



A LEGAL COMMUNITY COLLABORATION

2019 Partner and 2019 MWL Conference Sponsorship Opportunities

From MWL's Leadership



Shannon Harmon



Debra Pexa

January 2019

On behalf of Minnesota Women Lawyers, we are pleased to invite legal employers to join with MWL as a 2019 Partner or through a 2019 MWL Conference sponsorship.

Since its inception, MWL has been honored to collaborate with attorneys and legal employers across Minnesota to help advance its mission. As a leader in the legal community, your commitment to MWL is vital to our ongoing success and to the success of women attorneys. We hope you will support our collective efforts by signing on as a Partner or MWL Conference sponsor.

This brochure provides information about 2019 MWL Conference sponsorships (Page 2&3), as well as MWL's 2019 Partnerships. Each opportunity provides a wide-ranging package of benefits, tailored to meet the interests of the legal and business community. Complete information is available at www.mwlawyers.org.

We also invite you to review MWL's FY17-18 Annual Report, which highlights the many successes that MWL has achieved and shared in over this past year. View the MWL Annual Report at www.mwlawyers.org.

Thank you for your consideration and support. We welcome the opportunity to collaborate with your organization in advancing the success of women lawyers and striving for a just society.

Sincerely,
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Sign-on as an MWL Partner or Conference Sponsor at www.mwlawyers.org.



2019 MWL Conference for Women in the Law

April 26, 2019
Hyatt Regency
Minneapolis

**“Lead, Learn & Collaborate
Toward Your Success”**

Minnesota Women Lawyers is pleased to present The 2019 MWL Conference for Women in the Law. The MWL Conference provides an opportunity for attendees to collaborate across the diverse statewide legal community, participate in high-value programming and engage in meaningful networking opportunities.

The MWL Conference will feature a full day of seminars geared towards the diverse experience levels and practice areas represented by MWL's membership. All members of the legal community are welcome to join us.

NETWORKING: As valuable as the programming itself, ample networking opportunities are built right into the Conference agenda, providing a perfect setting for attendees to build relationships with trailblazers and trendsetters from across the legal community.

CLE CREDIT: Up to five CLE credits will be available to each attendee who attends the entire day, including standard and elimination of bias credits.

MWL's ANNUAL MEETING: MWL Conference registration includes a ticket to MWL's 47th Annual Meeting luncheon on April 26th also at the Hyatt.

SCHOLARSHIPS: MWL is pleased to offer partial 2019 MWL Conference scholarships. Please inquire!

CONFERENCE BENEFACTORS: By paying a slightly higher registration fee, an MWL Conference Benefactor helps fund conference scholarships, and receives recognition at the MWL Conference.

NOT AN MWL MEMBER? Join MWL today and receive the membership discount on 2019 MWL Conference registration!

FIND OUT MORE: Complete MWL Conference will be available at www.mwlawyers.org shortly.

WWW.MWLAWYERS.ORG



OUR KEYNOTE PRESENTERS



HILARIE BASS

MWL is pleased to welcome morning keynote speaker Hilarie Bass, president and founder of Bass Institute for Diversity & Inclusion. Hilarie is a global evangelist for gender parity and an outspoken advocate for expanding the ranks of women leaders at corporations, nonprofits and other institutions. She is also one of the most recognized attorneys in the United States, having served as co-president of the international law firm Greenberg Traurig from 2013 to 2018 and as president of the American Bar Association (ABA) from September 2017 to August 2018. Hilarie traveled the world speaking on behalf of the ABA about the insidious damage of implicit bias in the legal profession and the importance of retaining and promoting female leaders.



DAWN ROSEMOND

MWL is pleased to welcome afternoon keynote workshop facilitator Dawn Rosemond of Barnes & Thornburg LLP. Based out of their Fort Wayne, Indiana office, she is a partner and serves as the firm's director of diversity, professional development and inclusion. Dawn is the first African-American female to make equity partner at Barnes & Thornburg and reportedly in the state of Indiana. Author of the book "Boss Presence," she is also a national speaker on leadership and personal development. Dawn spearheads diversity and inclusion initiatives through deliberate programming and strategic priorities, as well as leads the charge for cultivating and maintaining an environment that boldly promotes the training, sponsorship, empowerment and promotion of all legal talent.

SPONSOR OPPORTUNITIES

MWL is pleased to offer a limited number of sponsor opportunities at the 2019 MWL Conference for Women in the Law. Being one of a limited number of MWL Conference sponsors offers a unique opportunity to support MWL's important mission and market your organization or business services/products with women attorney and legal employer decision makers. Complete details are available online at www.mwlawyers.org. Exhibitor opportunities will also be announced shortly.



2019 MWL Conference for Women in the Law

April 26, 2019
Hyatt Regency
Minneapolis

2019 SPONSORSHIPS

Take Advantage of These Exclusive Opportunities

Minnesota Women Lawyers is pleased to offer a select number of sponsor opportunities for its 2019 MWL Conference for Women in the Law on April 26th, 2019. Being one of a limited number of MWL Conference sponsors offers a unique opportunity to take advantage of exclusive event & marketing benefits, promote your organization or business services among women attorney and legal employer decision makers, and support MWL's mission.

All sponsorship opportunities are available on a first-come basis.

Lead Sponsor Opportunity

1 Opportunity Available

MWL Conference registration for five (5) attendees

Exclusive "Lead Sponsor" recognition on pre-Conference and at-Conference publicity

Podium recognition during the opening and closing sessions

Brief comments and opportunity to introduce keynote speaker

Pull-up banner or similar (sponsor supplied) on display during keynote

Complimentary half-page ad in Conference program.

Complimentary half-page ad in Summer issue of MWL's quarterly publication "With Equal Right."

Full page flyer and/or other promotional item included in the MWL Conference materials. (sponsor supplied)

PLUS All General Sponsor Benefits [*Noted Below]

\$7,500

Networking Reception Sponsorships

3 Opportunities Available

MWL Conference registration for three (3) attendees

Exclusive signage with corporate logo displayed during designated reception

Additional signage with corporate logo displayed throughout the MWL Conference

Recognition from the podium & opportunity to offer brief remarks at corresponding reception

Full page flyer and/or other promotional item included in the MWL Conference materials. (sponsor supplied)

PLUS All General Sponsor Benefits [*Noted Below]

\$5,000

Specialty Sponsorships

4 Opportunities Available

(1 Program; 1 Signage; 1 Promotional Item; 1 Wi-Fi)

MWL Conference registration for two (2) attendees

ONE OF THE FOLLOWING:
[Specific to specialty sponsorship]

Full-page color ad on back cover of the MWL Conference program
OR
Corporate logo on 10 poster-sized general display signs at the MWL Conference

OR
Corporate logo on exclusive promotional item for attendees (TBD; co-branded with MWL)

OR
Corporate logo on the WiFi login landing page (including sponsor hyperlink)

PLUS All General Sponsor Benefits [*Noted Below]

\$2,500

***ADDITIONAL GENERAL SPONSOR BENEFITS:** Six-foot exhibitor table; corporate name and contact listing in the MWL Conference program; corporate name and link on the MWL Conference website; One pre-Conference "thank you" social media post from MWL; opportunity to participate in door-prize business card drop; access to attendee list Opt-in (use limitations apply); special "Sponsor" nametag; and 2020 MWL Conference sponsor "first right of refusal" for respective 2019 sponsor level.

**REGISTRATION
AVAILABLE SOON!**

www.mwlawyers.org

2019 MWL Conference Sponsor and Exhibitors:
Complete Details and Benefit Packages at www.mwlawyers.org.

2019 Partner Opportunities



Guided by its core values of **LEADERSHIP**, **EQUALITY** and **COMMUNITY**, MWL is pleased to offer year-long partnerships to the legal community. By signing on as a 2019 MWL Partner, legal employers demonstrate their commitment to MWL's mission, streamline support with an annual contribution, and enjoy a full-year of event, marketing, professional development, and networking benefits. Further details are available at www.mwlawyers.org.

PLATINUM

\$10,000

EVENT BENEFITS

- Table of 10 at 2019 MWL Wahl Lecture
- 2 full-day passes to 2019 MWL Conference
- 5 tickets to MWL's 47th Annual Meeting
- 10 general use tickets (up to \$50 value each)

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council
- Co-branded collaboration opportunity
- 10 tickets to Wahl Lecture Leadership Reception

MEMBERSHIP BENEFITS

- 6 new or renewing individual memberships

MARKETING BENEFITS

- Use of MWL's Platinum Partner logo
- Logo recognition at events
- Logo thank you post on MWL's social media sites
- Logo recognition in MWL Happenings, on MWL's homepage rotating banner, & on MWL's website (ongoing)
- 4 - 1/2 page display ads in *With Equal Right*

SIGNATURE EVENT BENEFITS

- Logo recognition at events
- Recognition from the podium
- Recognition on MWL's website, in *With Equal Right*, & in event programs
- Recognition at President's Reception & similar events
- 50% discount on 2019 MWL Conference Exhibitor space

GOLD

\$7,500

EVENT BENEFITS

- Table of 10 at 2019 MWL Wahl Lecture
- 1 full-day pass to 2019 MWL Conference
- 5 tickets to MWL's 47th Annual Meeting
- 10 general use tickets (up to \$50 value each)

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council
- 10 tickets to Wahl Lecture Leadership Reception

MEMBERSHIP BENEFITS

- 4 new or renewing individual memberships

MARKETING BENEFITS

- Use of MWL's Gold Partner logo
- Recognition at events, in MWL Happenings, in *With Equal Right*, & on MWL's website (ongoing)
- 2 - 1/4 page display ads in *With Equal Right*

SIGNATURE EVENT BENEFITS

- Recognition on MWL's website, in *With Equal Right*, & in event programs
- Recognition at President's Reception & similar events
- 50% discount on 2019 MWL Conference Exhibitor space

SILVER

\$5,000

EVENT BENEFITS

- Table of 10 at 2019 MWL Wahl Lecture
- 50% discount on a pass to 2019 MWL Conference
- 5 tickets to MWL's 47th Annual Meeting
- 5 general use tickets (up to \$50 value each)

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council

MEMBERSHIP BENEFITS

- 2 new or renewing individual memberships

MARKETING BENEFITS

- Use of MWL's Silver Partner logo
- Recognition at events, in MWL Happenings, in *With Equal Right*, & on MWL's website (ongoing)

SIGNATURE EVENT BENEFITS

- Recognition on MWL's website, in *With Equal Right*, & in event programs
- 50% discount on 2019 MWL Conference Exhibitor space

BRONZE

\$2,000

EVENT BENEFITS

- 5 general use tickets (up to \$50 value each)
- 50% discount on a pass to 2019 MWL Conference

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council

MEMBERSHIP BENEFITS

- 1 new or renewing individual membership

MARKETING BENEFITS

- Recognition at events, in MWL Happenings, in *With Equal Right*, & on MWL's website (ongoing)
- 50% discount on 2019 MWL Conference Exhibitor space

\$500 - OPTIONAL ADD-ON: WAHL LECTURE "Advocate" SPONSOR BENEFITS

- 2 tickets to the Wahl Lecture
- Recognition in *With Equal Right* & in the event program