

INVESTING IN A STRATEGIC PARTNERSHIP WITH GAWL MAKES BOTH GOOD BUSINESS SENSE AND ADVANCES SMART BUSINESS VALUES

Founded in 1928, the Georgia Association for Women Lawyers (“GAWL”) is Georgia’s Premier Association for Women Lawyers. (See www.gawl.org) For over 80 years, GAWL has advanced its mission of enhancing the welfare and development of women lawyers and supporting their interests by, among other things, providing excellent networking opportunities, interesting and informative programs, an educational Leadership Academy, and dynamic social and community events, including charitable events, to its growing membership.

GAWL consists of over 1,200 members and 7 chapters, which include judges, in-house counsel, attorneys at large, medium, and small firms, sole practitioners, public service and governmental attorneys, attorneys not currently actively practicing law, students, and business leaders. Our membership continues to grow every year. This should come as no surprise, given that today more women enter and graduate from law school than men, and a growing number of women advance and are promoted to leadership positions within both the legal profession and business world, including positions of power as high-ranking executives, general counsel, and members of public and not-for-profit boards.

It is said that women today “harness the power of their purse” and are the singular driving force of the consumer market. Indeed, women power is at the helm of consumer spending, proven by the fact that they are responsible for more than \$5 trillion in spending and are the decision-makers for over 85% of all consumer purchases. What IS surprising, therefore, is that businesses and the legal profession historically have failed to focus their marketing efforts on this demographic segment. Accordingly, women holding purchasing and decision-making power continue to remain largely untapped.

Moreover, a recent survey of our members demonstrates the value of partnering with GAWL and the opportunity arising from the ability to tap into our powerful membership base. For example, seventy-six percent (76%) of members surveyed this year have done business with a GAWL strategic partner. Sixty-five (65%) are more likely to do business with an organization that is a GAWL strategic partner than a competitor who is not. GAWL members support GAWL strategic partners, and we believe these figures prove that our strategic partners receive great recognition, awareness, and most importantly, business, as a result of their affiliation with this great organization. And, because GAWL members are leaders in our business and legal communities, their support, referrals, and word-of-mouth recommendations of the products and services offered by our GAWL partners is invaluable.

In the current economic environment, it is more important than ever to tap into your most loyal and dependable clients and consumer base and to better understand those who consume your goods and utilize your services. GAWL is in a unique position to provide you and your business this opportunity. And, this opportunity applies equally to the business world and legal profession, both of which rely on the marketing of their services to those who consume them, as well as the support of the women who work in and run their establishments. Women are a large and growing segment of some of the most important resources to businesses and law firms alike! Accordingly, even in these difficult and challenging economic times, the business and legal communities cannot afford to lose some of their most critical assets – women and their decision-making and purchasing power. The life blood and future of the business world and legal profession do and must depend on women more than ever. Perhaps that is what drives our partners’ exceptionally-high renewal rates every year. Let GAWL assist in your investment in the future now – invest in that future by partnering with GAWL.

WHAT BENEFITS WILL A STRATEGIC PARTNERSHIP PROVIDE TO MY BUSINESS OR LAW FIRM?

Strategically partnering with GAWL will provide your business or firm the following benefits:

- Access to GAWL's growing and active membership, including leaders in the business and legal communities;
- Specific announcement of strategic partners at GAWL sponsored events;
- Advertising/marketing opportunities via Annual Report, quarterly newsletters published by the Fulton County Daily Report, Annual Art Auction Gala brochure, and various other periodic publications;
- Advertising/marketing opportunities via GAWL's cutting-edge website, monthly e-newsletters, membership e-blasts, and in regular broadcast e-mails;
- Access to GAWL sponsored events, including marquis events, such as the Annual Art Auction Gala, Annual Inauguration GAWL Ball, and Annual and Mid-Year Meeting events, as well as our numerous educational seminars;
- Ability to customize your partnership package to fit your needs and objectives;
- CLE opportunities at events;
- Free tickets to GAWL events (depending on partnership level);
- Complimentary GAWL memberships (depending on partnership level);
- Opportunities to publish in GAWL articles and periodic publications (depending on partnership level);
- Access to speaking opportunities at GAWL events, including leading neighborhood networking breakfasts ("NNB's") or monthly luncheon presentations (depending on partnership level);
- Opportunities to sponsor GAWL events, including marquis events, as well as NNB's and monthly luncheons;
- Access to full GAWL membership mailing list (for a nominal fee);
- Ability to develop client/consumer base and new sources for effective referrals;
- Network and socialize with our members;
- Support our many excellent and successful programs; and
- Provides a unique way to learn about and better understand women's needs, wants, and objectives, allowing businesses and firms to respond adequately, efficiently, and appropriately.

Partnering with GAWL also is the right thing to do and advances smart business values because it:

- Supports diversity efforts and objectives;
- Advances and promotes women in leadership roles and in their professions and careers;
- Supports and encourages philanthropic efforts and goals through the GAWL Foundation, which, among other things, has created an endowment, raises and distributes scholarship monies for women law students, and sponsors and participates in many charitable events, such as the Habitat for Humanity/Law Day, Girls on the Run 5K Race, Girl Scouts Law & Order Badge Project, Playmaking for Girls, and many other programs and events;
- Supports healthy work-life balance policies, options, and choices, increasing efficiency and productivity both on the job and in women's personal lives; and
- Directly impacts the retention of some of business' and firms' primary assets and most precious resources – women!

If the above were not enough, perhaps the best evidence of the many and exceptional benefits provided by a strategic partnership with GAWL can be gleaned from statements made by

our current strategic partners regarding the benefits of their partnerships with GAWL and why a GAWL partnership makes good business sense:

Our sponsorship and my involvement with GAWL has been a most rewarding experience for my firm and me, both personally and professionally. GAWL has provided a forum to market my firm's forensic accounting and litigation support services; to connect first-rate attorneys and service providers with our clients and contacts; and to develop our younger female staff through informal mentoring relationships with more senior GAWL members. On a personal note, I was introduced to an attorney through my first GAWL event six years ago that assisted my family in our first adoption.

*Karen B. Fortune, CPA/CFF, MAcc
Partner, Habif, Arogeti & Wynne, LLP*

The cost of my firm's sponsorship in GAWL has been returned to the firm several times over. In particular, the firm's sponsorship of GAWL has been invaluable to its reputation as a leader in diversity. In part, because of its support of and participation in women's organizations and initiatives like GAWL, my firm was named as one of 50 "Best Law Firms for Women" by *Working Mother* magazine in 2007. This exposure, as well as the marketing opportunities and name recognition that comes with the firm's sponsorship of GAWL, is critical to the firm's efforts to attract and retain large corporate clients, as well as the best and brightest female attorneys, across the country. In addition to its sponsorship, the firm supports its attorneys' individual involvement in GAWL. Through GAWL, I have developed referral relationships and obtained client engagements. Moreover, as a GAWL member, I have received the tools, resources and opportunities to be a leader, not only in the firm, but also in the legal community, which brings significant recognition and goodwill to the firm.

*Amy Alcoke Quackenboss
Counsel, Hunton & Williams*

GAWL has enabled me to expand my network base, both locally and statewide, and to refer business to other women lawyers. Because of GAWL, I received several referrals from Atlanta firms. By far the most rewarding experience has been my participation in the first Leadership Academy. Leadership Academy introduced me to the statewide Board and gave me valuable resources to call on for planning our Chapter meetings. I've also built friendships with lawyers from different practice areas that I may not otherwise have met.

*Sherry Goodrum
Partner, Lee, Goodrum & McAllister, P.C.*

I have been very impressed with the connections I have made in the short time my firm has been involved with GAWL. Of the many organizations available to professional women, GAWL has impressed me the most with its strong desire to support each member in their quest for professional as well as personal growth. What a GREAT group of women!! Well worth the investment of time and money.

*Toni Nunn
Senior Vice President and Manager
Legal Practice and Professional Services Group
Bank of North Georgia*

My firm, Casey Gilson PC, has been a sponsor of GAWL since shortly after I began actively participating on the Board. As an associate, it was wonderful to have that sort of tangible support from my firm, and I felt encouraged to continue my leadership training through GAWL.

*Joyce Gist Lewis
Shareholder, Casey Gilson P.C.*

My firm's investment in a strategic partnership with GAWL has provided the firm with robust advertising and marketing opportunities, including spotlight recognition at numerous GAWL marquis events. It also has assisted in advancing the firm's diversity objectives and goals and provides its women attorneys resources that they otherwise may not have, including those that support their business development, leadership roles, philanthropic goals, and personal relationships, all of which allow women to flourish and bring satisfaction to their professional and personal lives. Our partnership also has allowed me the opportunity to personally market to business leaders and their resources and contacts, as well as to other attorneys who serve as referral sources in many areas of my litigation practice. I have had the opportunity to take the lead on presentations and to host events for GAWL where, on a regular basis, hundreds of GAWL members have attended. I also have honed my leadership skills and use GAWL as a resource for furthering my professional development. In the process, I have developed several close relationships with many smart, powerful women who garner decision-making power, which has led to several unforeseen sources of business contacts for me. The value both my firm and I have received from the many benefits of partnering with GAWL has far surpassed the cost of the investment. It is no surprise that we have consistently been selected as one of the Fortune 100 Best Companies to Work For.

Partner, large Atlanta law firm

GAWL has helped me in every aspect of my personal and professional life. After moving to Georgia from Virginia I had to start an entire new network and could not have done it without GAWL's support and the fabulous women I meet at every event. GAWL's sponsors make these events possible and I am very grateful. I use GAWL's sponsors as often as possible in my practice to show my appreciation for the benefits they enable GAWL to give me. GAWL's sponsors have also been an excellent resource for me personally - from revamping my wardrobe to gifts for colleagues and friends! Thanks to each and every sponsor for everything they do.

*Heather Dawson
Kitchens, Kelley, Gaynes P.C.*

Our company has enjoyed a long-standing relationship with GAWL, which has been mutually beneficial. Not only do we receive recognition as a sponsor but we have also had the opportunity to work with GAWL in providing video services for the Law in the Life series and the annual Art Auction. GAWL members are supportive of our services and we are committed to GAWL. Jeff Ingram is a member of the Membership Committee and I am a member of the Strategic Partnership Committee. Sponsoring GAWL and networking with its members is both professionally and personally rewarding.

*Jackson Dodsworth, Director of Client Relations
Esquire Deposition Solutions
(formerly Brown Gallo Esquire)*

GAWL sponsorship allows our firm to support its commitment to diversity in the legal profession. All of our attorneys are proud to be associated with such a worthwhile organization.

*Jessica Harper
Bodker, Ramsey, Andrews, Winograd & Wildstein, P.C.*

Best of all, a strategic sponsorship with GAWL is cheap! It's a Deal! Our partnerships range from only \$1,000 to \$10,000+, with the unique opportunity to purchase an exclusive sponsorship in your industry/business segment.

SO, HOW DO I SIGN UP?

It is simple. Just complete the strategic sponsorship brochure form, which you can obtain on our website at www.gawl.org/associations/8500/files/GAWL_Sponsorhsip-0308_lrg.pdf or by contacting one of GAWL's SPC committee members, indicate your level of support, and return the form, along with your check made payable to GAWL or credit card information to Betsy Giesler as indicated in the brochure.

If you are interested in hearing about our custom partnership packages, please contact GAWL's Vice President of Strategic Partnerships, Cristina León, at cleon@partners-group.com or (404) 592-1865.

We look forward to working with your organization and supporting the development of your successful relationship with our dynamic and growing membership. Start offering your services to our membership today, and allow us to begin advertising and marketing for you!

Sincerely,

Strategic Partnerships Committee