

NATIONAL LGBT BAR ASSOCIATION AND FOUNDATION

**SPONSORSHIP INVITATION**  
**2019**

**2019**  
**LAVENDER LAW<sup>®</sup>**  
**CONFERENCE**  
**& CAREER FAIR**

**PHILADELPHIA, PA**  
**August 7 – 9, 2019**

[WWW.LGBTBAR.ORG/ANNUAL](http://WWW.LGBTBAR.ORG/ANNUAL)





# 2019 SPONSORSHIP INVITATION

SPONSOR BENEFITS	EXECUTIVE \$75,000	LEADER \$50,000	PARTNER \$40,000	COUNSEL 30,000	PATRON \$15,000	SUPPORTER \$10,000	ADVOCATE \$7,500	BENEFACTOR \$5,000
Full Passes*	10	8	8	6	4	3	2	2
Recruiter Opportunity at Career Fair OR 2-day tabling option on the Wednesday / Thursday prior to the Fair*	★	★	★	★	★	★	★	★
Listing and link to website on Annual sponsorship and / or recruiter pages	★	★	★	★	★	★	★	★
Inclusion in 2019 Recruiter Employee Benefit Index*	★	★	★	★	★	★	★	★
One Promotional Item (Swag) in Welcome Bag*	★	★	★	★	★	★	★	★
Early Access to Law Student Resumes Prior to Career Fair*	★	★	★	★	★	★	★	★
Premium Placement in Career Fair	★	★	★	★	★	★	★	★
Advertisement in Printed Program Book	Full page, inside cover*	Full page, Color	Full page, B&W	Full page, B&W	Half page, B&W	Half page, B&W	1/8 Page, B&W	1/8 Page, B&W
Job postings*	90% off	70% off	60% off	50% off	20% off	15% off	10% off	5% off
Out & Proud Reception Tickets*	6	6	5	4	3	2	1	
VIP Sponsor Breakfast with Corporate Counsel*	6	4	3	2	2	1		
Organization contact to be nominated for the National LGBT Bar Advisory Council*	★	★	★	★	★			
Access to Corporate Counsel Speed Networking*	5	4	3	3	2			
Opportunity to apply early for a workshop panel and corresponding session recognition.	3	2	1	1				
Listing with Exclusive Sponsored Event in Program Book	★	★	★	★				
Logo Featured on Conference Participant Bags	★	★	★	★				
Logo Placement on Lavender Law® Home Page of website	★	★	★	★				
Speaking Opportunity	★	★	★					
Logo Projected at Designated Sponsored Event	★	★	★					
Title Sponsor of a Reception or Lunch*	★	★	★					
Logo Placement on Name Badge Holder*	★							

\*See reverse for further explanation

## A-LA-CARTE SPONSORSHIPS

Title Sponsor of Bar at Reception w/ Signature Drink (2)*	<b>\$15,000</b>	Title Sponsor of Wifi* Includes "reminder" signage throughout venue	<b>\$20,000</b>
Practice Area* Institute Sponsor	<b>\$15,000 - 25,000</b>	Title Sponsor of Hotel Room Key*	<b>\$15,000</b>
Title Sponsor of Welcome Banner*	<b>\$10,000</b>	Title Sponsor of Coffee Break (1 per day)*	<b>\$10,000</b>
Title Sponsor of "See You Next Year" Banner*	<b>\$10,000</b>	Charging Station Sponsor (4)*	<b>\$5,000</b>
Lanyard Sponsor -logo placement lanyard (not name badge)	<b>\$10,000</b>	Banners on Glass Railings of escalator or meeting floors (6)	<b>\$3,000</b>
Column Wraps (6)	<b>\$4,000</b>	Full Page B&W Ad in Program Book	<b>\$3,500</b>
Title Sponsor of Breakout Session*	<b>\$2,500</b>	Upgrade to Half Page B&W Ad for Benefactor and Advocate Level Sponsors in Program Book	<b>\$1,500</b>
Full Page Color Ad in Program Book	<b>\$5,000</b>		
Elevator wrap	<b>\$10,000</b>		
Title Sponsor of Mobile App*	<b>\$15,000</b>		

\*See reverse for further explanation





## ABOUT

Now in its 31st year, the LGBT Bar is pleased to return to Philadelphia with our **Annual Conference & Career Fair, Lavender Law<sup>®</sup>, on August 7-9, 2019.**

By sponsoring this unparalleled event, your organization has the opportunity to demonstrate its support of LGBT diversity in the legal field all while experiencing the unique business and professional development opportunities the LGBT Bar has to offer. Sponsors will not only have the opportunity to meet with students and laterals during the career fair, but you'll also have access to over 170 firms and corporations participating in the conference. Finding new talent and accessing the client has never been easier. We hope you will join us at the nation's largest diversity bar conference & career fair, where you will meet the future leaders of the legal profession.



## GLOSSARY AND EXPLANATION OF BENEFITS

**Conference:** The Annual Conference of the LGBT Bar, is a two-day continuing legal educational event with networking and business development programs.

**Career Fair:** This “Table Talk” style event takes place Friday afternoon after the two-day conference from 1:00 to 5:00 p.m. If space allows, we expect over 180 entities will recruit at a table with two chairs on each side.

**Areas of Practice Institutes:** The event features all-day and half-day programming upon application to advanced practitioners; each institute has its own admission standards. Institutes include Corporate Counsel, Family Law, Employment Law, Finance Law, Intellectual Property Law, Trusts & Estates and Transgender Law.

**Full Passes:** Each sponsorship level allows for a certain number of full three-day passes to both the conference and the Career Fair. These passes provide the attendee access to all events excluding “by application only” and “by invitation only” events. Passes include various lunches, receptions, CLE programming, and most other networking events.

**Recruiter Opportunity at Career Fair:** All sponsors are provided a 6'x18" table, draped, with two chairs for recruiters and two chairs for interviewees on Friday.

**2-Day Tabling Option:** VERY limited opportunity! For corporate legal departments and firms who wish to only exhibit during the CLE conference! Sponsors who select the 2-day option are provided with a 6'x18" table, draped, with two chairs for exhibitors on Wednesday and Thursday from 8 AM to 2:30 PM. The tables are set up during the CLE workshops and various networking events to garner optimal traffic flow and interaction with all attendees, especially high level professionals, firm decision makers, other practitioners and laterals.

**Early Receipt of Law Student Resumes:** Advocate level sponsors and above will receive all resumes that have been uploaded by law student registrants one to two weeks prior to the Conference & Career Fair.

**One Promotional Item in Welcome Bag:** Sponsors at certain levels have the opportunity to include one item in the welcome bags. This item may not be paper. The sponsor should send

at least 1,700 pieces (up to 300 pounds covered by sponsorship, heavier shipments may incur an additional shipping/handling charge).

**Opportunity to apply early for a workshop panel:** Ability for Council level or higher sponsors to submit a workshop proposal prior to official deadline for earlier review by the programming committee.

**Out & Proud Tickets:** At designated levels, sponsors will receive a corresponding number of tickets to our Out & Proud Corporate Counsel Award Receptions. These events take place in various cities throughout the year. The number of tickets is total per year, not per event.

**Job Postings:** Post open positions to the LGBT Bar's Job Board for 12 months after your sponsorship commitment! Discounts for postings given based on sponsorship level.

**Access to VIP Sponsor Brunch with Corporate Counsel:** Supporter and higher sponsors will have the opportunity to send attorneys to our Corporate Counsel/ Top Sponsor Brunch. Number of tickets are based on sponsor level as listed.

**Access to Corporate Counsel Speed Networking:** Patron and higher sponsors will have the opportunity to send attorneys to our Corporate Counsel Speed Networking event. Number of tickets is based on sponsorship level as listed.

**National LGBT Bar Advisory Council:** Organization contact to be nominated for the National LGBT Bar Advisory Council The LGBT Bar's Advisory Council is a group of volunteers who have agreed to take a leadership role in developing financial resources to support the mission of the LGBT Bar and ensure long-term sustainability for the organization. For more information on this opportunity, including the nomination process and Advisory Council expectations, please contact Seth Rosen (seth@lgbtbar.org).

**Opportunity for organization contact to be nominated for the National LGBT Bar Advisory Council:** The LGBT Bar's Advisory Council is a group of volunteers who have agreed to take a leadership role in developing financial resources to support the mission of the LGBT Bar and ensure long-term sustainability for the organization. For more information on this opportunity, including the nomination process and Advisory Council

expectations, please contact Seth Rosen (seth@lgbtbar.org).

**Logo Placement on Name Badge Holder:** Executive level sponsors will have their logo(s) placed on the Name Badge Holder of the Conference lanyards. Please note that more than one logo will appear on the Name Badge Holder in the event of more than one Executive level sponsor.

**2019 Recruiter Employee Benefit Index:** Published on both the Lavender Law® website and Conference Program Book (deadline for Program Book submission is June 15, 2019).

**Title Sponsor of Lunch or Reception:** Leader, Partner and Executive level sponsors have the opportunity to sponsor one of the conference lunches or conference receptions on a first come, first serve basis.

**Title Sponsor of Bar at Reception with Signature Drink:** Have your name and logo featured with a sponsorship listing at one of the bars during a conference reception, along with a signature drink in your name.

**Title Sponsor of “Welcome” or “See You Next Year” Banner:** Logo featured along with “Welcome” or “See You Next Year” message on a banner to hang in the conference space.

**Title Sponsor of Wifi:** Have your organization name listed in the wifi name for the entire conference.

**Title Sponsor of Breakout Session:** Have your name listed in the program book alongside one of our breakout sessions and on an easel outside of the breakout session room.

**Title Sponsor of Mobile App:** Have an ad featured on the homepage of our conference app. Every time an attendee opens the app, you'll be the first thing they see!

**Title Sponsor of Hotel Room Key:** Have your logo featured on the hotel room keys of all attendees who book through our conference room block.

**Title Sponsor of Charging Station:** Have your logo and messaging featured on one of our mobile phone/tablet charging stations.

**Title Sponsor of Coffee Break:** Have your name and logo featured on a sign as the sponsor of one of our coffee breaks.

