

**USC Gould School of Law**  
**2021 Intellectual Property Institute**

**SPONSOR BENEFITS**

*Standard Sponsorship Contribution: \$6,000*

**Registration Benefits**

- 15 complimentary passes to the three day virtual Institute.

**Publicity Benefits**

- Acknowledgment of the sponsor in any Institute advertising, as appropriate, including the Institute's social media campaign.
- Acknowledgement of the sponsor in the Institute electronic brochure specially created for the Institute.
- Acknowledgment of the sponsor on the Institute website.
- A customizable sponsor site on the Institute website with options to include: a short written message, sponsor video, a link to the sponsor website or other sponsor materials.
- Acknowledgement of the sponsor on Institute electronic media.
- Inclusion of a one-page message/advertisement in the Institute electronic syllabus materials distributed to each registrant, provided that a camera-ready pdf copy (8½ x 11 in size) of your message is provided prior to the Institute.

**Post Institute Benefits**

- Registrant List: Option to receive a list of Institute registrants (name, title and organization only unless otherwise permitted by registrant) delivered Post Institute.
- On Demand Access: Institute registrants will receive access to view available Institute session recordings including any applicable bonus materials.

**Tax Benefits**

- Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law.

**Enhanced Benefit Options**

*With increased sponsorship contribution and subject to availability*

- Promotional short video message during the Institute.
- Hosting a networking event.
- Sponsoring a Post Institute webinar.

*For questions about sponsorship or customized sponsorship opportunities,  
please contact Wendy Wiley Willett at [wwiley@law.usc.edu](mailto:wwiley@law.usc.edu)  
or leave a message at (213) 821-3579.*