Sponsorship Proposal

INTELLECTUAL PROPERTY INSTITUTE

FAIRMONT MIRAMAR, SANTA MONICA

Presented by

USC Gould School of Law
Continuing Legal Education



Objectives

The Intellectual Property Institute brings the rigor of a top law school to the issues shaping IP practice today: copyright, patent, trademark, and the emerging technologies testing the industry as a whole.



Deliver practical insights

Present timely analysis of recent legislation, case law, and enforcement trends across copyright, patent and trademark practices.

Foster meaningful connections

Facilitate in-person networking among top IP practitioners, in-house counsel, federal judges and industry leaders, as well as new talent.

Bring together industry experts

Create a platform where litigators, prosecutors, economists, consultants, and academics can exchange strategy on a rapidly shifting IP landscape.

Support professional development

Offer continuing education credit across multiple disciplines, helping practitioners stay current as emerging technology reshapes their field.



About the Institute





The Intellectual Property Institute has forged a reputation for gathering national speakers to analyze sophisticated topics and deliver practical takeaways. Held at the Fairmont Miramar in Santa Monica, the Institute features morning plenary sessions, a keynote luncheon, and tracked afternoon sessions.

The Institute draws IP and business professionals from across the country — lawyers, executives, academics, and accountants — representing law firms, technology and media companies, consulting and valuation firms, government agencies, and the federal bench.

Sessions span the full breadth of IP practice, including copyright, patent, trademark, and trade secret law, litigation strategy, global enforcement, damages and valuation, and the impact of AI and emerging technologies. USC Gould is uniquely situated in Los Angeles at the intersection of the technology, entertainment, and legal industries, bringing together a diverse group of both attendees and speakers.

Why Sponsor?

Engage with local & national leaders • Partner with a leading law school • Build network in person

Sponsoring the Intellectual Property Institute places your organization in front of the practitioners and decision-makers driving IP strategy nationwide.

Sponsors gain sustained visibility among senior counsel across law firms, technology and media companies, consulting firms, and corporate legal departments, with opportunities to build brand recognition, strengthen referral relationships, and engage directly with the attorneys and experts shaping IP practice.

Sponsors also help advance USC Gould's mission of delivering high-quality professional education on the most pressing issues facing the legal profession.



Benefits Summary

STANDARD SPONSORSHIP — $6,000

Every Institute sponsor begins here. Standard sponsorship includes enrollments, publicity across all Institute materials, an exhibit table, and post-Institute registrant access.

ENHANCEMENTS

Standard sponsorship is a pre-condition for the enhancements below. Subject to availability.

Enhancement	Contribution
Presenting Sponsorship	$35,000
Speaker Dinner Sponsorship	$26,000
Luncheon Sponsorship	$25,000
Reception Sponsorship	$23,000
Breakfast Sponsorship	$16,500
Power Sponsorship	$16,000
Morning Networking Break Sponsorship	$9,000
Afternoon Networking Break Sponsorship	$9,000
Wi-Fi Sponsorship	$8,000

Please note that we can customize your sponsorship package to best fit your needs — contact us to discuss your options!

Sponsorship Benefits

STANDARD SPONSORSHIP BENEFITS — $6,000

Registration Benefits

- 3 complimentary enrollments in the Institute (in-person).
- 2 half-price enrollments in the Institute (in-person).
- 2 half-price enrollments for your clients in the Institute (in-person).

Publicity Benefits

- Acknowledgment of the sponsor in the Institute electronic agenda specially created for the Institute.
- Acknowledgment of the sponsor on the Institute website.
- A sponsor site on the Institute platform with the sponsor name, logo, and a link to their website or other sponsor materials.
- Acknowledgment of the sponsor on Institute signage and 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 (8.5" x 11" size) is delivered prior to the Institute.
- Exhibit table for the presentation of sponsor materials at the Institute (subject to space availability and current regulations).

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.

Tax Benefits

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

Sponsorship Benefits

ENHANCEMENT OPPORTUNITIES

Basic sponsorship of $6,000 is a pre-condition to participate in the enhancements below.

PRESENTING SPONSORSHIP — $35,000

- Firm logo included in the Institute digital assets shown on screens during the Institute.
- Acknowledgment as Presenting Sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Three additional complimentary enrollments.
- Opportunity to provide a branded item at check-in.
- Optional: one seat at the Luncheon head table.

SPEAKER DINNER SPONSORSHIP — $26,000

- Acknowledgment as Speaker Dinner Sponsor in the exclusive invitation, on the Institute website, in signage at the Dinner, and in verbal announcements at the Dinner.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Two additional complimentary enrollments.
- Optional: one seat at the Luncheon head table.

Sponsorship Benefits

ENHANCEMENT OPPORTUNITIES (CONT.)

Basic Institute sponsorship of $6,000 is a pre-condition to participate in the enhancements below.

LUNCHEON SPONSORSHIP — $25,000

- Acknowledgment as the Luncheon sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Two additional complimentary enrollments.
- Opportunity to provide a branded item at the luncheon.
- Optional: one seat at the Luncheon head table.

RECEPTION SPONSORSHIP — $23,000

- Opportunity to brand the Institute evening reception. Sponsor is given freedom to customize the reception space while USC arranges food and drinks. (Branded gobos, ice sculptures, cocktail napkins, and similar treatments are an added cost.)
- Acknowledgment as Reception Sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Two additional complimentary enrollments.
- Opportunity to provide a branded item at the reception.

BREAKFAST SPONSORSHIP — $16,500

- Acknowledgment as the breakfast sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Opportunity to provide a branded item at the breakfast.
- Two additional complimentary enrollments.

Sponsorship Benefits

ENHANCEMENT OPPORTUNITIES (CONT.)

Basic Institute sponsorship of $6,000 is a pre-condition to participate in the enhancements below.

POWER SPONSORSHIP — $16,000

- Opportunity to brand power sources throughout the session rooms for Institute attendees.
- Acknowledgment as Power Sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- Two additional complimentary enrollments.

MORNING NETWORKING BREAK SPONSORSHIP — $9,000

- Acknowledgment as the Morning Networking Break sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- One additional complimentary enrollment.

AFTERNOON NETWORKING BREAK SPONSORSHIP — $9,000

- Acknowledgment as the Afternoon Networking Break sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- One additional complimentary enrollment.

WI-FI SPONSORSHIP — $8,000

- Opportunity to choose the wireless network and password for the Institute.
- Acknowledgment as Wi-Fi Sponsor on the Institute website, in Institute signage, and in verbal announcements at the Institute.
- Membership upgrade to an existing IP Committee for one planning season only (2028 Institute)
- One additional complimentary enrollment.

Contact Information

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