

NEW YORK STATE BAR ASSOCIATION

Annual Meeting

VIRTUAL CONFERENCE
JANUARY 2022

Sponsorship Opportunities



**Women in Law
18th Annual Edith I.
Spivack Symposium
January 18 & 25, 2022**

All Sponsors of the Women in Law Section's (WILS) Virtual Annual Meeting CLE Program will receive the following recognition:

- Your name, logo and sponsorship level on power point slides at the WILS Virtual Annual Meeting CLE program and included in the recorded version of the program;
- Your name, logo and sponsorship level listed in the WILS Annual Meeting advertising materials and on the Section's website.

The following opportunities are available to sponsor the WILS Annual Meeting CLE Program, with the following additional benefits:

❑ **Diamond Sponsor** \$5,000 1 Available

- Exclusive sponsor at this level;
- Full-page advertisement in the WILS Kay Crawford Murray Memorial Award Program Souvenir Booklet, available online;
- Free full page advertisement in Ruth G. Shapiro Memorial Award Souvenir Booklet available online;
- Four (4) complimentary passes to the WILS Annual Meeting Virtual CLE program;
- Two (2) Complimentary passes to a future WILS in-person or virtual CLE program; (sponsor may choose program; in-person events may resume during or after June 2022);
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during live event, thanking sponsors;
- Pop-up with logo information on WILS website;
- Organization referenced with any WILS social media posts that may occur;
- Company description (up to 75 words), company video (up to 60 seconds), and promotional ad/flyer included on WILS Annual Meeting website and with written program materials;
- Embedded Product/Service Demo on WILS Annual Meeting website (up to 15 minutes; Vimeo Video);
- Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception on January 18, 2022 and the WILS Virtual Ruth G. Shapiro Memorial Award Reception on January 25, 2022 and may bring guests. on January 18, 2022. Zoom links will be provided;
- Includes 2-4 minute speaking opportunity during WILS Virtual Annual Meeting CLE Program at a time to be determined (in accordance with CLE requirements, must be completed during non-CLE portion(s) or during breaks); and
- Post-event attendee list provided (name and affiliation).

❑ **Gold Sponsor** \$3,500 3 Available

- Full-page advertisement in the WILS Kay Crawford Murray Memorial Award Souvenir Booklet, available online;
- Free full page advertisement in Ruth G. Shapiro Memorial Award Souvenir Booklet available online;
- Two (2) complimentary passes to the WILS Annual Meeting virtual CLE;
- Specific acknowledgement during the WILS Annual Meeting virtual CLE;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during live CLE event, thanking sponsors;
- Organization referenced in any WILS social media posts that may occur;
- Organization referenced in promotional ad/flyer included on WILS Annual Meeting website;
- Company description (up to 75 words), company video (up to 60 seconds), and promotional ad/flyer included on WILS Annual Meeting website;
- Embedded Product/Service Demo on WILS Annual Meeting website (up to 10 minutes; Vimeo Video);
- Includes 2 minute speaking opportunity during WILS Virtual Annual Meeting CLE Program at a time to be determined (in accordance with CLE requirements, must be completed during non-CLE portion(s) or during breaks); and
- Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception on January 18, 2022 and the WILS Virtual Ruth G. Shapiro Memorial Award Reception on January 25, 2022 and may bring guests. on January 18, 2022. Zoom links will be provided.

❑ **Kay Crawford Murray Memorial Award Reception Sponsor** \$3,000 3 Available

- Full-page advertisement in the WILS Kay Crawford Murray Memorial Award Reception Souvenir Booklet, available online;
- Specific acknowledgement during the WILS Virtual Kay Crawford Murray Memorial Award Reception and may bring guests on January 18, 2022;
- Kay Crawford Murray Memorial Award Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception and may bring guests on January 18, 2022, Zoom link will be provided;
- Kay Crawford Murray Memorial Award Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception and may bring guests on January 25, 2022, Zoom link will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during WILS Annual Meeting CLE and Award Reception live events, thanking sponsors;
- Organization referenced in any WILS social media posts that may occur; and
- Organization referenced in promotional ad/flyer included on WILS Annual Meeting website.

❑ **Silver Sponsor** \$2,500 5 Available

- Half-page advertisement in the WILS Kay Crawford Murray Memorial Award Reception Souvenir Booklet, available online;
- Silver Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception and may bring guests on January 18, 2022, Zoom link will be provided;
- Silver Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception and may bring guests on January 25, 2022, Zoom link will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during live event, thanking sponsors;
- Organization referenced with any WILS social media posts that may occur;
- Promotional ad/flyer included on WILS Annual Meeting website;
- Includes 2 minute speaking opportunity during WILS Virtual Annual Meeting CLE Program at a time to be determined (in accordance with CLE requirements, must be completed during non-CLE portion(s) or during breaks); and

❑ **Networking Reception Sponsor** \$2,000 2 Available

- Half-page advertisement in the WILS Kay Crawford Murray Memorial Award Reception Souvenir Booklet, available online;
- Networking Reception Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception on January 25, 2022 and may bring guests, Zoom link will be provided;
- Specific acknowledgement during the WILS Annual Meeting Virtual Networking Reception on January 25, 2022;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide during Networking event and live CLE program, thanking sponsors;
- Organization referenced in any WILS social media posts that may occur;
- Promotional ad/flyer included on WILS Annual Meeting website;
- Includes 2 minute speaking opportunity during WILS Annual Meeting Virtual Networking Reception.

❑ **Ruth G. Schapiro Memorial Award Reception Sponsor** \$3,000 3 Available

- Full-page advertisement in the WILS Ruth G. Schapiro Memorial Award Souvenir Booklet, available online;
- Specific acknowledgement during the WILS Virtual Ruth G. Schapiro Memorial Award Reception on Saturday, January 25, 2022;
- Ruth G. Schapiro Memorial Award Sponsor is invited to attend the WILS Virtual Ruth G. Schapiro Memorial Award Reception on January 25, 2022, Zoom links will be provided;
- Ruth G. Schapiro Memorial Award Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception and may bring guests on January 25, 2022, Zoom link will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during WILS Annual Meeting CLE and Award Reception live events, thanking sponsors;
- Organization referenced in any WILS social media posts that may occur; and
- Organization referenced in promotional ad/flyer included on WILS Annual Meeting website.

❑ **Bronze Sponsor** \$1,000 Unlimited Available

- Quarter-page advertisement in the WILS Kay Crawford Murray Memorial Award Reception Souvenir Booklet, available online;
- Bronze Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception and may bring guests on January 25, 2022, Zoom link will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mail; and
- Logo included on PowerPoint slide, during live event, thanking sponsors.

❑ **Friend of Women in Law Section Sponsor** \$500 Unlimited Available

- Friend of Women in Law Section Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception on January 18, 2022 OR the WILS Annual Meeting Virtual Networking Reception on January 25, 2022, Zoom link to selected reception will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mail; and
- Logo included on PowerPoint slide, during live event, thanking sponsors.

❑ **2022 WOMEN IN LAW SECTION FLAGSHIP SPONSOR** \$15,000

- Identification as a Flagship Sponsor at WILS events and in WILS advertising materials throughout the year, including the 2022 Annual Meeting and 2022 Women on the Move program. Additional events may include a Spring Meeting and Summer Meeting.

WILS 2021 Virtual Annual Meeting Program Sponsorship:

- Prominent listing on PowerPoint slide thanking Flagship Sponsor during the WILS Annual Meeting program;
- Listing as a Flagship Sponsor in the WILS Annual Meeting advertising materials and on the Section's website;
- Four (4) complimentary passes to the WILS Annual Meeting CLE program;
- Full-page advertisement in the WILS Kay Crawford Murray Memorial Award Souvenir Booklet, available online;
- Flagship Sponsor is invited to attend the WILS Virtual Kay Crawford Murray Memorial Award Reception and may bring guests on January 18, 2022, Zoom link will be provided;
- Flagship Sponsor is invited to attend the WILS Annual Meeting Virtual Networking Reception and may bring guests on January 25, 2022, Zoom link will be provided;
- Logo with redirect to organization's website included on WILS Annual Meeting website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mails;
- Logo included on PowerPoint slide, during live event, thanking sponsors;
- Pop-up with logo information on WILS website;
- Organization referenced in any WILS social media posts that may occur;
- Company description (up to 75 words), company video (up to 60 seconds), and promotional ad/flyer included on WILS Annual Meeting website and with written Annual Meeting program materials;
- Embedded Product/Service Demo on WILS Annual Meeting website (up to 15 minutes; Vimeo Video); and
- Includes 2-4 minute speaking opportunity during WILS Virtual Annual Meeting CLE Program at a time to be determined (in accordance with CLE requirements, must be completed during non-CLE portion(s) or during breaks).

WILS 2022 Women on the Move ("WOM") Program Sponsorship:

- Prominent signage at the WILS Fall WOM Program, including the Luncheon and Networking Reception, if in-person;
- Prominent listing on PowerPoint slide, during live or live virtual event, thanking Flagship Sponsor during the WILS WOM program;
- Listing as a Flagship Sponsor in the WILS WOM advertising materials and on the Section's website;
- Four (4) complimentary passes to the WILS WOM CLE program, including the WOM Luncheon and Networking Reception;
- The opportunity to make brief welcome remarks at the WOM event;
- Logo with redirect to organization's website included on WILS website;
- Logo with redirect to organization's website included on pre-event WILS e-mails;
- Logo with redirect to organization's website included on post-event WILS e-mail;
- Pop-up with logo information on WILS website;
- Organization referenced in any WILS social media posts that may occur;
- Company description (up to 75 words), company video (up to 60 seconds), and promotional ad/flyer included on WILS WOM website and with written WOM program materials; and
- Embedded Product/Service Demo on WILS WOM website (up to 15 minutes; Vimeo Video).

Women in Law Section Programs:
Tuesday, January 18, 2022
Tuesday, January 25, 2022

For more details, go to: [NYSBA.ORG/AM2022](https://www.nysba.org/am2022)

Firm/Company Name _____

Contact Name _____

Company URL _____

Phone (_____) _____ Email _____

Address _____

City _____ State _____ Zip _____

Send Form and Payment to:

Ernesto Guerrero
New York State Bar Association
1 Elk Street, Albany, NY 12207
Email: eguerrero@nysba.org
Phone: 518-487-5535

Next Steps:

Please email your logo as a JPG or PNG along with your company URL to Ernesto Guerrero at eguerrero@nysba.org

Deadlines:

Payments must be received with completed form. If submitting a check for payment, it should arrive no later than 2 weeks upon submitting your completed form.

The NYSBA reserves the right to decline sponsorships.

Payment Information:

Check or money order enclosed in the amount of
\$ _____

(Please make checks payable to the
New York State Bar Association.)

- Charge \$ _____ to:
 American Express MasterCard
 Visa Discover

Card number

Expiration date

CVN

Authorized Signature

Cardholder Name