

SPONSORSHIP OPPORTUNITY

Forensic Justice Institute

VIRTUAL EVENT
JANUARY 19-20, 2023



In this virtual two-day program from State Bar of Wisconsin PINNACLE and the Center for Integrity in Forensic Sciences, criminal law professionals will explore current and cutting-edge forensic science techniques for presentation in court. They'll also take an unbiased look at the reliability of those methods to ensure their next criminal case contains science fact – not science fiction, and improves the use of forensic science in the criminal justice system.

Join us as a sponsor to get your organization in front of attendees AND prospects through marketing efforts that include the following.

Topics covered will include:

- Firearm identification
- Big data and surveillance
- The role of the medical examiner
- Forensic toxicology
- Eyewitness accounts
- And more!

Mailed brochure:*

- 1 USPS mailing of the event brochure to approximately 6,400 State Bar of Wisconsin members lawyers and affiliated legal professionals in criminal law practice, as well as Wisconsin judges
- 1 USPS mailing of the event brochure to approximately 4,675 members of the American Bar Association who serve as prosecutors, public defenders, and private criminal defense attorneys
 - ▶ Estimated reach: 11,075
 - ▶ Estimated impressions: 11,075

Virtual platform:

- Prominent placement of sponsor logos in the online platform
 - ▶ Estimated reach: 200+ members
 - ▶ Estimated impressions: 1000+ (depending on sponsorship level)

*Early commitment required.

Emails:*

- 13 emails to approximately 6,500 Wisconsin criminal law practitioners (includes attorneys, judges, law student associates, and paralegals)
 - ▶ Estimated reach: 6,500-7,000
 - ▶ Estimated impressions: 91,000
- 1 targeted email to approximately 540 members of the Wisconsin judiciary
- 1 targeted email to approximately 1,300 law student associates
- 4 targeted emails to approximately 400 Wisconsin State Public Defenders
- Potential for additional exposure through partnership emails to other state bar associations in Iowa, Illinois, Indiana, Michigan, and Minnesota (based on partnership agreements)

3 full-page ads in *Wisconsin Lawyer* magazine (November, December, and January):*

- Estimated reach: 25,000+ members
- Estimated impressions: 75,000+

forensicjusticeinstitute.org

Forensic Justice Institute

January
19-20, 2023

SPONSORSHIP LEVELS

PLATINUM: \$1000

- Logo & link on institute microsite
- Platinum Top Tier placement of logo in all event marketing
- Premium Top Tier placement of logo during the institute event on homepage
- Premium Top Tier placement of logo and materials page on institute event sponsor page
- Logo & link on institute microsite
- Sponsor-produced 2-3 min video or slide to play between two sessions on either day
- Podium recognition before the opening sessions each day
- Course materials insert
- 3 social media posts prior to conference
- Post-event attendee roster
- Ongoing exposure in post-conference web replays and CLE OnDemand™ sessions

GOLD: \$750

- Logo & link on institute microsite
- Premium Middle Tier placement of logo in all event marketing
- Premium Middle Tier placement of logo during the institute event on homepage
- Premium Middle Tier placement of logo and materials page on institute event sponsor page
- Logo & link on institute microsite
- Podium recognition before the opening sessions each day
- Course materials insert
- 2 social media posts prior to conference
- Post-event attendee roster
- Ongoing exposure in post-conference web replays and CLE OnDemand sessions

SILVER: \$650

- Logo & link on institute microsite
- Premium Lower Tier placement of logo in all event marketing
- Premium Lower Tier placement of logo during the institute event on homepage
- Premium Lower Tier placement of logo and materials page on institute event sponsor page
- Podium recognition before the opening sessions each day
- Course materials insert
- 1 social media post prior to conference
- Post-event attendee roster
- Ongoing exposure in post-conference web replays and CLE OnDemand sessions

Forensic Justice Institute



SPONSORSHIP AGREEMENT

Company Name _____

Contact/Title _____

Street Address _____

City/State/Zip _____

Phone _____ Email _____

Web Address _____

PAYMENT INFORMATION

PLATINUM SPONSOR: \$1000

GOLD SPONSOR: \$750

SILVER SPONSOR: \$650

Check enclosed (Payable to State Bar of Wisconsin)

VISA MasterCard AMEX Discover

Card #: _____ Expiration _____

AGREEMENT We agree to all terms of this contact and application is hereby made for sponsorship of the 2023 Forensic Justice Institute. We understand that there are no refunds for cancellations.

Authorized Signature _____

Title _____ Date _____

SPONSOR CHECKLIST

Submit logo (300dpi JPG, EPS or PNG files)

Email collateral materials (brand assets, videos, social media links) and company profile (up to 75 words) to cbrabender@wisbar.org by **January 2, 2023**.

Return this form to:

State Bar of Wisconsin
Attn: Crystal Brabender
P.O. Box 7158
Madison, WI 53707-7158

Email: cbrabender@wisbar.org

Phone: (608) 250-6132

Fax: (608) 250-6020

IN3194 10/22



STATE BAR OF WISCONSIN
PINNACLE