



Dear Pro Bono Supporter:

**Re: Sponsorship Opportunities for 3rd National Pro Bono Conference, September 2010**

Pro Bono Law Alberta, in partnership with Access Pro Bono of British Columbia, Pro Bono Law Ontario, Pro Bono Law Saskatchewan and Pro Bono Quebec will host the upcoming 3rd National Pro Bono Conference in Calgary, Alberta on September 16 and 17, 2010. This two-day event will also feature a Welcome Reception for all attendees, speakers and special guests on the evening of Wednesday, September 15, 2010 prior to the conference.

Pro Bono Law Alberta (PBLA) is a provincial not-for-profit charitable organization established in 2007 that promotes and supports the development and delivery of organized pro bono legal services in Alberta. PBLA serves the public interest by facilitating the provision of access to justice for those who otherwise would not have access to legal services. PBLA promotes access to justice by organizing lawyers and creating opportunities for them to provide pro bono legal services to low income Albertans who are not eligible for Legal Aid.

The 3rd National Pro Bono Conference, **The Power of Pro Bono: Stepping Up** will provide a national forum for the exchange of knowledge and ideas concerning pro bono legal service provision. This year's Conference will bring together legal practitioners, the judiciary, the voluntary sector and academia from Canada, the United States and abroad to share ideas and best practices in pro bono legal services, to forge new pro bono partnerships, and to explore challenging issues that still lie ahead in the pro bono sphere.

Pro Bono Law Alberta is inviting your law firm to become a sponsor for this exciting conference. Enclosed is a detailed package of the various sponsorship opportunities available, and the benefits of each level. By participating as a sponsor, your firm will gain notable recognition as a supporter of this national pro bono initiative.

Thank you for considering this sponsorship request for the 3rd National Pro Bono Conference. Please contact me directly at **(403) 541-4825** or at **gillian.marriott@pbla.ca** to discuss these sponsorship opportunities. I look forward to hearing from you at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Gillian Marriott".

**Gillian Marriott, Q.C.**  
Executive Director, Pro Bono Law Alberta



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ONTARIO

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# The Power of ProBono

## Stepping Up

# 3rd National Pro Bono Conference

September 16 & 17, 2010 Calgary, Alberta

## Sponsorship Opportunities

Pro Bono Law Alberta, in partnership with Access Pro Bono of British Columbia, Pro Bono Law Ontario, Pro Bono Law Saskatchewan and Pro Bono Quebec will host the upcoming 3rd National Pro Bono Conference in Calgary, Alberta on September 16 and 17, 2010.

The 3rd National Pro Bono Conference, **The Power of Pro Bono: Stepping Up** will provide a national forum for the exchange of knowledge and ideas concerning pro bono legal service provision. It will combine plenary sessions that address major issues and themes related to pro bono culture and practice, and breakout sessions that take a "nuts and bolts" approach to various aspects of developing pro bono projects and delivering pro bono services. This two-day event will build on the successes of the Vancouver and Toronto conferences, held in 2008 and 2006 respectively.

This year's Conference will bring together legal practitioners, the judiciary, the voluntary sector and academia from Canada, the United States and abroad to share ideas and best practices in pro bono legal services, to forge new pro bono partnerships, and to explore challenging issues that still lie ahead in the pro bono sphere.

The two-day event will feature a "Welcome Reception" for all attendees, speakers and special guests on the evening of Wednesday, September 15, 2010 prior to the conference. The National Pro Bono Conference Banquet and Awards Ceremony will be held on the evening of September 16, 2010 at the Fairmont Palliser Hotel in Calgary, Alberta.



# Benefits of Sponsorship

Sponsorship of the 3rd National Pro Bono Conference is an excellent opportunity to tailor a program that positions your firm, organization or company as a committed leader in supporting access to justice initiatives in Canada. Sponsor packages range from \$2,500 to \$25,000. We can help you to find a level of sponsorship that is best for your firm, organization or company, or we would be happy to customize a package for you.

## Sponsorship Levels

### **Conference Sponsorships:**

**All Conference sponsorships include:**

- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials, Conference program and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package; and
- Special acknowledgment by Conference organizers at Conference opening and closing.

### **PLATINUM National Pro Bono Conference Banquet and Awards Ceremony Sponsorship \$25,000 (1 available)**

**This exclusive, title event sponsorship includes:**

- Exclusive publicity at the Conference Banquet;
- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package;
- Special acknowledgment by Conference organizers at Conference opening and closing;
- Company name and logo on Conference Dinner invitations and menu cards;
- Four complimentary invitations to attend the "Welcome Reception" on Wednesday, September 15, 2010 at the Penthouse suite of the Fairmont Palliser Hotel, Calgary Alberta;
- Four complimentary tickets to attend the National Pro Bono Banquet and Awards Ceremony;
- Special seating for four with Mr. Stephen Lewis, guest speaker, for the National Pro Bono Conference Banquet and Awards Ceremony;
- Two complimentary Conference Registrations (which includes two additional banquet tickets); and
- Special recognition on all marketing posters advertising the Conference. Posters will be distributed to Law Schools across the nation.

### **PLATINUM Sponsorship Welcome Reception: \$15,000 (1 available)**

**This sponsorship includes:**

- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials, Conference program and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package;
- Special acknowledgment by Conference organizers at Conference opening and closing;
- Table exhibit space at the Welcome Reception;
- Four complimentary invitations to the Welcome Reception;
- Special acknowledgement at the Welcome Reception;
- Opportunity to speak at the Welcome Reception; and
- Four complimentary Conference registrations; which includes four tickets to the National Pro Bono Conference Banquet and Awards Ceremony.



## **GOLD Sponsorship: \$10,000**

### **This sponsorship includes:**

- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials, Conference program and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package;
- Special acknowledgment by Conference organizers at Conference opening and closing;
- Special recognition on all marketing posters advertising the Conference. Posters will be distributed to Law Schools across the nation;
- Two complimentary Conference registrations, which includes two tickets to the National Pro Bono Conference Banquet and Awards Ceremony; and
- Two complimentary invitations to the Welcome Reception.

## **SILVER Sponsorship: \$5,000**

### **This sponsorship includes:**

- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials, Conference program and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package;
- Special acknowledgment by Conference organizers at Conference opening and closing; and
- Two complimentary Conference registrations; which includes two tickets to the National Pro Bono Conference Banquet and Awards Ceremony.
- Two complimentary invitations to the Welcome Reception.

## **BRONZE Sponsorship: \$2,500**

### **This sponsorship includes:**

- Company logo and website link prominently displayed on the Conference sponsors' webpage;
- Company name and logo displayed in Conference publicity materials, Conference program and literature;
- Company name and logo listed on Conference signage;
- Opportunity to include promotional items in the Conference package;
- Special acknowledgment by Conference organizers at Conference opening and closing; and

Your firm, organization or company may purchase one or more of the sponsorships listed here.

### **To discuss these and other sponsorship opportunities, please contact:**

**Ms. Gillian Marriott, Q.C.**

*Executive Director*

Pro Bono Law Alberta  
401, 255 17 Avenue SW  
Calgary, Alberta T2S 2T8

Phone: 403-541-4825 (direct)  
[Gillian.Marriott@pbla.ca](mailto:Gillian.Marriott@pbla.ca)

## 3rd National Pro Bono Conference



### Conference Topics Include:

- Business Case for Pro Bono
- Volunteer Recruitment/Engaging Young Lawyers
- Strategic Planning and Funding Challenges
- National Projects – National Perspective (Pro Bono Across the Nation)
- Creating Partnerships/Transactional/Public Sector
- Building the Comfort Zone: Options for Pro bono Service Delivery
- Court Based Pro Bono Programs/Mediation
- Legal Education
- Technology in Pro Bono Service Delivery
- Limited Scope Retainer Information and Training
- Engaging Senior and Non Practicing Lawyers

### Special Events

#### Wednesday, September 15, 2010

- Welcome Reception for delegates, speakers and special guests
- Mix and mingle in the Penthouse Suite of the Fairmont Palliser

#### Thursday, September 16, 2010

- National Pro Bono Conference Banquet and Awards Ceremony Featuring Key Note Speaker, **Mr. Stephen Lewis**.

Stephen Lewis is a Professor in Global Health in the Faculty of Social Sciences at McMaster University and is the former UN Secretary-General's Special Envoy for HIV/AIDS in Africa.

### Registration Fee Includes:

- Welcome Reception
- 2 Breakfasts
- 2 Lunches
- 1 National Pro Bono Conference Banquet and Awards Ceremony
- Refreshment Breaks
- Delegate kit bag with resource materials

Additional Banquet tickets are available for \$125 each

For more information on registration or hotel accommodations, contact the Pro Bono Law Alberta office at 403-541-4840 or email [info@pbla.ca](mailto:info@pbla.ca).

Register online at [www.probonoconference.ca](http://www.probonoconference.ca)



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