

NATIONAL ASSOCIATION OF WOMEN LAWYERS SPONSORSHIP OPPORTUNITIES

The mission of the National Association of Women Lawyers (NAWL) is to provide leadership, a collective voice, and essential resources to advance women in the legal profession and advocate for the equality of women under the law. Since 1899, NAWL has been empowering women in the legal profession, cultivating a diverse membership dedicated to equality, mutual support, and collective success.

NAWL's Sustaining Sponsors guarantee we can pursue our mission. Our advocacy initiatives, Practice Area Affinity Groups, Survey on the Retention and Promotion of Women in Law Firms, Challenge Club, virtual networking opportunities and other programming are all underwritten by the generosity of Sustaining Sponsor organizations. Simply put, NAWL would not exist without sponsors like you. As a "thank you" for their support, NAWL Sustaining Sponsors receive an array of benefits to keep their attorneys engaged with the organization, and able to reap the benefits of everything we do.

Why Support NAWL?

- PROMOTE NAWL'S MISSION -
- BUILD RELATIONSHIPS -
- DEVELOP LEGAL AND LEADERSHIP SKILLS -
- ADVANCE YOUR ORGANIZATION -

All Sustaining Sponsors receive:

- Unlimited NAWL Memberships for their attorneys. Please note that beginning in 2021, NAWL Membership will be the only way for individuals to access NAWL webinars, and other virtual programs and other initiatives at no extra charge.
- Complimentary tickets to NAWL events and programs (both virtual and in-person).
- Recognition as a Sustaining Sponsor in the NAWL App, at all NAWL events, and other programs. Please note that recognition at in-person events will be digitally displayed on screens.
- An advertisement in the *Women Lawyers Journal*.
- Corporate Sponsors may send unlimited representatives to NAWL Challenge Club Events. Law firm sponsors may send limited designated representatives to NAWL Challenge Club events. Law firm Sponsors may also designate Challenge Club participants, corresponding with their Sponsorship level. Please note that all 2020 Challenge Club Designees may continue their participation in the program through July 2021.
- Access to a special NAWL Leadership Training Program.



What benefits come with Sustaining Sponsorship?



	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000*
Individual NAWL Memberships	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Event "flex" tickets**	20	15	10	5 (ANNUAL MEETING ONLY)
General Counsel Institute	Of-Counsel Level GCI Sponsorship Included	Associate Level GCI Sponsorship Included	2 GCI tickets***	1 GCI ticket***
Challenge Club Participants (see page 4)	5 OR Unlimited for Law Firms OR for Corporate Legal Departments	3 OR Unlimited for Law Firms OR for Corporate Legal Departments	2 OR Unlimited for Law Firms OR for Corporate Legal Departments	1 OR Unlimited for Law Firms OR for Corporate Legal Departments
Speaking Opportunity	Guaranteed speaking opportunity at a mutually agreed upon NAWL event (other than GCI) or sponsored webinar	First consideration to speak, moderate, or host a mutually agreed-upon future NAWL program (other than GCI)		
Advertisement in <i>Women Lawyers Journal</i>	Full-Page	Half-Page	Quarter Page	Quarter Page
Organization Spotlight featuring an attorney, innovative practice, or interesting case	NEW 6 Per Year	4 Per Year	2 Per Year	1 Per Year
NAWL-aided Paid Intern Search	NEW ✓	✓		
Access to NAWL Leadership Training Program	NEW ✓	✓	✓	✓

*\$2,500 FOR SMALL FIRMS AND NEW CORPORATE PARTNERS; FIRMS WITH 50 OR FEWER FULL-TIME ATTORNEYS QUALIFY FOR THE "SMALL FIRM" DISCOUNT

** FLEX TICKETS MAY BE REDEEMED FOR GCI TICKETS AT A 2:1 RATIO, AND MAY ONLY BE USED BY CORPORATE COUNSEL OF PUBLIC OR PRIVATE COMPANIES, NON-PROFITS, GOVERNMENT, AND EDUCATIONAL INSTITUTIONS.

***ONLY CORPORATE COUNSEL OF PUBLIC OR PRIVATE COMPANIES, NON-PROFITS, GOVERNMENT, AND EDUCATIONAL INSTITUTIONS MAY REDEEM GCI TICKETS.

Frequently Asked Questions

Q: What is the difference between a NAWL Sustaining Sponsorship and a NAWL Event Sponsorship?

A: A NAWL Sustaining Sponsorship is a public investment in NAWL's Mission, to provide leadership, a collective voice, and essential resources to advance women in the legal profession and advocate for the equality of women under the law. Sustaining Sponsors help NAWL run our Practice Area Affinity Groups, administer the NAWL Survey, support our advocacy, and more.

Sponsoring a NAWL event is an investment into the content of the program and a show of support to that program's award recipients and the volunteers from your team who helped NAWL plan the event. An event sponsorship directly funds the production of an event: from speaker fees, to the cost of archiving digital content, to (when in person) feeding our participants and (when virtual) hosting them all on our meeting platform.

Q: That all sounds good! Can I become both a Sustaining Sponsor and an Event Sponsor?

A: YES! You may combine both Sustaining and Event Sponsorships. If you confirm your bundle before March 1, 2021 we'll even give you a discount.

Q: What is the difference between all these Sustaining Sponsorship levels?

A: The greater your investment in a NAWL Sponsorship, the greater your benefits. While all NAWL Sponsorships come with unlimited memberships for your attorneys, the higher the sponsorship level, the more benefits those attorneys have access to. From a guaranteed speaking opportunity (only for Platinum Level Sponsors) and NAWL event tickets, to access to the NAWL Challenge Club, it all depends on the level of sponsorship you select.

Q: I don't see the kind of sponsorship benefits I'm looking for. Can I still support NAWL?

A: Yes! To customize a Sponsorship package, contact NAWL Development Manager Ashley Urisman at aurisman@nawl.org.

**NAWL Signature
Events**

MID-YEAR MEETING ON MARCH 25 - 26

ANNUAL MEETING ON JULY 21 - 22

GENERAL COUNSEL INSTITUTE ON NOVEMBER 10 - 12

NAWL CHALLENGE CLUB

NAWL developed the Challenge Club as a joint effort by law firms and corporate legal departments to make change happen. From 2016's One-Third by 2020 Challenge to seeing an alarming number of professional women drop out for the workforce because of the COVID-19 pandemic, the NAWL Challenge Club remains a crucial tool to increase the representation of women and diverse attorneys across the legal profession.

The NAWL Challenge Club offers:

- The opportunity to form relationships with other high-potential attorneys in similar stages of their career from across the country. Challenge Club contacts can offer mutual support without the pressure of having it come from within a participant's own firm.
- Access to exclusive programming and networking events (see 2021 Calendar Below) designed to empower both in-house and law firm attorneys to excel in their careers.

Membership in the NAWL Challenge Club offers corporate legal departments and law firms the platform to create opportunities through constructive, feasible, and results-oriented activities. ***Please note that due to an interrupted 2020 Calendar, we are pleased to invite all of our 2020 Challenge Club members to participate through July of 2021. Law firms will also be able to designate additional 2021 Participants.***

NAWL Sponsoring law firms select their top women lawyers on track for equity partnership to participate in the Challenge Club networking events and presentation sessions with in-house attorneys, who, in turn, provide mentorship and consider Law Firm Members for future work. *Sustaining Sponsorship is required for law firms to participate; there is no sponsorship requirement for corporate legal departments.*

Challenge Club 2021 Calendar

FEB 11 - Working on Your Personal Brand While Working From Home

MAR 23 - Women Helping Women: How to Leverage Your Personal Relationship for Business

MAY 19 - Ethics CLE Program

JUN 23 - Fireside Chat re: Flexibility to Meet Your Clients' Needs

AUG 19 - Earn Your Micro-MBA: Business Skills for Lawyers

OCT 5 - What Keeps In-House Counsel Up at Night

NOV 10 - Pitching Skills Workshop

About NAWL

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NAWL membership offers you the opportunity to join a diverse group of professionals and enjoy a variety of benefits, including:

- Access to career development and CLE programming;
- Opportunities to build a national network;
- Leadership development;
- Advocacy;
- Continued learning.

Our members include solo practitioners, large firm lawyers, corporate counsel, legal services and non-profit attorneys, and lawyers serving at all levels of the government.



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