

10th

Annual General Counsel Institute®

*Strategic Leadership: Developing Legal Expertise and Skills to
Enable and Empower Yourself and Others in the 21st Century*

November 6 & 7, 2014
InterContinental New York Times Square
New York, New York



Sponsorship Information



National Association of Women Lawyers®

the voice of women in the law®

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.



About the General Counsel Institute

The National Association of Women Lawyers® invites you to sponsor our Tenth Annual General Counsel Institute, targeted to women General Counsel and senior in-house counsel who want to build top-tier professional and management skills to improve their interactions with C-suite executives and the functioning of their legal departments.

The General Counsel Institute® provides a unique opportunity for women corporate counsel, in a supportive and interactive environment, to learn from leading experts and experienced legal colleagues about the pressure points and measurements of success for in-house counsel. Plenary and workshop sessions with General Counsel of major corporations and other professionals in a collegial atmosphere foster frank discussions about career advancement, strategic decision-making, and the means to improve skills and knowledge.

The Tenth Annual General Counsel Institute® promises to be an engaging and innovative program with opportunities to learn and network with other senior legal professionals. Prior participants have come from throughout the U.S., Canada, Europe, Africa and the Middle East and included counsel from large Fortune 100 to small private companies and not-for-profits. Past participants include:

A&E Networks	MetLife, Inc.
Allstate Insurance Company	Morgan Stanley
American Express Company	National Public Radio
AT&T Inc.	Nestle Nutrition, NA
Avis Budget Group, Inc.	Nike, Inc.
Bank of America	Norfolk Southern Corporation
Banco Popular North America	PepsiCo Inc.
Beam Inc.	Novartis Pharmaceuticals Corporation
Boehringer Ingelheim USA Corporation	Pfizer Inc.
Caterpillar Inc.	Pitney Bowes
Citigroup Inc.	Prudential Financial, Inc.
Consolidated Edison Company of New York, Inc.	Shell Oil Company
Conair Corporation	Siemens Energy
eBay International AG	Southern Company
E. I. du Pont de Nemours and Company	Southwest Airlines
Exxon Mobil Corp	Sunoco, Inc.
Fidelity Investments	Texas Instruments Incorporated
Girl Scouts of the USA	The Coca-Cola Company
HSBC Holdings PLC	The Clorox Company
IBM Corporation	The Gap
Intel Corporation	The Walt Disney Company
JP Morgan Chase	United Parcel Service of North America, Inc.
Lincoln Center for the Performing Arts, Inc.	Wal-Mart Stores, Inc.
Medtronic, Inc.	USAA

SPONSORSHIP LEVELS - Law Firms and Service Providers

Sponsorship Levels and Benefits	Premier \$15,000	Solo Rainmaker Speaker \$14,000	Partnered Rainmaker Speaker ¹ \$10,000	Rainmaker Meal \$12,000	Senior Partner \$8,000	Partner \$6,000	Of-Counsel \$4,000	Reception \$3,000	In-kind ⁴
NAWL Annual Premier and Gold Sponsors	\$13,000	\$12,000	\$8,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,500	
Sole Law Firm Sponsor at this Level	✓								
Opportunity for podium welcome to attendees and introduction of individual attendees from firm	✓								
Attendance at reception by 4 additional firm attorneys	✓								
Recognition from podium as Cocktail, Rainmaker Meal, or Reception sponsor	✓							✓	X ⁵
Speaking role at Leadership Icebreaker session or workshop	✓								
Free Conference Passes	6 ²	6 ²	6 ²	6 ²	4 ³	4 ³	14	14	X ⁵
Discount on purchase of additional in-house lawyer passes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to purchase tickets for Thursday evening optional networking event	6 Tickets	4 Tickets	4 Tickets	4 Tickets	2 Tickets				X ⁵
Logo on GCI 10 promotional and marketing materials	✓			✓					X ⁵
Name on GCI 10 promotional and marketing materials	✓			✓	✓	✓	✓	✓	✓
Opportunity for signage at event	✓		✓	✓	✓	✓	✓	✓	✓
Opportunity to provide promotional or marketing materials for attendees at event	✓		✓	✓	✓	✓	✓	✓	✓
Opportunity to place free ad in GCI 10 "E-zine"	Full Page	Half Page	Half Page	Half Page	Quarter Page	Quarter Page	Quarter Page	Business Card	✓ ⁵

- 1 Share session with law firm, service provider, or corporate sponsored speaker. Each entity pays full sponsorship amount or "hosting" partner pays for both/all.
- 2 Passes limited to 4 in-house lawyer attendees and 2 law firm attendees. May receive 1 additional law firm pass for every three additional in-house lawyers firm registers, up to a maximum of 4 law firm attendees.
- 3 Passes limited to 3 in-house lawyer attendees and 1 law firm attendee.
- 4 1 in-house lawyer pass.
- 5 Benefits based on dollar value of items provided. Includes CLE sponsorship.

SPONSORSHIP LEVELS - Corporations

Sponsorship Levels and Benefits	Premier	Solo Rainmaker Speaker	Partnered Rainmaker Speaker ¹	Rainmaker Meal	Senior Partner	Partner	Of-Counsel	Reception	In-kind ⁶
	\$13,500	\$12,600	\$9,000	\$10,800	\$7,200	\$5,400	\$3,600	\$2,700	
NAWL Annual Premier and Gold Sponsors	\$11,700	\$10,800	\$7,200	\$9,000	\$6,750	\$4,500	\$2,700	\$2,250	
Sole Corporate Sponsor at this Level	✓								
Opportunity for podium welcome to attendees and introduction of individual attendees from company	✓								
Attendance at reception by 4 additional in-house attorneys	✓								
Recognition from podium as Cocktail, Rainmaker Meal, or Reception sponsor	✓			✓				✓	X ⁵
Speaking role at Leadership Icebreaker session or workshop	✓			✓					X ⁵
Free Conference Passes	6 ²	6 ²	6 ²	6 ²	4 ³	4 ³	1 ⁴	1 ⁴	X ⁵
Discount on purchase of additional in-house lawyer passes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to purchase tickets for Thursday evening optional networking event	6 Tickets	4 Tickets	4 Tickets	4 Tickets	2 Tickets				X ⁵
Logo on GCI 10 promotional and marketing materials	✓	✓	✓	✓					
Name on GCI 10 promotional and marketing materials	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for signage at event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide promotional or marketing materials for attendees at event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to place free ad in GCI 10 "E-zine"	Full Page	Half Page	Half Page	Half Page	Quarter Page	Quarter Page	Quarter Page	Business Card	✓ ⁵

- 1 Share session with law firm, service provider, or corporate sponsored speaker. Each entity pays full sponsorship amount or "hosting" partner pays for both/all.
- 2 6 in-house lawyer passes plus 1 additional in-house lawyer pass for every 3 additional in-house lawyers registered, up to 4 maximum.
- 3 Passes limited to in-house lawyer attendees.
- 4 1 in-house lawyer pass.
- 5 Benefits based on dollar value of items provided.

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Sponsorship Types

For Premier, Rainmaker Speaker, Rainmaker Meal sponsorships, please contact Babette Orenstein at 212.460.6209 or OrensteinB@coned.com

For other levels, please select level at which you wish to sponsor:

Senior Partner

- Law Firm or Service Provider \$8,000
- Law Firm or Service Provider (Premier & Gold Sponsor) \$7,500
- Corporation \$7,200
- Corporation (Premier & Gold Sponsor) \$6,750

Partner

- Law Firm or Service Provider \$6,000
- Law Firm or Service Provider (Premier & Gold Sponsor) \$5,000
- Corporation \$5,400
- Corporation (Premier & Gold Sponsor) \$4,500

Of-Counsel

- Law Firm or Service Provider \$4,000
- Law Firm or Service Provider (Premier & Gold Sponsor) \$3,000
- Corporation \$3,600
- Corporation (Premier & Gold Sponsor) \$2,700

Reception

- Law Firm or Service Provider \$3,000
- Law Firm or Service Provider (Premier & Gold Sponsor) \$2,500
- Corporation \$2,700
- Corporation (Premier & Gold Sponsor) \$2,250

Sponsorship Commitment Form

Firm/Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Sponsorship Commitment Total: _____

Payment Options:

_____ Check enclosed

_____ Wire transfer (if paying by wire transfer please contact Lindsey Urban)

_____ Send Invoice

Please remit payment to:

NAWL
321 North Clark Street, M.S. 21.1
Chicago, IL 60654
urbanl@nawl.org

QUESTIONS? CONTACT:

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