

## Corporate Sponsorship Packages for 2020

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

### Sponsorship Levels:

\$25,000 Diamond

\$15,000 Platinum

\$10,000 Gold

\$5,000 Silver

The Women's White Collar Defense Association (WWCDA) has 41 chapters in locations throughout North America, Europe, Latin America and Asia Pacific -- Washington, D.C., New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco, Atlanta, New Orleans, Dallas, Houston, Indianapolis, Pittsburgh, Denver, Phoenix, San Diego, Seattle, Connecticut, Florida, New Jersey, North Carolina, Tennessee/Alabama, Michigan, Minnesota,



Missouri, Ohio, Oregon/Idaho, Puerto Rico, London, Ireland, France, The Netherlands, Switzerland, Italy, Germany, Toronto, Vancouver, Brazil, Hong Kong, Japan and Australia. Additional chapters are in the process of being launched. Current chapter membership consists of more than 1700 women in the practice of white collar defense.

Your support for WWCDA promotes diversity in the field of law and helps the Association finance its annual meeting and other activities. The Association had several programs in 2019, including our Annual Meeting, a reception for members and guests at Grays Inn in London, the GIR Women in Investigation conference in London, and the ABA White Collar conference in Prague. Similar events will be held in 2020. Our sponsors will be acknowledged at WWCDA events in 2020, 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://wwcda.org) web site and the WWCDA newsletter. We have a listserv that is used for business referrals, job openings, educational and other professional discussions, and announcements about WWCDA events/activities. We launched a WWCDA newsletter in 2019 that shares the news of the WWCDA chapters and members. We are working to launch an annual legal survey and to further engage in other thought leadership activities in the white collar defense area. In 2018, we launched an Awards Program, with the first annual Awards Dinner Gala on December 3, 2019. As explained below, there are separate sponsorship opportunities for the WWCDA Awards Dinner Gala at which the awards will be presented.

Our sponsors can participate in the WWCDA programs and initiatives. We also have additional ways to help encourage member/sponsor collaboration throughout the year. Like in years past, the WWCDA will publish an annual Sponsor Directory in 2020 for distribution to each member of WWCDA's 41 chapters. The Directory will contain names and contact information for senior women from each of our sponsors, as explained in the different sponsorship levels below. The Directory will help our members and sponsors in their respective practices. We will hold an annual Sponsor Call and host a listserv for our sponsors. These activities will help to facilitate women working together, staying connected and finding additional ways for the WWCDA to partner with our sponsors. We have also set up [sponsors@wwcda.org](mailto:sponsors@wwcda.org) as an email address where sponsors can send requests or ask questions privately to the team of Chapter members assigned to work directly with our sponsors. We look forward to finding additional ways to partner and collaborate with you in 2020.

*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, Twitter (WWCDA1), and YouTube. Women's White Collar Defense Association is a 501(c)(6) non-profit organization. Contributions or gifts to the Women's White Collar Defense Association are not tax deductible as charitable contributions for U.S. Federal income tax purposes. However, they may be tax deductible under other provisions of the U.S. Internal Revenue Code.*

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## **\$25,000 / DIAMOND SPONSOR**

### **GENERAL BENEFITS:**

- Prominent Logo on "Home" page of Association's website, with link to the sponsor's web site
- Prominent Logo on "Sponsor" page of Association's website, with link to sponsor's web site
- Prominent Logo in Annual Meeting Program Booklet
- Publish an article or news release up to three (3) times a year on Association's web site
- Sponsor Directory Listing: 12 senior women (name, title, contact info), plus headshots and up to four lines of bio, to appear on two pages in the Directory. These same women will also participate on the WWCDA listserve.
- Participate on the Annual Sponsor call and Sponsors listserve
- Easy communications with the WWCDA Sponsors Team via [sponsors@wwcda.org](mailto:sponsors@wwcda.org)

### **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.*

- Annual Meeting Branding Opportunities:
  - *Pre-event Brand Exposure*
    - Prominent Logo on Annual Meeting event splash page at Association's web site
    - Prominent Logo on Annual Meeting digital event invitation sent to 1,700+ members
  - *On-site Brand Exposure*
    - Three (3) tickets to all Annual Meeting events: First Day Meeting and Lunch, Reception, Dinner and Next Day Breakfast Meeting and Presentation
    - Verbal recognition during opening remarks at Annual Meeting
    - Prominent Logo and level recognition on sponsor sign at Annual Meeting produced by the Women's White Collar Defense Association
    - Sponsor can provide branded take-a-way items for guests during event
  - *Post-event Brand Exposure*
    - Prominent Logo and sponsorship level recognition on the Association's website photo gallery recapping Annual Meeting
    - Prominent Logo and level acknowledgement included on "Thank you" email to all Annual Meeting attendees and entire Association (1,700+ members)

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## \$15,000 / PLATINUM SPONSOR

### GENERAL BENEFITS:

- Logo and level on “Sponsor” page of Association’s web site with link to sponsor’s website
- Logo in Annual Meeting Program Booklet
- Publish an article or news release up to two (2) times a year on Association’s web site
- Sponsor Directory Listing: Six senior women (name, title, contact info), plus headshots and up to four lines of bio, to appear on one page in the Directory. These same women will also participate on the WWCDAs listserve.
- Participate on the Annual Sponsor call and Sponsors listserve
- Easy communications with the WWCDAs Sponsors Team via [sponsors@wwcda.org](mailto:sponsors@wwcda.org)



### ANNUAL MEETING (a/k/a Spa Day) 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.*

- Annual Meeting Branding Opportunities:
  - *Pre-event Brand Exposure*
    - Logo and level acknowledgement on Annual Meeting event splash page at Association’s web site
    - Logo and level acknowledgement on Annual Meeting digital event invitation sent to 1,700+ members
  - *On-site Brand Exposure*
    - Two (2) tickets to the Reception and Dinner and Next Day Breakfast and Presentation
    - Recognition of sponsorship at the Annual Meeting
    - Logo and level recognition on sponsor sign at Annual Meeting produced by the Women’s White Collar Defense Association
  - *Post-event Brand Exposure*
    - Logo and sponsorship level recognition on the Association’s website photo gallery recapping Annual Meeting
    - Logo and level acknowledgement included on “Thank you” email to all Annual Meeting attendees and entire Association (1,700+ members)

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## \$10,000 / GOLD SPONSOR

### GENERAL BENEFITS:

- Sponsor name and level on “Sponsor” page of Association’s web site with link to sponsor’s website
- Sponsor name in Annual Meeting Program Booklet
- Publish one article or news release on Association’s web site
- Sponsor Directory Listing: six senior women (name, title, contact info) to appear on one-half page in the Directory. These same women will also participate on the WWCDAs listserve.
- Participate on the Annual Sponsor call and Sponsor listserve
- Easy communications with the WWCDAs Sponsors Team via [sponsors@wwcda.org](mailto:sponsors@wwcda.org)



### ANNUAL MEETING (a/k/a Spa Day) 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.*

- Annual Meeting Branding Opportunities:
  - *Pre-event Brand Exposure*
    - Sponsor name and level acknowledgment listed on Annual Meeting event splash page at Association’s web site
    - Sponsor name and level acknowledgement on Annual Meeting digital event invitation sent to 1,700+ members
  - On-site Brand Exposure
    - One (1) ticket to the Reception and Dinner and Next Day Breakfast and Presentation
    - Recognition of the sponsorship at the Annual Meeting
    - Sponsor name and level acknowledgement on sponsor sign at Annual Meeting produced by the Women’s White Collar Defense Association
  - Post-event Brand Exposure
    - Sponsor name and level acknowledgement listed on the Association’s website photo gallery recapping Annual Meeting
    - Sponsor name and level acknowledgement included on “Thank you” email to all Annual Meeting attendees and entire Association (1,700+ members)

## \$5,000 / SILVER SPONSOR

### GENERAL BENEFITS:

- Sponsor name and level on “Sponsor” page of Association’s web site with link to sponsor’s website
- Sponsor name in Annual Meeting Program Booklet
- Publish one article or news release on Association’s web site
- Sponsor Directory Listing: three senior women (name, title, contact info) to appear on one-quarter page in the Directory. These same women will also participate on the WWCD A listserve.
- Participate on the Annual Sponsor call and Sponsors listserve
- Easy communications with the WWCD A Sponsors Team via [sponsors@wwcda.org](mailto:sponsors@wwcda.org)



### ANNUAL MEETING (a/k/a Spa Day) 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.*

- Annual Meeting Branding Opportunities:
  - *Pre-event Brand Exposure*
    - Sponsor name and level acknowledgement on Annual Meeting event splash page at Association’s web site
    - Sponsor name and level acknowledgment on Annual Meeting digital event invitation sent to 1,700+ members
  - *On-site Brand Exposure*
    - One (1) ticket to the Next Day Breakfast and Presentation
    - Sponsor name and level acknowledgement on sponsor sign at Annual Meeting produced by the Women’s White Collar Defense Association
  - *Post-event Brand Exposure*
    - Sponsor name and level acknowledgement on the Association’s website photo gallery recapping Annual Meeting
    - Sponsor name and level acknowledgement included on “Thank you” email to all event attendees and entire Association (1,700+)

## WWCDA AWARDS PROGRAM AND DINNER GALA

In 2018, WWCDA launched the annual *WWCDA Awards Program* to recognize women and men who have made a difference in the White Collar area, including Defense, Government Enforcement, Investigations, and Compliance. The awards will honor those whose efforts have enhanced white collar practice, made it more diverse and equitable, or who otherwise have used their platforms to support women. An Awards Dinner Gala and Ceremony will be held annually to honor the award recipients. The 2019 dinner will be held on December 3 and the 2020 dinner is scheduled to be held on December 1. Sponsorship opportunities are available for the 2020 event. WWCDA is accepting ads for the 2020 event Program Booklet. See details on next page.

*WWCDA Awards consist of four unique award categories:*

**The WWCDA Champion Award.** The recipient of this award will be an individual who has made a difference or reached an achievement in the White Collar area—including defense, government enforcement, other investigations, or compliance and ethics—while advancing or helping women. There are no WWCDA membership or gender requirements for this award.

**The WWCDA Group Award.** This award will be given to a group from within a company, firm, or other organization that has demonstrated achievement in the White Collar area—including defense, government enforcement, other investigations, or compliance and ethics—while advancing or helping women. There are no WWCDA membership or gender requirements for this award.

**The Laurie A. Miller Leadership Award for the Advancement of Women in White Collar Defense.** In honor of the late Laurie A. Miller, this award will be given to a member of WWCDA who best exemplifies Laurie’s groundbreaking leadership in White Collar defense and in advancing women in the practice. Laurie was a founding member of WWCDA.

**The Catherine M. O’Neil Mentoring Award.** In honor of the late Cathy O’Neil and in commemoration of her leadership in and dedication to mentoring lawyers, this award will be given to an aspiring junior member of WWCDA. This award will include a continuing education stipend that has been fully funded by the law firm of King & Spalding, where Cathy was a partner in the Special Matters and Government Investigations Group. Cathy was the founding leader of the Atlanta Chapter of WWCDA.

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*More details about the program, the WWCDA Dinner Gala and Ceremony, and sponsorship opportunities can be found at [wwcda.org](http://wwcda.org).*

## PLACEMENT of ADVERTISEMENTS

WWCDA will accept the placement of full and half page ads in the Annual Meeting Program and the WWCDA Awards Dinner Gala Program. See details below. Other opportunities to place ads for additional events will be announced at the time. Please send an email to [sponsors@wwcda.org](mailto:sponsors@wwcda.org) or [awards@wwcda.org](mailto:awards@wwcda.org) with questions or to place an advertisement.

### The Annual Program And Awards Dinner Gala Ads

WWCDA is offering the opportunity in 2020 to place an ad in the Program Booklet for the San Diego Annual Meeting March 10-11, 2020, and the WWCDA Awards Dinner Gala in early December that each attendee will receive in hard copy. The cost is \$750 for a half page and \$1500 for a full page. The ad can advertise your company, contain pictures of your senior women, congratulate or send good wishes to the WWCDA for the Annual Meeting/Awards Program, or other similar language/ideas. All WWCDA members will receive the Program Booklet electronically.

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)

**For more information or to discuss further**, please send an email to [Sponsors@wwcda.org](mailto:Sponsors@wwcda.org) or [awards@wwcda.org](mailto:awards@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 at [www.wwcda.org](http://www.wwcda.org). Please follow us on LinkedIn, Facebook, Twitter (WWCDA1) and YouTube.



Connecting • Collaborating • Advancing

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