

## **Law Firm Sponsorship Package for 2019**

[www.wwcda.org](http://www.wwcda.org)

### **Sponsorship Levels:**

**\$5,000 for law firms with 250+ attorneys**

**\$2,500 for law firms with 250 attorneys or less**

*The Women's White Collar Defense Association has 37 chapters in locations throughout North America, Europe and Asia Pacific — Washington, D.C., New York, Boston, Philadelphia, Pittsburgh, Florida,, Denver, Dallas, Chicago, San Francisco, Los Angeles, Atlanta, Houston, Phoenix, Michigan, Minnesota, Seattle, Indianapolis, New Orleans, Connecticut, New Jersey, Ohio, Tennessee/Alabama, North Carolina, St. Louis, Oregon, Puerto Rico, London, Ireland, France, Hong Kong, the Netherlands, Switzerland, Toronto, Vancouver, Australia and Italy. Additional chapters are in the process of being launched. Current chapter membership consists of more than 1400 women in the practice of white collar defense.*



*Your support for the Women's White Collar Defense Association promotes diversity in the field of law and helps the Association finance its annual meeting and other activities. The Association had several programs in 2018, including our Annual Meeting, a reception for women General Counsel and Chief Compliance Officers, the GIR Women in Investigation conference in London, a NYC reception with Women Entrepreneurs and a Networking Event with the National Association of Criminal Defense Lawyers. Similar events will be held in 2019. Our sponsors will be acknowledged at WWCDAs events in 2019, including in the Annual Meeting Program booklet.*

*WWCDA has additional initiatives that help promote diversity in the white collar law practice. We help place women on panels and in guest speaker slots for conferences/events held by other organizations. We also help ensure that women are accurately represented in published rankings directories. We promote the professional accomplishments and activities of our members and other women through social media, the [wwcda.org](http://www.wwcda.org) web site and the WWCDAs newsletter. We have a Google Groups Email List that is used for business referrals, job announcements, educational and other professional discussions, and announcements about WWCDAs events/activities. We are also planning in 2019 to launch an annual legal survey and engage in other thought leader activities in the white collar defense area.*

*For those members seeking a leadership role within the WWCDAs, we have leadership positions within each chapter and three Association wide committees – Program, Development and Young Lawyers.*

**For more information or to discuss further**, please send an email to [Sponsors@wwcda.org](mailto:Sponsors@wwcda.org) or contact Karen Popp, Global Chair and Co-Founder, Women's White Collar Defense Association, and Partner at Sidley Austin in Washington, DC. Karen can be reached at [kpopp@sidley.com](mailto:kpopp@sidley.com), +1 202 736 8053. You can also learn more about the Association at [www.wwcda.org](http://www.wwcda.org). Please follow us on LinkedIn, Facebook and Twitter (WWCDA1).

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## GENERAL BENEFITS:

- Law Firm name listed on “Sponsor” page of Association’s web site with link to law firm web site
- Law Firm name listed on side Banner on “Find an Attorney” page of Association’s web site with link to the bios of the women Association members from that law firm.
- Law Firm name in Annual Meeting Program Booklet.
- Publish an article, news release or announcement up to two (2) times a year on Association’s web site and may feature the Association member(s) from that firm.

## ANNUAL MEETING BENEFITS

*This event is held in connection with the ABA Annual White Collar Conference and features the First Day Meeting with networking event, a Reception, a Dinner and a Next Day Breakfast Meeting with panel discussion by outside counsel/board members.*

- Up to three (3) Association members from law firm receive booking preference to attend Annual Meeting (event maximum is currently 225 attendees and usually has a waiting list to attend)
- Annual Meeting Branding Opportunities:
  - *Pre-event Brand Exposure*
    - Law Firm name listed on Annual Meeting event splash page at Association’s web site
    - Law Firm name listed on Annual Meeting digital event invitations sent to approximately 1,000 + US and International association members
    - Law Firm acknowledgment on Annual Meeting press release
  - *On-site Brand Exposure*
    - Recognition at the Annual Meeting
    - Law Firm name listed on all other signage at Annual Meeting produced by the Women’s White Collar Defense Association
  - *Post-event Brand Exposure*
    - Law Firm name listed on the Association’s website photo gallery recapping Annual Meeting, Reception, Dinner and Next Day Breakfast Meeting
    - Law Firm recognition included on “Thank you” email to all event attendees and entire Association membership



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## **PLACEMENT of ADVERTISEMENTS**

The WWCDa will accept the placement of full and half page ads in the Annual Meeting Program booklet. See details below. Other opportunities to place ads for additional events will be announced at the time. Please contact Karen Popp with questions or to sign up in advance to place an advertisement.

### The Annual Program Ads

WWCDa is offering the opportunity to place an ad in the Program Booklet for the New Orleans Annual Meeting March 5-7, 2019, that each attendee will receive in hard copy. The cost is \$450 for a half page and \$900 for a full page. The ad can advertise your company, contain pictures of your senior women, congratulate or good wishes to the WWCDa for our Annual meeting, or other similar language/ideas. All WWCDa members will receive the Program Booklet electronically. The Program is a significant Booklet with details about the meeting, the Association and its leadership. It is intended to be kept and used by the members throughout the year.

For full page ad:

- 8.5" x 11" full bleed (hi-res 300dpi either .pdf or .jpg)

Half page, horizontal ad:

- 7.4" x 4.875" live area (hi-res 300dpi either .pdf or .jpg)

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**Learn more at [wwcda.org](http://wwcda.org), LinkedIn, Facebook ([facebook.com/wwcda1](https://facebook.com/wwcda1)) & Twitter [@wwcda1](https://twitter.com/wwcda1)**