



LEVERAGE THE POWER OF



Association of
Lawyers
Defending
Business

As part of our best-in-class programming, DRI offers a comprehensive calendar of events designed to help attendees access the valuable content and develop the relationships they need to be successful.

Through event sponsorship you can partner with DRI to demonstrate thought leadership, industry support, and practice area-specific expertise to a variety of DRI-related audiences, including our members, industry leaders, and the broader civil defense community.



SPONSORSHIP SHOULD NOT BE CONFUSED WITH PHILANTHROPY. Philanthropy is support of a cause without any commercial incentive. Sponsorship is undertaken for the purpose of achieving commercial objectives.

– *IEG's Guide to Sponsorship, Lesa Ukman*

CONNECT WITH DRI

TAP INTO OUR REACH & INFLUENCE

DRI is the largest community of civil defense attorneys and their clients.



- Our membership includes civil defense attorneys, in-house counsel, and claims executives.
- Our core audience includes unmatched contacts from lawyers, providers, and others in the field. Leadership in this space regularly engages with our content and attends our events as they look to shape the future of the civil defense bar.
- The civil defense bar looks to DRI for guidance on best practices, the latest legislative updates, practice management advice, lawyer to lawyer knowledge sharing, and ideas around creating successful outcomes for clients.

WHAT OUR SPONSORS SAY

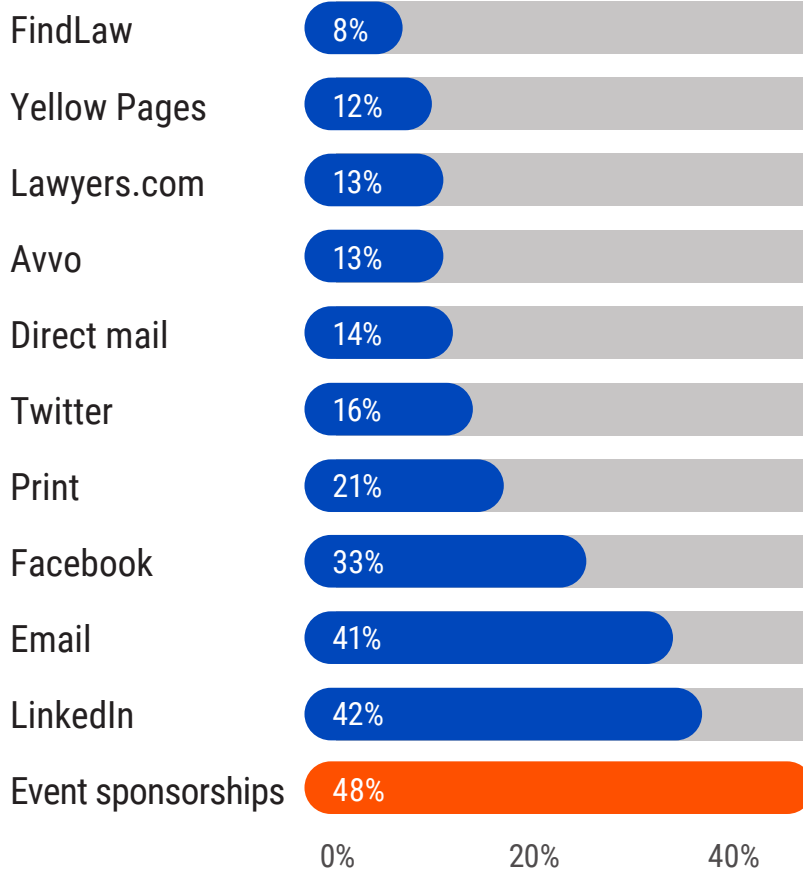
"Hill Ward Henderson has been a regular sponsor of DRI seminars for many years. The excellent programming and networking opportunities at DRI seminars have helped our attorneys hone their skills and develop valuable personal relationships, both within their practice areas and with the defense bar as a whole."

— Dave Luikart, Hill Ward Henderson

WHERE LAW FIRMS MARKET THEMSELVES

LEGAL MARKETING PLATFORM FOR SUCCESS

Finding meaningful ways to engage can be a challenge. DRI event sponsorship stands out among a wide array of traditional and new media options as the leading solution for law firm marketing according to ABA's 2020 Profile of the Legal Profession report.



Source: 2020 Legal Technology Survey Report. Get the data.
Created with Datawrapper

"Sponsorship is one of the most valuable tools for corporations seeking to develop name recognition and good will with your members. By supporting association activities, sponsors show they care about your association's long-term goals, and the interests of your members."

– Achieving Sponsorship Success (2002), Elizabeth H Blume

OPPORTUNITIES TO ENGAGE WITH THE DRI COMMUNITY

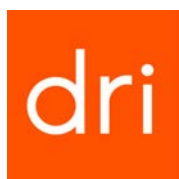
- Learn how you can work with us to align your brand with DRI's through strategic thought leadership and a well-thought-out promotional plan.
- Access insider updates, the flagship Annual Meeting, monthly in-person and virtual programming, thought leadership collaboration, premium recognition and promotional rights, and exclusive opportunities to connect with DRI members.



- DRI provides a platform where business development intersects with professional development by producing 20+ seminars a year. Our programs provide best-in-class education and valuable insights for various civil defense practice areas and affinity groups defense practice areas -- including Product Liability, Insurance Coverage and Claims, Drug & Medical Devices, and more, including DRI's Diversity & Inclusion, Women in the Law and Young Lawyers affinity groups.

WHAT OUR SPONSORS SAY. *"Like most defense law firms, Bradley is challenged in pursuing cost-effective development of its critical professional relationships and litigation profile during the pandemic. Our sponsorship of multiple DRI seminars and events this year allowed us to apply our limited development budget with high impact. We are becoming increasingly accountable to our partners for return on investment, and our tracking of referrals derived directly and indirectly from DRI sponsorships confirms our long-standing satisfaction with our broad and deep relationship with DRI."*

– John Parker Sweeney, Bradley Arant Boult Cummings LLP



LEARN HOW DRI CAN HELP YOU REACH YOUR GOALS

CONTACT: sponsorship@DRI.org