



CALIFORNIA WOMEN LAWYERS

2021 Sponsorship Opportunities



CALIFORNIA WOMEN LAWYERS

Representing Women in the Legal Profession and Society for Over 45 years

California Women Lawyers (CWL) is an influential and sought-after voice for women in the legal profession. Since 1974, CWL has represented the interests of women in all facets of the legal profession, including judges, lawyers, educators, and students. CWL's unique professional, educational, and networking opportunities expand our members' client base and career options while promoting the advancement of women in society.

Sponsorship is a great way to join this movement to advance women in the legal profession, to improve the administration of justice, to better the position of women in society, and to eliminate inequities based on gender.

Digital correspondence bearing the names of our sponsors reach thousands of attorneys, firms, and businesses throughout California. Our website displays our sponsors' logos with direct links to their web pages. CWL's events attract a large number of guests. CWL continues to put on quality virtual programming and host virtual events that are attended by members throughout the state.

CWL is committed to offering sponsorship opportunities that work for all law firms and businesses, regardless of size. If you are committed to being a sponsor but have difficulty identifying the right level, let us know and CWL will work with you to design the package that best fits your goals and budget.

**For more information on sponsorship opportunities, please contact Sponsorship Co-chairs:
Tracy L. Schimelfenig or Jennifer Hartman King at sponsorship@cw.org**



The CWL Annual Dinner celebrates and honors women in the legal profession and highlights the achievements of CWL and its members. The event typically draws attendees from national law firms, law schools, public companies, nonprofit and public sectors and civil rights organizations, as well as members of the federal and state judiciary. Past Keynote Speakers include Noreen Farrell of the Equal Rights Advocates, Sen. Wendy Davis (TX), Janet Napolitano, Amy Weaver, Justice Joyce Kennard (Ret.), and Congresswoman Jackie Speier.

Title Sponsor \$5,000 (one available)

- Seven tickets to event
- Promoted as Title Sponsor of CWL Annual Dinner
- Logo and link prominently featured on event web page
- Logo and link prominently featured on promotional e-mails
- Sponsor ad on CWL website for two months
- Recognition on social media
- Logo prominently featured at beginning of event
- Verbal recognition at beginning of event
- Brief welcome remarks by sponsor
- Five annual CWL memberships for the 2022 membership year*

Gold Sponsor \$2,500

- Five tickets to event
- Logo and link featured on event web page
- Logo and link featured on promotional e-mails
- Sponsor ad on CWL website for one month
- Recognition on social media
- Logo featured at beginning of event
- Verbal recognition at beginning of event
- Three annual CWL memberships for the 2022 membership year*

Silver Sponsor \$1,500

- Three tickets to event
- Logo and link featured on event web page
- Logo and link featured on promotional e-mails
- Recognition on social media
- Verbal recognition at beginning of event
- Two annual CWL memberships for the 2022 membership year*

Bronze Sponsor \$750

- One ticket to event
- Company name and link featured on event web page
- Company name and link featured on promotional e-mails
- Verbal recognition at beginning of event

Ally Sponsor \$350

- Company name and link featured on event web page
- Company name and link featured on promotional e-mails

*Memberships can be used by your firm or donated to allow CWL to offer scholarships to attorneys who cannot afford to join or renew in 2022.



**Date TBD
Presented Virtually**

This popular award-winning program is designed to offer insight and advice about the judicial appointment process in California and to help increase the number of women and diverse candidates who seek to obtain appointment to the bench. The program features the Governor's Senior Advisor on Judicial Appointments, members of the State Bar Judicial Nominees Evaluation (JNE) Commission, and judges who offer their guidance and advice to successfully navigate the appointment process.

Title Sponsor \$2,000 (one available)

- Promoted as Title Sponsor of event
- Logo and link prominently featured on event web page
- Logo and link prominently featured on promotional e-mails
- Recognition on social media
- Logo prominently featured at beginning of event
- Verbal recognition at beginning of event

Gold Sponsor \$1,000

- Logo and link featured on event web page
- Logo and link featured on promotional e-mails
- Recognition on social media
- Logo featured at beginning of event
- Verbal recognition at beginning of event

Silver Sponsor \$500

- Company name and link featured on event web page
- Company name and link featured on promotional e-mails
- Recognition on social media
- Company name featured at beginning of event

Bronze Sponsor \$250

- Company name and link featured on event web page
- Company name and link featured on promotional e-mails
- Company name featured at beginning of event





**May 20, 2021
Presented Virtually**

Join California Women Lawyers as we honor the 2021 winner of the Fay Stender Award, Brenda Star Adams. **The “In Conversation With” event will include a conversation between Brenda Star Adams and CWL Past President Jessica Lynn Rowe** and will celebrate Ms. Star’s life and achievements.

Title Sponsor \$2,000 (one available)

- Two entries to the private after-event break out room with honoree and other guests
- Seven tickets to event
- Promoted as Title Sponsor of the In Conversation With event
- Logo and link prominently featured on event calendar listing
- Logo and link prominently featured on promotional e-mails
- Recognition on social media
- Logo prominently featured at beginning of event
- Verbal recognition at beginning of event

Gold Sponsor \$1,000

- Five tickets to event
- Logo and link featured on event calendar listing
- Logo and link featured on promotional e-mails
- Recognition on social media
- Verbal recognition at beginning of event

Silver Sponsor \$500

- Two tickets to event
- Company name and link featured on event calendar listing
- Company name and link featured on promotional e-mails
- Recognition on social media

Bronze Sponsor \$250

- Company name and link featured on event calendar listing
- Company name and link featured on promotional e-mails



June 17, 2021

Presented Virtually

Join California Women Lawyers as we honor the 2021 recipient of the Joan Dempsey Klein Distinguished Jurist Award, the Hon. Joan P. Weber. **The “In Conversation With” event will include a conversation between Judge Weber and Judge M. Margaret McKeown** and will celebrate Judge Weber’s life and achievements.

Title Sponsor \$2,000 (one available)

- Two entries to the private after-event break out room with honoree and other guests
- Seven tickets to event
- Promoted as Title Sponsor of the In Conversation With event
- Logo and link prominently featured on event calendar listing
- Logo and link prominently featured on promotional e-mails
- Recognition on social media
- Logo prominently featured at beginning of event
- Verbal recognition at beginning of event

Gold Sponsor \$1,000

- Five tickets to event
- Logo and link featured on event calendar listing
- Logo and link featured on promotional e-mails
- Recognition on social media
- Verbal recognition at beginning of event

Silver Sponsor \$500

- Two tickets to event
- Company name and link featured on event calendar listing
- Company name and link featured on promotional e-mails
- Recognition on social media

Bronze Sponsor \$250

- Company name and link featured on event calendar listing
- Company name and link featured on promotional e-mails



The **CWL In-House Counsel Network** brings together in-house counsel from across the state and across industries to partner on issues that face women in the law, including gender pay equity, diversity in corporate and legal executive departments and provides networking opportunities for in-house counsel. This social event exclusive to in-house counsel will provide a space where attendees can network, discuss shared experiences, and build relationships.

Title Sponsor \$2,000

- Promoted as Title Sponsor of event
- Logo and link prominently featured on event calendar listing
- Logo and link prominently featured on promotional e-mails
- Sponsor ad on CWL website for remainder of 2021
- Recognition on social media
- Recognition on event registration page
- Brief welcome remarks by sponsor
- Verbal recognition at beginning of event

Gold Sponsor \$1,000

- Logo and link featured on event calendar listing
- Logo and link featured on promotional e-mails
- Sponsor ad on CWL website for two months
- Recognition on social media
- Verbal recognition at beginning of event

Silver Sponsor \$750

- Company name and link featured on event calendar listing
- Company name and link featured on promotional e-mails





CWL At Home is a series of online programs intended to bring education, resources, community and connection to our members and supporters.

Program Sponsor \$500

Sponsorship of one CWL At Home virtual program

CWL puts on high quality virtual programming throughout the year.

Past events have included the Lunch with Leader series, films screenings, and CLEs.

- Promoted as sponsor of program
- Logo and link featured on event calendar listing
- Logo and link featured on promotional e-mails
- Recognition on social media
- Recognition on event registration page
- Verbal recognition at beginning of event

Monthly Social Series Sponsor \$500

Sponsorship of one Wine Down Wednesday

virtual happy hour and one Coffee & Connect for selected month

These networking events are offered the first Monday and Wednesday of the month giving attendees and sponsors an opportunity to connect with fellow CWL members and friends throughout the state.

- Promoted as sponsor of programs for selected month
- Logo and link featured on event calendar listing
- Logo and link featured on promotional e-mails
- Recognition on event registration page
- Verbal recognition at beginning of event



PAST SPONSORS

Aaron, Riechert, Carpol & Riffle, APC
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California Judges Association
Casey Gerry Schenk Francavilla Blatt & Penfield, LLP
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CALIFORNIA WOMEN LAWYERS

2021 SPONSOR REGISTRATION FORM

SPONSORSHIP OPPORTUNITIES Please indicate level(s) of participation

CWL Annual Dinner

Title Sponsor – \$5,000 Gold Sponsor – \$2,500 Silver Sponsor – \$1,500 Bronze Sponsor – \$750 Ally Sponsor – \$350

So, You Want To Be A Judge™

Title Sponsor – \$2,000 Gold Sponsor – \$1,000 Silver Sponsor – \$500 Bronze Sponsor – \$250

In Conversation With 2021 Fay Stender Award Recipient Brenda Star Adams

Title Sponsor – \$2,000 Gold Sponsor – \$1,000 Silver Sponsor – \$500 Bronze Sponsor – \$250

In Conversation With 2021 Joan Dempsey Klein Distinguished Jurist Award Recipient Judge Joan P. Weber

Title Sponsor – \$2,000 Gold Sponsor – \$1,000 Silver Sponsor – \$500 Bronze Sponsor – \$250

CWL In-House Counsel Network Social Event

Title Sponsor – \$2,000 Gold Sponsor – \$1,000 Silver Sponsor – \$750

CWL At Home

Program Sponsor – \$500 Monthly Social Series Sponsor – \$500

Program: _____ Sponsorship Month: _____

SPONSOR INFORMATION

Company/Name (this name will be listed as sponsor): _____

Contact Name: _____ Contact E-mail: _____

Address: _____

Phone: _____ Web Page To Link To: _____

If applicable, please provide your company logo (.jpeg or .png format) and sponsor ad (220px x 220px) to hgugino@cwl.org

PAYMENT INFORMATION

Total Due: _____

Credit Card Send me an electronic invoice E-mail for invoicing: _____

Check Mail check to: **California Women Lawyers** | 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833

Check #: _____ Amount: _____

SPONSORSHIP POLICIES

- CWL reserves the right to reject any sponsorship for any reason.
- CWL does not accept sponsorship from those running for elected office.
- CWL does not endorse any sponsors, and CWL cannot guarantee that sponsors are acting in accordance with CWL's own mission and goals.
- CWL programs are presented by third parties and attended by members and non-members throughout the state. Neither CWL or its sponsors make any endorsement, express or implied, of the content of the programs.
- CWL, Federal Tax ID# 94-2379967, is a tax-exempt 501(c)(6) organization. For income tax purposes, membership, sponsorship, or event payments are not deductible as a charitable contribution but may be tax deductible as a business expense. Please consult your tax advisor if you have questions.

Please complete this form and return via e-mail to Hannah Gugino, hgugino@cwl.org, or mail to

California Women Lawyers | 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833

Please call CWL at (916) 930-9020 if you have any questions.