

## Law Firm Sponsorship Levels and Benefits

Fifth Annual General Counsel Institute

New York, New York

November 5 – 6, 2009

### *Premier* – \$12,500 [THIS OPPORTUNITY HAS BEEN FILLED]

- Sole law firm sponsor at this level
- Signage and podium recognition as sponsor of cocktail party on November 5
- Four (4) complimentary passes to all sessions, breakfasts, lunches, and receptions, up to two (2) of which may be used by firm lawyers (two (2) to be offered to/used by in-house clients), plus attendance at the cocktail party by four (4) additional firm attorneys, plus opportunity to buy up to six (6) tickets for firm lawyers to the Thursday evening dinner (Note: Anticipated ticket price less than \$75 per person)
- Your firm's identification as a premier supporter of this national event for in-house counsel, including your firm's logo on paid publicity for event, prominent recognition in brochures and program
- Opportunity to distribute marketing materials and/or promotional items to attendees
- Special \$100 sponsor discount for additional in-house client attendees

### *Rainmaker/Meal Sponsor* - \$10,000

- Sponsorship signage at the sponsored lunch or the sponsored breakfast and morning break
- Podium recognition of your sponsorship
- Four (4) complimentary passes to all sessions, breakfasts, lunches, and receptions, up to two (2) of which may be used by firm lawyers (two (2) to be offered to/used by in-house clients), plus opportunity to buy up to four (4) tickets for firm lawyers to the Thursday evening dinner (Note: Anticipated ticket price less than \$75 per person)
- Your firm's identification as a supporter of this national event for in-house counsel, including your firm's logo on paid publicity for the event, and prominent recognition in brochures and program
- Opportunity to distribute marketing materials and/or promotional items in our goody bags to attendees
- Special \$100 sponsor discount for additional in-house client attendees

### *Rainmaker/Speaker* - \$10,000

- Possible speaking opportunity based on availability
- Signage and podium recognition of your sponsorship
- Four (4) complimentary passes to all sessions, breakfasts, lunches, and receptions, up to two (2) of which may be used by firm lawyers (two (2) to be offered to/used by in-house clients) plus opportunity to buy up to four (4) tickets for firm lawyers to the Thursday evening dinner (Note: Anticipated ticket price less than \$75 per person)
- Your firm's identification as a supporter of this national event for in-house counsel, including your firm's logo on paid publicity for the event, and prominent recognition in brochures and program
- Opportunity to distribute marketing materials and/or promotional items in our goody bags to attendees
- Special \$100 sponsor discount for additional in-house client attendees

### *Senior Partner* - \$7,500

- Three (3) complimentary passes to all sessions, breakfasts, lunches, and receptions, one (1) of which may be used by firm lawyers (two (2) to be offered to/used by in-house clients) plus opportunity to buy up to two (2) tickets for firm lawyers to the Thursday evening dinner (Note: Anticipated ticket price less than \$75 per person)
- Opportunity to display signage during the event
- Your firm's identification as a supporter of this national event for in-house counsel, including your firm's name on paid publicity for the event and prominent recognition in brochures and program
- Opportunity to distribute marketing materials and/or promotional items in our goody bags to attendees
- Special \$100 sponsor discount for additional in-house client attendees

### *Partner* - \$5,000

- Your firm's name on all paid publicity, and recognition in brochures and program
- Two (2) complimentary passes for in-house lawyer clients (no law firm attorneys or non-lawyer service provider representatives) to all sessions, meals and reception
- Opportunity to distribute marketing materials and/or promotional items in our goody bags to attendees
- Special \$100 sponsor discount for additional in-house client attendees

*Of-Counsel* - \$2,500

- Your firm's name on paid publicity, and recognition in brochures and program
- One (1) complimentary pass for an in-house lawyer client (no law firm attorneys or non-lawyer service provider representatives) to all sessions, meals and reception
- Opportunity to distribute marketing materials and/or promotional items in our goody bags to attendees
- Special \$100 sponsor discount for additional in-house client attendees