



2024 - 2025

YEAR ROUND PARTNERSHIP PROSPECTUS

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2024-2025 YEAR-ROUND PARTNERSHIP

We are excited to introduce the NEW Year-Round Partnership Prospectus for the Professional Development Consortium (PDC). PDC members, influential decision-makers in law firms, law schools, government agencies, and corporations, are responsible for crafting and overseeing training and professional development for lawyers, future lawyers, and other professionals. As a highly regarded organization dedicated to empowering legal professional development professionals through education and skill enhancement, the PDC strives to foster growth, collaboration, and, ultimately, drive legal performance.

Why Partner with PDC?

Elevated Visibility: Associate your brand with our esteemed organization, acknowledged for its dedication to professional development. Access a broad network of professionals, industry leaders, and decision-makers actively pursuing opportunities for growth and advancement.

Focused Audience: Connect with a precision-targeted audience of professionals eager to broaden their knowledge, improve their skills, and stay at the forefront of legal training. Enjoy direct access to individuals deeply committed to professional development and actively seeking innovative solutions.

Industry Influence: Position your organization as a thought leader by imparting expertise, insights, and best practices to our community. Take a leading role in shaping industry trends and embracing emerging technologies, cultivating credibility and trust among professionals actively seeking guidance and mentorship.

Networking Possibilities: Engage with industry professionals, decision-makers, and potential clients and partners at our conferences, webinars, and networking events. Cultivate meaningful relationships, discover collaboration prospects, and broaden your professional network.

Brand Affiliation: Showcase your dedication to legal professional development and corporate social responsibility by collaborating with the PDC. Highlight your organization's values, mission, and commitment to empowering legal professionals through education and advancement.

Customized Sponsorship Packages: Customize your sponsorship to align with your distinct marketing goals and budgetary needs. Choose from a variety of sponsorship opportunities, including strategic partnerships, event sponsorships, and tailored branding options, guaranteeing optimal exposure and return on investment.

By becoming a sponsor of the PDC, you not only champion the professional development aspirations of individuals but also contribute to the overall growth and success of the legal industry. Together, we can empower legal professionals, foster innovation, and shape the future of legal professional development.

We invite you to explore the sponsorship opportunities detailed in this prospectus and uncover how aligning with the PDC can enhance your organization. Additionally, specific sponsorship openings for the Summer Conference are available. Join us in our mission to cultivate a thriving community of professionals committed to elevating the performance of lawyers and the legal profession.

We eagerly anticipate discussing the creation of a tailored sponsorship package that aligns with your goals and maximizes your impact. For more information or to schedule a meeting, please reach out to [LaTrese Wallace](#), Senior Manager of Sponsorships.

**Thank you for considering a partnership with the Professional
Development Consortium!**

VISIONARY CORPORATE PARTNER - \$30,000

This opportunity provides the following benefits:

Summer Conference

- Exclusive sponsorship of a Platinum Sponsorship opportunity at the PDC Summer Conference
- Recognition as a Visionary Corporate Partner at the 2024 Summer Annual Conference and on the PDC website
- Prime logo placement and acknowledgement in marketing materials, event signage, and the mobile app for the Summer Conference
- Prominent logo display on the Summer Conference web page with a link to your corporate website
- Featured banner advertisement in the conference mobile app featuring an enhanced company profile for the Summer Conference
- Three (3) conference registrations (please note that attendance at specific sessions and events may be limited, subject to approval by the PDC Board of Directors and Summer Conference Planning Committee)
- Presentation of a vendor video/commercial (20 – 45 seconds in duration) showcasing your products or services before one plenary

Winter Meet Up

- Acknowledgment as a sponsor of the PDC's Winter Event
- Prime logo placement and acknowledgment in marketing materials, as well as event signage during the Winter Meet-Up
- Opportunity for a senior executive to deliver a two (2) minute address during the Winter Meet-Up (non-sales oriented)
- Three (3) registrations for participating in the Winter Meet-Up

Year-Round Benefits

- High-profile logo acknowledgment on the Visionary Partner section of PDC's Corporate Partner Page webpage
- Distribution of four (4) promotional emails to PDC membership – one per quarter
- Dual recognition on the PDC LinkedIn page, twice during the partnership period

ENTERPRISE CORPORATE PARTNER - \$25,000

This opportunity provides the following benefits:

Summer Conference

- Exclusive sponsorship of a Platinum Sponsorship opportunity at the PDC Summer Conference
- Recognition as an Enterprise Corporate Partner at the 2024 Summer Annual Conference and on the PDC website
- Featured banner advertisement in the conference mobile app featuring an enhanced company profile for the Summer Conference
- Distinctive logo placement on the Summer Conference web page with a link to your corporate website
- Three (3) conference registrations (please note that attendance at specific sessions and events may be limited, subject to approval by the PDC Board of Directors and Summer Conference Planning Committee)
- Presentation of a vendor video/commercial (30–45 seconds in duration) showcasing your products or services before one plenary

Winter Meet-Up

- Acknowledgment as a sponsor of the PDC's Winter Event
- Prime logo placement and acknowledgment in marketing materials, as well as event signage during the Winter Meet-Up
- Two (2) registrations for participating in the Winter Meet-Up.

Year-Round Benefits

- High-profile logo acknowledgment on the Enterprise Partner section of PDC's Corporate Partner Page webpage
- Distribution of two (2) promotional emails to PDC membership – twice per year
- Dual recognition on the PDC LinkedIn page, twice during the partnership period

Summer Conference Opportunities

Please see our summer conference prospectus.

- EXCLUSIVE Sponsorships across levels!

Winter Meet Up Opportunities

Winter Meet-Up – held prior evening of the PDI Conference

- Exclusive Reception Sponsor
- Exclusive Photobooth Sponsor
- Exclusive Lanyard Sponsor
- Event Sponsors

Al a Carte Opportunities

- Webinar - \$5,000
- Website Banner Ad on PDC Website - \$2,500
- Promotional Email to PDC Membership - \$1,500
- Sponsored Message via the PDC LinkedIn Webpage - \$1,000