

WWCDA[®]
**LAW FIRM
SPONSORSHIP
PACKAGES**
FOR 2024





LAW FIRM SPONSORSHIP PACKAGES FOR 2024

wwcda.org

The Women's White Collar Defense Association (WWCDA) has over 3,500 members in 49 chapters throughout North America, Europe, Latin America, and Asia Pacific. Now your firm or company can support and participate in the world's largest association of female white collar defense attorneys and other professionals.

- | | | | | |
|--------------------|----------------|---------------------|---------------|-------------|
| ■ Washington, D.C. | ■ Austin | ■ North Carolina | ■ London | ■ Toronto |
| ■ New York | ■ Indianapolis | ■ South Carolina | ■ Ireland | ■ Vancouver |
| ■ Boston | ■ Pittsburgh | ■ Louisiana | ■ France | ■ Quebec |
| ■ Philadelphia | ■ Denver | ■ Tennessee/Alabama | ■ Netherlands | ■ Brazil |
| ■ Chicago | ■ Phoenix | ■ Michigan | ■ Switzerland | ■ Peru |
| ■ Los Angeles | ■ San Diego | ■ Minnesota | ■ Italy | ■ Hong Kong |
| ■ San Francisco | ■ Seattle | ■ Missouri | ■ Germany | ■ Japan |
| ■ Atlanta | ■ Connecticut | ■ Ohio | ■ Spain | ■ Australia |
| ■ Dallas | ■ Florida | ■ Oregon/Idaho | ■ Belgium | ■ India |
| ■ Houston | ■ New Jersey | ■ Puerto Rico | ■ Luxembourg | |

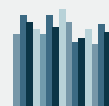
We continue to grow as an organization. We launched three new chapters in 2023 (Belgium, Austin, and South Carolina) and have more than a dozen new chapters in the pipeline. For more information on WWCDA, go to wwcda.org/who-we-are/learn-more. For a brief history of WWCDA and our growth over the years, please see a video overview at youtube.com/watch?v=qT7BxOSBcAc.

Your support for WWCDA promotes diversity in the white collar field and helps the Association finance its many activities. WWCDA events include the iconic Annual Attorney Meeting, the marquis WWCDA Awards Gala, the London Summer Reception held in conjunction with the annual GIR Women in Investigations conference, the Global Enforcement and Compliance four part series, the London Fall Lunch Program held in conjunction with the annual ABA London White Collar Conference, WWCDA committee events/activities and the monthly virtual gathering WWCDA Watercooler, which provides an open forum to share ideas, ask questions, brainstorm, vent, laugh, and connect with other WWCDA members, sponsors and friends. WWCDA offers 33 initiatives that help meet our mission to advance women in the field. Details [here](#). These same events and initiatives plus more will be held in 2024.

 **3,500+**
members

100s
HAVE HELD
GOVERNMENT
& CORPORATE
POSITIONS

49
chapters
AROUND
THE world



41 specializations
amongst the members

150+ events held
annually across the globe



SPONSORSHIP LEVELS

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

\$2,500 for law firms with **16–249** attorneys

\$1,000 for law firms with **4–15** attorneys

\$500 for law firms with **1–3** attorneys

WWCDA's two signature and regularly sold-out in-person events – the iconic Annual Attorney Meeting in March and the marquis star-studded Awards Gala in December showcase the value of WWCDA and our mission. The WWCDA Awards Gala celebrates giants in the white collar field who have championed women. The 2023 winners included U.S. Deputy Attorney General Lisa Monaco, Judge Beryl Howell, and Microsoft. The speakers included three Chief Legal Officers of major corporations. Previous Galas have featured U.S. Supreme Court Justice Ketanji Brown Jackson, UK's SFO Director, the CEO of Goldman Sachs, the Chief Legal Officers/Chief Compliance Officers of Google, Salesforce, the NFL, Olympus, Merck, Goldman Sachs, Petrofac, and Novartis, and a Former U.S. Solicitor General, SEC Chair, three U.S. Attorney Generals, two U.S. Deputy Attorney Generals, Chief of the Criminal Division, SEC Chief of Enforcement, the Chairs of several major law firms, NPR's Nina Totenberg, and a performance by Elton John's keyboardist. See the pictures, videos and learn more about these inspirational, fun, and entertaining events at wwcda.org/event/awards-program.

In addition to the WWCDA Awards Gala, the WWCDA Annual Attorney Meeting, held in conjunction with the annual ABA White Collar Conference, is the "hottest ticket" to obtain. The 2023 Annual Meeting was our largest group ever with more than 400 members (and dozens on the waitlist) and sponsors participating in engaging, interactive discussions around WWCDA initiatives and extensive networking activities.

WWCDA has many other initiatives that help promote diversity in white collar defense. We have robust virtual programming on the WWCDA Watercooler series and through committee-hosted events. We provide members-only tools where women can learn, network, share, ask for help, and make business referrals to each other. WWCDA successfully places women on panels at conferences and other events and promotes the professional accomplishments of our members and sponsors on social media and the wwcda.org website. WWCDA uses

the size and strength of our organization to work toward having more women be included in the rankings of top professionals—rankings that we know prospective clients rely upon in choosing who to hire. WWCDA also helps

women be placed in monitor and receivership roles. We have a mentorship program for our members. We publish regular newsletters about WWCDA, chapter activities, and the accomplishments of women, and we pursue Thought Leadership activities that showcase the experience and qualifications of women in the field. We do member spotlights in the newsletter and on the home page of wwcda.org. We also partner on dozens of conferences with other organizations so that our members receive a discount to attend, and we can place members in speaking roles. Details [here](#).

Our website and WWCDA Connect provide a number of ways to keep our members and sponsors connected, globally and by chapter. WWCDA Connect has several features for members and sponsors, including password-protected resource material and information about WWCDA events, initiatives, and other activities. The WWCDA Forum (listserve), which is part of WWCDA Connect, provides strong connections, business referrals, job openings, educational and other professional discussions, and announcements about WWCDA events and activities.

For those members seeking a leadership role within WWCDA, we have leadership positions within each chapter and the Association committees. We also have a sponsors@wwcda.org email address where sponsors can send requests or ask questions privately to a team of WWCDA leaders assigned to work directly with our sponsors.

For more information or to discuss further, please send an email to 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, D.C. Karen can be reached at kpopp@sidley.com, +1-202-736-8053. Please visit wwcda.org and follow us on LinkedIn, Facebook (WWCDA1), and YouTube.

\$5,000 for law firms with 250+ attorneys
\$2,500 for law firms with 16–249 attorneys
\$1,000 for law firms with 4–15 attorneys
\$500 for law firms with 1–3 attorneys

ANNUAL MEETING BENEFITS

The current plan for the 2024 Annual Meeting is an in-person meeting in San Francisco, California, March 5–March 6, 2024, before the ABA Annual White Collar Conference begins. This event could be converted to virtual if WWCDa determines it is unsafe to proceed with an in-person event.

ANNUAL MEETING BRANDING OPPORTUNITIES

- ★ Pre-Event Brand Exposure
 - ◆ Law firm name on the event splash page of the Association’s website
 - ◆ Law firm name on the digital event invitation sent to all members
- ★ Onsite Brand Exposure
 - ◆ Recognition of sponsorship
- ★ Post-Event Brand Exposure
 - ◆ Law firm name on the Association’s website event recap
 - ◆ Law firm name on the “thank you” email to all members

ANNUAL AWARDS GALA BENEFITS



GENERAL BENEFITS

- ★ Law firm logo on the Annual Sponsor page of the Association’s website, with a link to the sponsor’s website
- ★ Law firm name on the event pages of the Association’s website for the Annual Meeting, Awards Gala, and Global Enforcement and Compliance Four Part Series, London Summer Reception and London Fall Lunch Program
- ★ Option to publish an article or news release up to three (3) times a year on the Association’s website, which will also be posted on WWCDa’s social media platforms (with thousands of followers)
- ★ Easy communications with the WWCDa Sponsor Committee via sponsors@wwcda.org

The plan for the 2024 WWCDa Awards Gala is to have a dinner ceremony in Washington, D.C., the first Tuesday after U.S. Thanksgiving. This event could be converted to virtual if WWCDa determines it is unsafe to proceed with an in-person event. Only Annual Sponsors and Gala Sponsors are permitted to purchase tables at the Awards Gala.

AWARDS GALA BRANDING OPPORTUNITIES

- ◆ Law firm name listed on the event splash page of the Association’s website
- ◆ Law firm name listed on the digital event invitation sent to all members
- ◆ Verbal sponsor recognition with law firm name on screen during opening remarks
- ◆ Law firm name on the audiovisual loop
- ◆ Law firm name on the sponsor page in the program handout
- ◆ Law firm name on the Association’s website event recap
- ◆ Law firm name on the “thank you” post-event email to all members

PLACEMENT OF ADVERTISEMENTS

WWCDA is offering the opportunity to place an advertisement in the program for the 2024 WWCDA Annual Meeting and the Awards Gala. Each attendee will receive a hard copy of the program, and all 3,500+ WWCDA chapter members will receive it electronically. The ad can advertise your company, contain pictures of your senior women, congratulate or send good wishes for the Annual Meeting or Awards, or other similar language and ideas.



Full-Page Ad (Full-Bleed) \$1,500.00

8.625" x 11.25" full bleed
(hi-res 300 dpi either .pdf or .jpg)

Full Page Ad (Inset) \$1,500.00

7.5" x 10" no bleed
(hi-res 300 dpi either .pdf or .jpg)

Half-Page Ad (Horizontal) \$750.00

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

For more information or to discuss further, please send an email to

sponsors@wwcda.org or
awards@wwcda.org. You can also learn more at 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.

