



NATIONAL ASSOCIATION OF WOMEN LAWYERS®

# 2010 ANNUAL SPONSORSHIP INFORMATION



# SUPPORT

*the voice of women in the law*<sup>®</sup>

## PURPOSE

The National Association of Women Lawyers<sup>®</sup> promotes the welfare and interests of women lawyers and all women; maintains the honor and integrity of the profession of law; and aids in the enactment of legislation for the common good and in the administration of such laws to secure justice for all.

# NATIONAL ASSOCIATION OF WOMEN LAWYERS®

The National Association of Women Lawyers (NAWL)® is a national voluntary legal professional organization devoted to promoting the interests and progress of women lawyers and women's legal rights.

**Founded** in 1899, long before most local and national bar associations admitted women, NAWL serves as an educational forum and an active voice for the concerns of women in the legal profession. NAWL is about solutions, both for workplace issues facing women lawyers and for societal problems confronting women in our nation and worldwide. NAWL, through its members and committees, functions as the voice of women in the law™, providing a collective voice in the bar, courts, Congress and workplaces to make women's concerns heard.

**NAWL** continues to support and advance the interests of women in and under the law, and in so doing, supports and advances the social, political, and professional empowerment of women. Through its programs and networks, NAWL provides the tools for women in the profession to advance, prosper and enrich the profession.

## MEMBERSHIP OVERVIEW

**NAWL** represents a diverse group of professionals in the legal arena. As membership has grown, so has the spectrum of individuals NAWL represent. In 2009, to help better serve members, NAWL established diversity liaisons to national minority bar associations.



**Beyond** individual diversity, NAWL membership has also grown to reflect the many different practices of the law. NAWL has seen its in-house counsel, government, nonprofit, public sector, academia and young lawyers membership expand throughout the country. NAWL continues to meet the needs of its growing membership by providing relevant resources, programming and a network of legal professionals who support and advance the interests of women in and under the law and, in so doing, supports and advances the social, political and professional empowerment of women.

# ACTIVITIES

## Programs for Every Stage of a Woman Lawyer's Career

- The program, From Backpack to Briefcase<sup>®</sup>, helps young lawyers and law students successfully transition from law school to the workplace
- The interactive program, Bringin' In the Rain, focuses on developing new business in difficult economic times through practical and applicable advice
- The continuing series, Taking Charge of Your Career<sup>®</sup>, provides the skills and information that women lawyers need to reach leadership levels in their practice settings
- The Mentoring Program provides young lawyer mentees encouragement, guidance and support from senior lawyer mentors from a variety of legal fields
- The annual General Counsel Institute helps senior women in-house counsel excel at the highest level through an interactive and collegial environment
- The Ready to On-Ramp?<sup>®</sup> program helps women who have taken time off from the profession to resume their careers
- Additional programs focusing on negotiating and networking skills

## Publications for Women Lawyers

- The Women Lawyers Journal (WLJ)<sup>®</sup>, NAWL's quarterly publication of leading articles relating to women in the law
- The National Directory of Women Lawyers and Women-Owned Law Firms (Directory), an annual publication to assist in-house counsel with locating women lawyers and referring legal work
- The Survey on the Retention and Promotion of Women in Law Firms, an annual survey focusing on the comparative data of women in AmLaw 200 law firms

## Opportunities to Develop and Network

- Leadership opportunities for women lawyers at all levels
- Networking opportunities at all NAWL programming and events
- Committee opportunities: Amicus, Diversity, Finance, History, International, Legislative/Administrative Law, Membership, Mentorship, Program, Public Communications, Publications, Sponsorship, Survey, and Website
- Liaison opportunities to other professional organizations

## Advocating for Women's Legal Rights

- Amicus support in the United States Supreme Court and other courts on issues of particular interest to women
- International updates through our position as an official United Nations Observer
- Commitment to supporting diversity in the legal profession

## PROGRAMS

Through its programs, NAWL provides the tools for women in the profession to advance, prosper and enrich the profession. These include:

### BACKPACK TO BRIEFCASE®

NAWL's revolutionary program for law students and young lawyers makes the transition from school to the workplace much easier with advice from top professionals. This program offers guidance from experienced practicing women lawyers from diverse backgrounds and varying levels of seniority to help prepare students and young lawyers for the shift into the legal profession while providing networking opportunities. Topics typically include: recognizing the change from law student to lawyer, how to make a good first impression with the court, and working with partners and senior colleagues.

### BRINGIN' IN THE RAIN

Bringin' In the Rain focuses on developing new business in difficult economic times. Sara Holtz, one of the nation's leading business development coaches for women lawyers and the author of *Bringin' In The Rain: A Woman Lawyer's Guide to Business Development*, discusses time-tested strategies for maintaining and building your book of business. This interactive presentation provides practical advice you can implement now.

### CONNECT, LISTEN & LEARN TELECONFERENCE SERIES

Connect, Listen & Learn is a dynamic teleconference, book discussion group for NAWL members and guests. NAWL offers this program in collaboration with Karen Kahn, leadership and business development coach and principal of KM Advisors. Each month Karen introduces participants to a book that facilitates a dynamic teleconference in which she interviews the author and then opens the lines for members to engage in a thorough question and answer session.

# PROGRAMS CONTINUED

## GENERAL COUNSEL INSTITUTE

The General Counsel Institute is designed to increase the effectiveness of in-house women lawyers at the top tiers of their corporate law departments by offering plenary sessions, small seminars and workshops. This annual program targets in-house counsel who want to build professional and management skills to improve the functioning of their practice groups or legal departments and their interaction with C-suite executives with focus on pressure points, strategic decision-making, measurements of success for in-house counsel and what it takes to improve such skills. The General Counsel Institute is collegial and interactive and there's terrific opportunity to talk and network with the presenters and professionals from Fortune 500 companies.

## READY TO ON-RAMP?<sup>®</sup>

Ready to On-Ramp?<sup>®</sup> helps lawyers develop their own personal strategy for re-entering the legal workplace. This program provides opportunities to hear from diverse groups of lawyers and professionals from law firms, government, not-for-profit organizations, legal coaching, recruiters, counseling firms and business associations about what to expect during the re-entry process and how to overcome hurdles that may be encountered. This program offers sessions which provide opportunities for smaller group discussion focused on answering the “tough” questions about re-entering the workforce.

## TAKE CHARGE OF YOUR CAREER: BEST PRACTICES FOR WOMEN ATTORNEYS<sup>®</sup>

NAWL's hallmark professional development seminar is designed to advance women attorneys within the legal field by developing the skills critical to sustaining the long term practice of law. This seminar is uniquely designed to guide, grow, and encourage women in law, as well as provide unique networking opportunities among peers.

## GIVING BACK

### NAWL's National Nights of Giving

NAWL originated the National Nights of Giving in 2008 to bring together lawyers who desire to give back to their local communities. In the Spring and Fall of each year, NAWL hosts a series of philanthropic networking events across the country to support organizations whose mission is to empower women and children. Attendees are asked to bring in-kind donations and participate in activities which benefit the organizations' clients. These events provide a forum to network while bringing resources and awareness to women and children focused service organizations.

#### **Past Nights of Giving Recipients Include:**

Bottomless Closet

Casa Valentina

Community Food Bank of New Jersey

Dress for Success

Girls Inc.

My Sister's Closet

Sarah's Circle

Step Up Women's Network

Women Against Abuse

## YOUR LAWYERS' BENEFITS

- **Access** to Career Development and Continuing Legal Education Programs at Reduced Member Rates. Programs include regional seminars designed to provide women lawyers with the skills and resources needed for long-term careers in firms and in-house workshops on career development tailored for use by individual firms.
- **Ability** for Your Lawyers to Serve as Delegates and Liaisons to Major Organizations. Examples are ABA Commission on Women in the Profession, The United Nations and the National Association of Women Judges.
- **Leadership Development.** There are ample and ready opportunities to develop and exercise their leadership abilities.
- **Networking Opportunities.** NAWL brings together women from the national and international spheres, opening doors to an array of networking and business development opportunities.
- **Receipt** of the Women Lawyers Journal®. This national publication provides a forum for the exchange of information and presentation of scholarly articles about women in the law and women in society.
- **Subscription** to the National Directory of Women Lawyers and Women-Owned Law Firms published annually and distributed nationally to bar associations, professional associations, members and Fortune 500 to promote women lawyers.
- **Support and Sustain** an organization that helps pave the way for women to be successful lawyers.

## REASONS TO SPONSOR NAWL

Not only will you be **FOSTERING** the **DEVELOPMENT** of your women lawyers, you will also be providing support for **SUBSTANTIVE** programs and **VALUABLE** research to **ADVANCE** the profession in its **ENTIRETY**. By becoming an **ANNUAL SPONSOR** of NAWL, you will become **RECOGNIZED** as a **SUPPORTER** of **EQUALITY** and **DIVERSITY** within the legal profession.

- Provide your women lawyers with a national network of support, a platform for business development, and professional mentoring
- Associate your firm with promoting diversity within the legal community
- Provide NAWL with the support to offer benefits to members at an affordable price
- Provide NAWL the support to do meaningful research on diversity and development in the legal profession
- Provide NAWL the support to do substantive programming focusing on diversity and equality in the legal profession
- Showcase your firm's support at NAWL's annual events such as the Annual Luncheon, Mid-Year Meeting, and General Counsel Institute which attract executives, judiciary, and lawyers from every sector

## GENERAL SPONSOR BENEFITS

- Featured recognition on NAWL's website, including a biography and logo linked to your firm's website
- Recognition as an annual sponsor in program brochures, program materials and signage for all 2010 events
- Interview of firm member in one issue of the electronic *NAWL News*
- NAWL member registration rates to all events and programs, for both your firm's lawyers and guests
- Subscriptions to the *Women Lawyers Journal*®
- Access to NAWL's Online Career Center
- Firm Membership for all your firm's office locations
- Reduced membership rate of \$55 a person for your firm's individual lawyers over the number of complimentary members included in your sponsorship
- Email updates and e-news featuring upcoming events and special offers for NAWL members
- Networking, public service, diversity and leadership opportunities for your firm's lawyers through NAWL committees
- Early and special sponsorship opportunities for programs such as regional networking events and the General Counsel Institute
- Opportunities to host regional NAWL substantive CLE, philanthropic networking and diversity programs

# SPONSOR LEVELS

## Sponsor - \$15,000

- A full-page advertisement in every 2010 issue of the *Women Lawyers Journal*<sup>®</sup> and an opportunity to feature substantive firm articles for publication. The Journal is distributed to members, individuals and organizations, nationally and internationally, including Europe, Australia and Asia
- 15 complimentary NAWL memberships
- Opportunity for a firm member to speak at a mutually-agreed upon NAWL program
- Table for 10 at NAWL's Annual Award Luncheon, recognition in the Annual Luncheon Program Booklet and discount rates on advertising in the Annual Luncheon Program Booklet
- First early notice of NAWL's General Counsel Institute Sponsorship opportunities
- Recognition as Premier Sponsor and full-page advertisement, prominently placed, in the *National Directory of Women Lawyers and Women-Owned Law Firms*
- Ability to send materials and signage to NAWL programs (One 24" x 28" sign per event which will be returned if an air bill is provided)

## Gold Sponsor - \$10,000

- A half-page advertisement in each 2010 issue of the *Women Lawyers Journal*<sup>®</sup>. The Journal is distributed to members, individuals and organizations, nationally and internationally, including Europe, Australia and Asia
- 10 complimentary NAWL memberships
- Opportunity for a firm member to speak at a mutually-agreed upon NAWL program, if available
- Table for 10 at NAWL's Annual Award Luncheon, recognition in the Annual Luncheon Program Booklet and discount rates on advertising in the Annual Luncheon Program Booklet
- Second early notice of NAWL's General Counsel Institute Sponsorship opportunities
- Recognition as a Gold Sponsor and half-page advertisement, prominently placed, in the *National Directory of Women Lawyers and Women-Owned Law Firms*
- Ability to send materials and signage to NAWL programs (One 20" x 24" sign per event which will be returned if an air bill is provided)

## Sponsor - \$5,000

- A quarter-page advertisement in every 2010 issue of the *Women Lawyers Journal*<sup>®</sup>. The Journal is distributed to members, individuals and organizations, nationally and internationally, including Europe, Australia and Asia
- Five (5) complimentary NAWL memberships
- Five (5) seats at NAWL's Annual Award Luncheon, recognition in the Annual Luncheon Program Booklet and discount rates on advertising in the Annual Luncheon Program Booklet
- Early notice of NAWL's General Counsel Institute Sponsorship opportunities
- Recognition as a Sponsor and half-card sized advertisement, prominently placed, in the *National Directory of Women Lawyers and Women-Owned Law Firms*
- Ability to send signage to NAWL programs (One 16" x 20" sign per event which will be returned if an air bill is provided)

# 2009-2010 EXECUTIVE BOARD

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