



LegalWriting
institute

#LWI2024 Biennial Conference

July 17-20, 2024

Indiana University

Robert H. McKinney School of Law

Indianapolis, Indiana

Conference Leadership

Budget Chair: Carolyn Williams, University of North Dakota

Sponsorship Chair: Heidi K. Brown, New York Law School

Registration Chair: Tessa L. Dysart, University of Arizona, James E. Rogers
College of Law

Law school sponsorship opportunities

About the conference	Page 2-3
Sponsorship levels	Page 4-5
Information for sponsors	Pages 6
Application & agreement	Pages 7-10
Thank you & how to reach us	Page 10



In accordance with our conference theme—*The Best is Yet to Come*—the 2024 Biennial Conference of the Legal Writing Institute (LWI) will look ahead with cautious optimism, exploring the myriad ways legal writing professors and our students can flourish into the future.

1. About the conference

The 2024 Biennial Conference will be held at Indiana University Robert H. McKinney School of Law in Indianapolis, Indiana, on July 17-20, 2024. This conference traditionally draws over 450 attendees from around the country, including law faculty members and administrators. The conference will feature many opportunities to meet and talk with law professors who teach and write about legal communication, legal research, and a range of other lawyering methods and skills.

As part of LWI’s mission to foster the exchange of ideas and to provide a forum for research and scholarship about legal writing and legal analysis, LWI has hosted a national conference every other year since 1984. **In fact, the 2024 Biennial is the 40th anniversary of the conference!**

LWI has close to 1,000 registered members representing all ABA-accredited law schools in the United States, as well as members from other countries, other academic institutions, independent research-and-consulting organizations, and the practicing bar.

Well-Being Programming: In the spirit of promoting well-being education for conference attendees, and inspiring positive well-being ripple effects throughout the legal profession, the LWI 2024 Biennial Conference will offer daily programming and activities related to health, well-being, mindfulness, and more. We are seeking sponsors specifically related to the well-being aspects of the conference program.

2. Sponsorship levels

Sponsorship Level	Type of Sponsorship	Description
<p>Eudaimonic Sponsor Corporate or Individual Sponsor of All Three Days of Well-Being Programming (Cost: \$1,500)</p>	<p>All Three Days of Well-Being Programming</p>	<p>Recognition on signage, the conference website, program sponsor page, and mobile app</p>
<p>Flourish Sponsor Corporate or Individual Sponsor of Two Days of Well-Being Programming (Cost: \$1000)</p>	<p>Two Days of Well-Being Programming</p>	<p>Recognition on signage, the conference website, program sponsor page, and mobile app</p>
<p>Transcendence Sponsor Sponsor of “Serve Saturday” Service Projects (Cost: \$750)</p>	<p>Sponsorship of a “Serve Saturday” Service Project or a Shuttle to a “Serve Saturday” site</p>	<p>Recognition on signage, the conference website, program sponsor page, and mobile app</p>
<p>Thrive Sponsor Corporate or Individual Sponsor of One Day of Well-Being Programming (Cost: \$500)</p>	<p>One Day of Well-Being Programming</p>	<p>Recognition on signage, the conference website, program sponsor page, and mobile app</p>
<p>Vigor Sponsor Funding of well-being “treats” provided during well-being programming (Cost: \$250)</p>	<p>Funds toward purchase of well-being “treats” such as:</p> <ul style="list-style-type: none"> • “Signature” mocktails at conference receptions • De-stress balls • Biodots • Calmstrips • Well-being books for giveaway prizes • Massage chair rental, etc. 	<p>Recognition on the conference website, program sponsor page, and mobile app</p>

5 #LWI2024 Biennial Conference Sponsorship Opportunities

Sponsorship Level	Type of Sponsorship	Description
<p>Bloom Sponsor (Cost: \$100) Any individual wishing to support the well-being of legal writing professors, students, and members of the legal profession</p>	<p>Funds toward purchase of materials for use by participants in conference well-being workshops such as:</p> <ul style="list-style-type: none"> • Supplies for “Positive Portfolio” activity • Printed handouts • Yoga mat rental, etc. 	<p>Recognition on the conference website, program sponsor page, and mobile app</p>
<p>Individual authors of well-being books (Cost: \$100)</p>	<p>Inclusion of book cover image in visual display at the conference and handouts with links to author bios and publishers’ websites</p>	<p>Recognition on the conference website, program sponsor page, and mobile app</p>
<p>Individual well-being coaches (Cost: \$100)</p>	<p>Well-Being “Coaches Corner” – visual promotion of coaches’ websites on a flyer and poster at the conference</p>	<p>Recognition on the conference website, program sponsor page, and mobile app</p>
<p>Positive podcasters (Cost: \$100)</p>	<p>Well-Being “Positive Podcasters Corner” – visual promotion of podcasts on a flyer and poster at the conference</p>	<p>Recognition on the conference website, program sponsor page, and mobile app</p>

3. Information for sponsors

Conference Dates: July 17-20, 2024

Registration

In addition to sponsoring, Well-Being Programming Sponsors are welcome to register for, and attend, the conference. Full conference registration includes meals, events (including the Plenary Gala (to be held on Thursday, July 18, 2024 at the Indiana State Museum) and receptions), and access to all presentations. The 2024 LWI Biennial Conference fees are as follows:

- Early registration: \$550 (until April 30, 2024)
- Regular registration: \$575 (from May 1 through July 2, 2024)
- Late registration: \$600 (between July 3 and July 16, 2024)
- Onsite registration: \$675 (after July 16, 2024)
- Meal Plan Only: \$375 (does not include access to the Plenary Gala or any reception—only breakfasts, lunches, and coffee breaks at the main Conference Site)
- Plenary Gala ticket: \$135

Sponsorship application & agreement

1. Sponsor information

- Name:
- Company name (if any):
- Mailing Address:
- City, State, Zip:
- Phone:
- E-Mail Address:

2. Sponsorship level

The Sponsor agrees to sponsor the well-being portion of the 2024 Biennial Conference of the Legal Writing Institute at the level selected below. The Legal Writing Institute has described the benefits indicated for that sponsorship level in the brochure. Please check the box for your sponsorship level:

- Eudaimonic Sponsor: \$1,500
- Flourish Sponsor: \$1000
- Thrive Sponsor: \$500
- Vigor Sponsor: \$250
- Bloom Sponsor: \$100
- Individual Author of Well-Being Book: \$100
- Individual Well-Being Coach: \$100
- Positive Podcaster: \$100

3. Sponsor products and services statement

(If applicable) The Sponsor plans to promote the following products and/or services at the conference (in approximately 40 words):

If a Sponsor wishes to donate well-being-related “treats” to be included as part of the Thrive Sponsor option listed above, a sample (or a photograph of a sample) must be provided to the Sponsorship Chair—Heidi K. Brown, New York Law School (heidi.brown@nyls.edu or LWibiennialsponsorship@gmail.com)—for approval.

3. Terms of payment

The Sponsorship Chair—Heidi K. Brown, New York Law School—will send the Sponsor an invoice which will identify the available payment methods and deadline. Acceptance as a sponsor will not occur until full payment is received.

4. Eligibility and sponsorship policy

- **Thematic connection.** LWI will accept sponsorships only from organizations that provide products or services with the potential to advance legal research and writing (or the well-being of law students, professors, lawyers, and other members of the legal profession).
- **Non-discrimination.** LWI does not accept sponsorships from organizations that fail to comply with LWI’s [non-discrimination policy](#).
- **Legality.** Sponsors must not market products or services that are harmful or illegal.
- **Non-endorsement.** LWI does not endorse, directly or by implication, any products, services, or ideas promoted by sponsors.

5. Shipping, storage, and waste

Shipping. Boxes shipped to the site must bear the following information: (1) sponsor name; (2) conference date, and (3) the Conference Site’s shipping contact person: Amber Morgan Walker.

The Conference Site will only store boxes received between July 15 and 20, 2024. Sponsors must make their own arrangements for any return shipping. Any boxes to be shipped from the conference must be properly sealed and labeled with pre-paid USPS or UPS shipping

labels (not FedEx unless the Sponsor arranges for pickup directly with FedEx, as the law school does not have a FedEx contract), shipping address, and return address. Neither packing services nor packing materials will be available. Sponsors should bring their own packing, sealing, and labeling materials. The site is unable to accept forms of payment. Boxes for shipment must be delivered to the Dean's Suite on the second floor of the law school building. Any materials not packed for shipping will be discarded within three business days of the close of the conference.

6. Advertising artwork and copy

Mobile app, web, and print materials. By April 1, 2024, Sponsors must provide logos for the conference program, website, mobile app, and signage. Logos must fit these parameters: 1MB, 300x300 pixels, in JPG or PNG file format.

7. Covid-19 Protocols

Sponsor must ensure that any person attending the conference on its behalf, including all Sponsor's exhibition staff, follows the public health protocols, including COVID-19 protocols, the Legal Writing Institute, Indiana University Robert H. McKinney School of Law, our host venue(s), and Indianapolis and/or Indiana may require at the time of the conference.

Sign and date:

For Sponsor

Signature of authorized agent

Print name:

Dated this _____ day of _____, 20____

For Legal Writing Institute

Signature of authorized agent

Print name:

Dated this _____ day of _____, 20____

Thank you & how to reach us

Thank you for your interest in sponsoring the 2024 Biennial Conference of the Legal Writing Institute. If you have any questions about sponsorship, please reach out to the sponsorship chair, Heidi K. Brown (Associate Dean for Upper Level Writing at New York Law School) at

LWIBiennialSponsorship@gmail.com.