



# Gold 'n Gavel 2021

## Auction and Reception

Friday, November 19, 2021 | Virtual & In-person

## Sponsorship Opportunities

The Sandra Day O'Connor College of Law at Arizona State University is currently offering sponsorship opportunities for participating in its 2021 Gold 'n Gavel Auction and Reception set to take place on Friday, November 19, 2021 at the Beus Center for Law and Society and virtually in an online, live-streamed setting.

**The road to becoming a great lawyer begins at ASU Law.**

ASU Law brings together a brilliant faculty, dedicated staff, and an engaged network of alumni and friends to deliver one of the most comprehensive and personalized legal education experiences in the country. However, with the cost of legal education on the rise, the need for scholarships has reached a critical juncture.

**Please join us in supporting students by becoming a sponsor of the 2021 Gold 'n Gavel Auction and Reception.**

Your sponsorship will help increase scholarship funds and assist in the vital work of attracting the best and brightest students. It will also support ASU Law's unique programs and preeminence nationally which contribute to a vibrant and dynamic workforce in Arizona and beyond.

**For more information:**  
Visit [goldngavel.com](http://goldngavel.com)  
Call 480.965.3096

**ASU** Sandra Day O'Connor  
College of Law  
Arizona State University

# Sponsorship Levels

## Presenting Sponsor: \$10,000 (fair market value for the presenting sponsorship is \$1,390)

- Title logo recognition: “2021 Annual Gold ’n Gavel presented by XXX”
- 20 in-person tickets (and 10 virtual tickets) with signage and 2 reserved tables in a prime location
- Open bar for 20 attendees for the entirety of the event
- Name/logo to appear on law school digital signage during the week prior to the event and throughout the event
- Feature article in ASU Law News
- Website recognition: logo on homepage and sponsor page with live link
- Prominent signage throughout event
- Verbal recognition during event
- Inclusion in press release and promotional materials
- Opportunity to provide logo gift to guests

## Supreme level sponsor: \$5,000 (fair market value for the supreme level sponsorship is \$690)

- 10 in-person tickets (and 5 virtual tickets) with signage and a reserved table in prime location
- Open bar for 10 attendees for the entirety of the event
- Name/logo to appear on law school digital signage during the week prior to the event and throughout the event
- Article in ASU Law News
- Website recognition: logo on homepage and sponsor page with live link
- Prominent signage throughout event
- Verbal recognition during event
- Inclusion in press release and promotional materials

## Appellate level sponsor: \$3,500 (fair market value for the appellate level sponsorship is \$690)

- 10 in-person tickets (and 5 virtual tickets) with signage and reserved table
- Open bar for the entire event for 10 attendees
- Name/logo to appear on law school digital signage during the week prior to the event
- Website recognition: logo appears under sponsor list with live link
- Prominent signage throughout event

## Trial level sponsor: \$2,000 (fair market value for the trial level sponsorship is \$414)

- 6 in-person tickets (and 3 virtual tickets) with signage and reserved seating
- Open bar for the entirety of the event for 6 attendees
- Website recognition: name appears under sponsor list
- Promotional signage throughout event

For additional information on sponsorship opportunities,  
please contact Terri Burkel at:  
Terri.Burkel@asu.edu  
480-965-5329

# Sponsorship Form

Organization/Company Name\* \_\_\_\_\_  
(as it should appear in our printed and online materials)

\*If you prefer your name not be used in our materials, please write "Anonymous" or "Sponsorship in Memory of ..."

Contact Full Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

My signature below indicates that I am an authorized representative of this company.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Sponsorship level

**\$10,000 Presenting Sponsor** (\$1,390 FMV)

**\$5,000 Supreme Level** (\$690 FMV)

**\$3,500 Appellate Level** (\$690 FMV)

**\$2,000 Trial Level** (\$414 FMV)

## Payment options

**CHECK** Payable to ASU FOUNDATION and mail to address below.

**INVOICE** Please send me an invoice for the amount of \$ \_\_\_\_\_

**CREDIT CARD** Please charge this credit card

MasterCard  VISA  AmEx  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Account \_\_\_\_\_ CVC # \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Mail signed form to:

Sandra Day O'Connor College of Law (Attn: Terri Burkel)  
111 East Taylor Street  
Phoenix, AZ 85004

Please submit funds by **October 20, 2021** to receive benefits of selected sponsorship.

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions. The fair market value of benefits received is as follows: Presenting Sponsor- \$1,390 / Supreme Level-\$690 / Appellate Level-\$690 / Trial Level-\$414. Account 30007107.