/content to be vetted & approved by LGBTQ+ Bar programming committee).<sup>1</sup>
2. Your company will have the option to select one of the following sponsorships (all subject to availability; first come, first served):
  - a. Title sponsor of a Plenary Session/Featured Sessions.
  - b. Title sponsor of a Main Reception.
  - c. Title sponsor of the VIP Top Sponsor & Corporate Counsel Brunch.
  - d. Title sponsor of the Student & Recruiter Mixer.
3. Your company logo will be listed year-round as a National Sponsor on the LGBTQ+ Bar's main webpage.
4. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® Conference corporate partners.<sup>2</sup>
5. Your company will receive 8 full passes for use by your organization to attend the 3-day conference and 3 additional passes for the Career Fair (Wednesday only).
6. Your company will receive website promotion in the form of logo placement and hyperlink.
7. Your company logo/name will be co-branded on all marketing materials including event website, conference program book, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
8. Your company will receive premium exhibition space at the Career Fair (Sponsor selects).
9. Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>3</sup>
10. Your company will receive **early** access to Law Student Resumes.
11. Your company will have the opportunity to include 1 promotional item in attendee conference bags.<sup>4</sup>
12. Your company will receive a full-page ad in the conference's virtual program booklet.
13. Your company will receive 5 invitations to participate in an Exclusive VIP event with attending Corporate Counsel.
14. Your company will receive 3 invitations to participate in the Corporate Counsel Speed Networking event.
15. Your company will have the opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
16. Your company will receive a 60% discount on the National LGBTQ+ Bar's Job Board.<sup>5</sup>
17. Your company will receive 5 Out & Proud Corporate Counsel Award Reception passes.<sup>5</sup>

<sup>1</sup>. Nominations must be submitted no later than April 1, 2024.

<sup>2</sup>. All attorneys listed must be current members of the National LGBTQ+ Bar Association.

<sup>3</sup>. The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

<sup>4</sup>. Sponsors should send at least 1,800 items. Please do not send bags as these items will be placed in the conference welcome bags.

<sup>5</sup>. Benefit to be used within 12 month

## COUNSEL: \$32,500

1. Your company will be the exclusive sponsor of one of the following opportunities (available on a first-come, first-served basis).
  - a. Exclusive Sponsor of one (1) Practice Area Institute (excluding Corporate Counsel Institute) or Conference Session.<sup>1</sup>
  - b. Exclusive Sponsor of Registration Desk inclusive of full branding and signage.
  - c. Exclusive Sponsor of the official Conference Mobile App with custom banner.
  - d. Exclusive Sponsor of official Conference Bags distributed to all attendees.
  - e. Exclusive Sponsor of Coffee Break.
  - f. Exclusive Sponsor of fully branded custom Hotel Room Key.
  - g. Exclusive Sponsor of fully branded Column Wrap or Escalator Wrap.
9. Your company logo will be listed year-round as a National Sponsor on the LGBTQ+ Bar's main webpage.
10. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® Conference corporate partners.<sup>2</sup>
11. Your company will have the opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
12. Your company will receive 7 full passes for use by your organization to attend the 3-day conference and 2 additional passes for the Career Fair (Wednesday only).
13. Your company will receive website promotion in the form of logo placement and hyperlink.
14. Your company logo/name will be co-branded on all marketing materials including event website, conference brochure, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
15. Your company will receive premium exhibition space at the Career Fair (Sponsor selects).
16. Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>3</sup>
17. Your company will receive **early** access to Law Student Resumes.
18. Your company will have the opportunity to include 1 promotional item in attendee conference bags.<sup>4</sup>
19. Your company will receive a full-page ad in the conference's virtual program booklet.
20. Your company will receive 4 invitations to participate in an Exclusive VIP event with attending Corporate Counsel.
21. Your company will receive 3 invitations to participate in the Corporate Counsel Speed Networking event.
22. Your company will receive a 50% discount on the National LGBTQ+ Bar's Job Board.<sup>5</sup>
23. Your company will receive 4 Out & Proud Corporate Counsel Award Reception passes.<sup>5</sup>

## PATRON: \$16,500

1. Your company logo will be listed year-round as a National Sponsor on the LGBTQ+ Bar's main webpage.
2. Your company will receive 5 full passes for use by your organization to attend the 3-day conference and 2 additional passes for the Career Fair (Wednesday only).
3. Your company will receive website promotion in the form of logo placement and hyperlink.
4. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® Conference corporate partners.
5. Your company logo/name will be co-branded on all marketing materials including event website, conference program book, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
6. Your company will receive a premium exhibition space at the Career Fair (Sponsor selects).
7. Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>3</sup>
8. Your company will receive **early** access to Law Student Resumes.
9. Your company will receive a half-page ad in the conference's virtual program booklet.
10. Your company will receive 2 invitations to participate in an Exclusive VIP event with attending Corporate Counsel.
11. Your company will receive 2 invitations to participate in the Corporate Counsel Speed Networking event.
12. Your company will have the opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
13. Your company will have the opportunity to include 1 promotional item in attendee conference bags.<sup>4</sup>
14. Your company will receive a 40% discount on the National LGBTQ+ Bar's Job Board.<sup>5</sup>
15. Your company will receive 3 Out & Proud Corporate Counsel Award Reception passes.<sup>5</sup>

<sup>1</sup>. Numerous, but not all, Institutes are available for sponsorship. For more information, please contact the LGBTQ+ Bar's Development team.

<sup>2</sup>. All attorneys listed must be current members of the National LGBTQ+ Bar Association.

<sup>3</sup>. The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

<sup>4</sup>. Sponsors should send at least 1,800 items. Please do not send bags as these items will be placed in the conference welcome bags.

<sup>5</sup>. Benefit to be used within 12 months after contract execution.

## SUPPORTER: \$12,000

1. Your company will receive 3 full passes for use by your organization to attend the 3-day conference and 2 additional passes for the Career Fair (Wednesday only).
2. Your company will receive website promotion in the form of logo placement and hyperlink.
3. Your company logo/name will be co-branded on all marketing materials including event website, conference program book, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
4. Your company will receive an exhibition space at the Career Fair (Wednesday).
5. Your company will be included in the 2024 DEI Index.<sup>1</sup>
6. Your company will receive **early** access to Law Student Resumes.
7. Your company will receive a half-page ad in the conference's virtual program booklet.
8. Your company will receive a 30% discount on the National LGBTQ+ Bar's Job Board.<sup>2</sup>
9. Your company will receive 2 Out & Proud Corporate Counsel Award Reception passes.<sup>2</sup>

## ADVOCATE: \$8,500

1. Your company will receive 3 full passes for use by your organization to attend the 3-day conference and 2 additional passes for the Career Fair (Wednesday only).
2. Your company will receive website promotion in the form of logo placement and hyperlink.
3. Your company logo/name will be co-branded on all marketing materials including event website, conference brochure, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
4. Your company will receive an exhibition space at the Career Fair (Wednesday). Your company will be included in the 2024 Diversity, Equity, and Inclusion Index.<sup>3</sup>
5. Your company will receive a quarter-page ad in the conference's virtual program booklet.
6. Your company will have access to Law Student Resumes.
7. Your company will receive a 20% discount on the National LGBTQ+ Bar's Job Board.<sup>4</sup>

## VISIBILITY PACKAGE: \$12,000

1. Your company will receive 2 full passes for use by your organization to attend the 3-day conference.
2. Your company will receive website promotion in the form of logo placement and hyperlink.
3. Your company logo/name will be co-branded on all marketing materials including event website, conference brochure, invitations, and email broadcasts along with onsite signage produced after the confirmation of your sponsorship.
4. Your company will have the option to be the Exclusive Sponsor of either a fully branded Column Wrap or Escalator Wrap.<sup>5</sup>
5. Your company will receive a half-page ad in the conference's virtual program booklet.

<sup>1</sup>. The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

<sup>2</sup>. Benefit to be used within 12 months after contract execution.

<sup>3</sup>. Benefit to be used within 12 months after contract execution.

<sup>4</sup>. Dependent on availability. Exact location TBD.

## A-LA-CARTE OPTIONS

### 1. Exclusive Sponsor of Conference WiFi: \$20,000 **SOLD**

Be the exclusive sponsor of the Lavender Law® Conference WiFi! This is superb exposure, as every conference attendee will see your company name when they log on to the WiFi at the conference.

### 2. Coffee Break: \$10,000

Our conference attendees love coffee. As a coffee break sponsor, your company logo will appear in the mobile app, on signage posted at coffee stations as well as on napkins served at the coffee station.

### 3. Affinity Dinners Sponsorship: \$1,000

Support student attendance at the LGBTQ+ Bar's Affinity Dinners that take place during the Lavender Law® Conference & Career Fair. Any sponsoring organization of the conference can be listed as a sponsor of the Affinity Dinners online and in the virtual program if they contribute at least \$1,000 towards these dinners in addition to Lavender Law® sponsorship at any level.

## CONTACT

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