



Celebrating the 30th Anniversary of ALWD

2025 ALWD Biennial Conference

July 16-18, 2025

Arizona State University - Sandra Day O'Connor College of Law
Phoenix, Arizona

Conference Theme: *Leadership for the Third Wave*

Sponsorship Co-Chairs:

Maikieta Brantly, University of Houston Law Center

Jennifer M. Cooper, Louisiana State University, Paul M. Hebert Law Center

Corporate Sponsorship Opportunities

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Leadership for the Third Wave aims to explore the evolving landscape of leadership in legal writing and beyond and foster a dialogue on how legal writing professionals can proactively pursue and excel in leadership roles across academic and professional settings. Presentations will focus on three key areas:

1. **Leadership Beyond Program Directorships**
2. **Emerging Leaders and Directors**
3. **Leadership in Action**

1. About ALWD and the Conference

The 2025 Biennial Conference of the Association of Legal Writing Directors will celebrate the 30th Anniversary of ALWD. The ALWD Biennial Conference will draw over 200 attendees from around the country, including law school faculty members and administrators. Legal Writing Directors and law school professors who teach and write about legal communication, legal research, and a range of other lawyering methods and skills will present and share ideas.

Through this conference, ALWD seeks to revisit how to teach, publish, and lead in the field of legal writing. Participants will leverage past achievements to build new momentum and support enhanced connections throughout the organization. ALWD will use the conference to continue its important work focused on organizational priorities like diversity, equity, and inclusion, along with balance and wellbeing.

Founded in 1996, ALWD is a non-profit professional association with more than 400 members representing more than 130 law schools throughout the United States and Canada. ALWD serves its members through publications (including *Legal Communication & Rhetoric: JALWD* and the *ALWD Guide to Legal Citation*), events, resources (including scholarship grants), and advocacy within the legal academy and the bar.

2. Law School Sponsorship Levels

Diamond Sponsor

\$5,000

- **Recognition as the official Gala dinner sponsor** in program and live announcement at event
- Full table in exhibit space, if desired
- Display of law school branded items
- Recognition on conference website
- Recognition on program sponsor page

Ruby Sponsor

\$2,500

- **Recognition as an Opening Reception sponsor** in program and live announcement at event
- Half table in exhibit space, if desired
- Display of law school branded items
- Recognition on conference website
- Recognition on program sponsor page

Sapphire Sponsor

\$2,000

- **Recognition as a Lunch Sponsor** in program and at lunch
- Half table in exhibit space, if desired
- Display of law school branded items
- Recognition on conference website
- Recognition on program sponsor page

Opal Sponsor

\$1,500

- **Recognition as a Breakfast Sponsor** in program and at breakfast
- Display of law school branded items
- Recognition on conference website
- Recognition on program sponsor page

Pearl Sponsor

\$1,000

- **Recognition as a Coffee Break sponsor** in program and at break
- Display of law school branded items
- Recognition on conference website
- Recognition on program sponsor page

Friend of ALWD

\$500

- Recognition on conference website
- Recognition on program sponsor page

3. Information for Sponsors

The following information applies to **Diamond, Ruby, and Sapphire level sponsors** who opt to use their complimentary exhibit spaces. The information about visibility also applies to any law school **sponsors at other levels whose law school branded items will be displayed on the table(s)** designated by ALWD for law school branded items.

3.1 Conference Dates

July 16-18, 2025

3.2 Exhibition Hours

Exhibit Setup

July 16, 9:00-Noon

Exhibit Hours

July 16, 12:00-4:30 p.m.

July 17, 8:00 a.m.-4:30 p.m.

July 18, 8:00 a.m.-4:30 p.m.

Exhibit Teardown

Must be completed by 5:30 p.m. on July 18

Thank you & how to reach us

Thank you for your interest in sponsoring the 2025 ALWD Biennial Conference. If you have any questions about sponsorship, please reach out to the sponsorship co-chairs: Maikieta Brantley, mabrantl@central.uh.edu, or Jennifer Cooper, jennifercooper@lsu.edu.

Sponsorship Application & Agreement

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1. Sponsor's Information

Name _____

Mailing Address _____

City, State, Zip _____

Contact Name and Title _____

Contact Office Phone _____

Contact E-Mail Address _____

2. Sponsorship Level (Law Schools)

The Sponsor agrees to support the 2025 ALWD Biennial Conference at the level selected below. The Association of Legal Writing Directors will provide the benefits indicated above that sponsorship level. Please check the box for your sponsorship level:

- | | | |
|--------------------------|-----------------------------------|---------|
| <input type="checkbox"/> | Diamond Sponsorship | \$5,000 |
| <input type="checkbox"/> | Ruby Sponsorship | \$2,500 |
| <input type="checkbox"/> | Sapphire Sponsorship | \$2,000 |
| <input type="checkbox"/> | Opal Sponsorship | \$1,500 |
| <input type="checkbox"/> | Pearl Sponsorship | \$1,000 |
| <input type="checkbox"/> | Friend of ALWD Sponsorship | \$500 |

Sponsorship Application & Agreement

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3. Terms of Payment

Deadline for payment:	On or before May 15, 2025
Make check payable to:	Association of Legal Writing Directors
Return payment and application to:	Professor David Krech Treasurer, Association of Legal Writing Directors West Virginia University College of Law 101 Law School Drive, Room 267 Morgantown, WV 26506

4. Sponsorship policy

Legality. Sponsors must not market products or services that are harmful or illegal.

Non-endorsement. ALWD does not endorse, directly or by implication, any products, services, or ideas promoted by sponsors.

5. Shipping, storage, and waste

Waste. Please supply a small waste container for trash at your exhibit table.

Shipping. (This item applies to Diamond, Ruby, and Sapphire sponsors who opt to use a complimentary exhibit space, and to sponsors at other levels who opt to have their law school branded items displayed on table(s) designated by ALWD for law school branded items.) Boxes shipped to the site must bear the following information: (1) company name; (2) conference date, and (3) conference contact name provided to you by ALWD. ALWD will only store boxes received between July 8 and 13. After the event, any boxes to be shipped from the conference must be properly sealed and labeled with pre-paid shipping labels, shipping address, and return address. The site school is unable to accept forms of payment. Neither packing services nor packing materials will be available. Boxes for shipment must be delivered to the site's mailroom. Any materials not packed for shipping will be discarded within three business days.

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6. Advertising Artwork

Sponsors will timely provide logos for the conference program and website.

Sign and Date

For Sponsor

For ALWD

Signature

Print Name:

Dated this ____ day of
_____, 2025

Signature

Print name:

Dated this ____ day of
_____, 2025