



2020 MWL PARTNER OPPORTUNITIES

From MWL's Leadership



Amy Taber

Fall 2019

On behalf of Minnesota Women Lawyers, we are pleased to invite legal employers to sign-on as a 2020 MWL Partner. Since its inception in 1972, 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. To this end, we hope you will join us as a 2020 MWL Partner.

This brochure provides information about MWL's 2020 Partnership opportunities, highlighting a wide-range of event, membership, and promotional benefits. Additionally, Partners are invited to appoint a representative to the 2020 MWL Partner Leadership Council, which brings together attorneys from across the legal community in an exchange of ideas and best practices.



Debra Pexa

MWL recently announced its 2020 MWL Conference for Women in the Law to be held on Friday, April 24, 2020 in Minneapolis, where we will welcome keynote speaker Leila Hock, Senior Manager of Legal Department Partnerships & Inclusion Initiatives at Diversity Lab. Recognized as a national leader on the subject, Diversity Lab is an incubator for innovative ideas and solutions that boost diversity and inclusion in law. MWL looks forward to engaging in this important conversation with Leila and all of our attendees. By joining as a 2020 MWL Partner, legal employers will be well-positioned to take advantage of all the MWL Conference opportunities, including high-value programming on relevant and timely topics, as well as meaningful networking opportunities and targeted marketing benefits.

We hope you will review MWL's FY18-19 Annual Report, which highlights the many successes that MWL has achieved and shared-in during this past year, particularly thanks to our legal community partnerships. (mwlawyers.org/page/2020MWLPartner)

Thank you for your consideration and support. We look forward to hearing from you and to further working to collectively advance the success of women lawyers and strive for a just society.

Sincerely,
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MWL VALUES: EQUALITY • LEADERSHIP • COMMUNITY

2020 MWL Partner Opportunities:

A Legal Community Collaboration

MWL is pleased to offer year-long partnerships to the legal community. By signing on as a 2020 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. It is through its collaboration with the Minnesota legal community that MWL has been best able to advance the success of women attorneys.

As a 2020 MWL Partner, both legal employers and their attorneys can take advantage of its many benefits.



MWL's 2020 Partner Leadership Council



Photos L to R: MWL Partner Leadership Council (PLC) members attend the MWL President's Reception in June 2019; 2019 MWL PLC group photo; MWL PLC Luncheon in March 2019 (Topic: Leadership Development Resources and Best Practices for Women Attorneys).

The MWL Partner Leadership Council (PLC) was established in 2017 to bring together legal community leaders in an exchange of ideas and best practices related to advancing women attorneys. Again in 2019, all Partners were invited to appoint an attorney representative to the leadership group. Through their participation, representatives collaborated on common goals, had the opportunity to gain leadership skills, and expanded their professional network among a diverse group of legal community leaders.

During its first 3 years, feedback from the PLC has been overwhelmingly positive. Accordingly, MWL is pleased to continue the leadership group in 2020. We look forward to further building mutually-beneficial connections, sharing our collective successes and challenges, and working to advance women attorneys in the profession.

Special thank to our 2019 meeting hosts: Stoel Rives LLP, Prime Therapeutics and MADEL PA.

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2020 Partner Benefits Snapshot



Guided by its core values of **LEADERSHIP**, **EQUALITY** and **COMMUNITY**, Minnesota Women Lawyers is pleased to offer a robust and varied package of benefits for each of its 2020 Partner levels. These benefits provide the chance for legal employers and attorneys to capitalize on marketing, event, and community-building opportunities, as well as directly engage with MWL's efforts to advance the success of women attorneys. Further details are available at www.mwlawyers.org.

PLATINUM \$10,000

EVENT BENEFITS

- Four full-day passes to the 2020 MWL Conference
- Five tickets to MWL's 48th Annual Meeting
- Ten tickets to the 2020 MWL Wahl Lecture
- Ten general use tickets (up to \$75 value each)

LEADERSHIP BENEFITS

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

MEMBERSHIP BENEFITS

- Six 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)
- Four 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
- 20% discount on 2020 MWL Conference sponsor opportunities

GOLD \$7,500

EVENT BENEFITS

- Two full-day passes to the 2020 MWL Conference
- Five tickets to MWL's 48th Annual Meeting
- Ten tickets to the 2020 MWL Wahl Lecture
- Ten general use tickets (up to \$75 value each)

LEADERSHIP BENEFITS

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

MEMBERSHIP BENEFITS

- Four 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)
- Two 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
- 20% discount on 2020 MWL Conference sponsor opportunities

SILVER \$5,000

EVENT BENEFITS

- One full-day pass to the 2020 MWL Conference
- Five tickets to MWL's 48th Annual Meeting
- Ten tickets to the 2020 MWL Wahl Lecture
- Five general use tickets (up to \$75 value each)

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council

MEMBERSHIP BENEFITS

- Two 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
- 20% discount on 2020 MWL Conference sponsor opportunities

BRONZE \$2,000*

EVENT BENEFITS

- Five general use tickets (up to \$75 value each)
- 50% discount on one pass to the 2020 MWL Conference

LEADERSHIP BENEFITS

- Representative on MWL's Partner Leadership Council

MEMBERSHIP BENEFITS

- One new or renewing individual membership

MARKETING BENEFITS

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

*OPTIONAL \$500 ADD-ON: 2020 WAHL LECTURE

- "Advocate" SPONSOR
- Two tickets to the 2020 MWL Wahl Lecture
- Recognition in *With Equal Right* & in the event program

2020 Partner Agreement Form

As MWL looks forward to the year ahead, your strong support will be key to Minnesota Women Lawyer's continuing success.

MWL will begin publicizing 2020 Partner support upon receipt of this form. (The form is also online at www.mwlawyers.org). Payment may be submitted during calendar year 2019 or 2020 (Preferably by January 31, 2020). Please make checks payable to "Minnesota Women Lawyers." Further details about 2020 MWL Partnerships will be sent over the course of the coming year.

Minnesota Women Lawyers, Inc. is a 501(c)(6) non-profit organization. Contributions to MWL are not tax deductible as charitable donations for Federal Income Tax purposes. However, contributions may be tax deductible under other provisions of the Internal Revenue code. EIN 51-0231778



Please Print & Submit

Check payment is preferred (in order to avoid credit card fees). Please contact MWL for other payment options. This form is also available online at www.mwlawyers.org.

Legal Employer Name (exactly as it should appear in 2020 publicity):

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title: _____

Email: _____

Phone: _____

Indicate Level of 2020 MWL Partnership:

_____ Platinum Level - \$10,000

_____ Gold Level - \$7,500

_____ Silver Level - \$5,000

_____ Bronze Level - \$2,000*

_____ *PLUS \$500 OPTIONAL Add-On (Bronze only):
2020 Wahl Lecture "Advocate" Level Sponsorship

Thank you for your generous support!