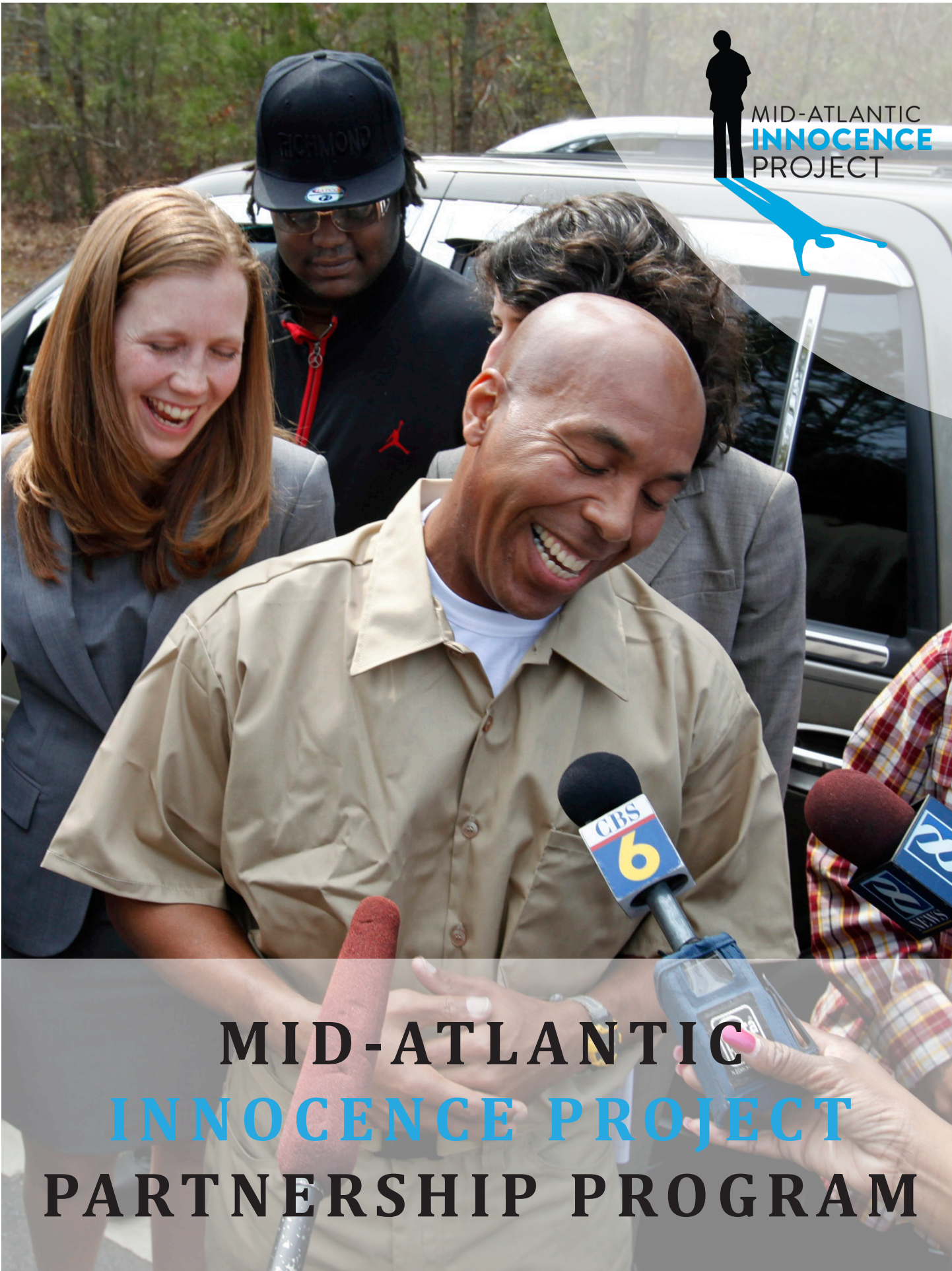




MID-ATLANTIC  
**INNOCENCE**  
PROJECT



**MID-ATLANTIC  
INNOCENCE PROJECT  
PARTNERSHIP PROGRAM**



## MID-ATLANTIC INNOCENCE PROJECT PARTNERSHIP PROGRAM

### About Us

The Mid-Atlantic Innocence Project (MAIP) works to prevent and correct the conviction of innocent people in D.C., Maryland, and Virginia. We're one of the most successful innocence organizations in the country, helping to free 44 innocent people and helping to pass 20 laws that reform the criminal-legal system. The people who come to MAIP for help have nowhere else to turn. Many have been convicted of terrible crimes and are despised and ignored by society despite their innocence. Often, they have never had competent legal representation. MAIP gives hope to people who feel that they are out of options.



### Partnerships at the Mid-Atlantic Innocence Project

MAIP began as a volunteer-run organization, so partnerships with outside lawyers and organizations are a huge part of our culture and a reason for our success rates in exonerating the wrongfully accused. MAIP serves individuals who have often been overlooked by the legal system and society at large.

#### ***Purpose and Goals:***

MAIP's partnership program is designed to expand the impact of MAIP's direct legal services program and to help foster the growth of our exoneree support and policy programs. By forging alliances with various stakeholders, including legal professionals, advocacy groups, academic institutions, and community organizations, MAIP aims to enhance its capacity to identify and overturn wrongful convictions. The program seeks to amplify its advocacy efforts, im-





prove access to justice, and promote systemic reforms that prevent future miscarriages of justice.

***Collaborative Approach:***

Partnerships with law firms, corporations and other legal entities bolster MAIP’s ability to handle an increasing number of cases and provide expert legal representation to those who lack adequate defense. Collaborations with advocacy groups amplify public awareness campaigns, mobilize support for policy changes, and advocate for legislative reforms aimed at improving the fairness of the criminal justice system.

***Impact and Innovation:***

Through partnerships, MAIP fosters an environment of innovation where diverse perspectives and expertise converge to tackle complex legal challenges. By pooling resources, sharing knowledge, and leveraging collective networks, MAIP and its partners can develop innovative legal strategies, conduct groundbreaking research, and

implement impactful programs that contribute to the exoneration of innocent individuals and the prevention of wrongful convictions.

***Long-term Sustainability:***

MAIP and its partners share core values of justice and fairness, and this helps foster the cultivation of enduring relationships. These partnerships are nurtured through ongoing communication, collaboration on strategic initiatives, and mutual support in advancing the organization’s mission. By building a robust network of allies and supporters MAIP ensures its sustainability and strengthens its capacity to pursue its vision of a criminal justice system that prioritizes truth and fairness.

In essence, MAIP’s partnership program is integral to its mission of providing hope and justice to those who have nowhere else to turn, embodying a commitment to systemic change and the pursuit of truth in the face of adversity.



## Why Partner With Us?



***Align your company with a key social responsibility, and make a difference.***

Directly align your company with the mission priorities of MAIP focusing on key initiatives such as preventing and correcting wrongful convictions. Investing in MAIP allows your brand to champion these crucial objectives, reinforcing your corporation's commitment to social responsibility, criminal justice reform and preventing and correcting wrongful incarcerations.

***Strengthen your brand.***

Build meaningful connections, establish valuable relationships, and create unique opportunities for growth. Partnership allows companies and firms to be an integral part of a community that values meaningful connections via integral criminal justice reform.

***Elevate your company's thought leadership.***

Showcase your innovative strengths, engage in discussions with community leaders, and position your brand at the forefront of criminal justice reform. This is a unique opportunity to contribute to and lead conversations that shape the future of the criminal-legal system.



MID-ATLANTIC  
INNOCENCE PROJECT

# PARTNERSHIP BENEFITS OVERVIEW



<i>Level</i>	<i>Gala Level</i>	<i>Social Media Recognition</i>	<i>Brand Influence</i>	<i>Thought Leadership</i>	<i>Special Event Sponsorship</i>	<i>Legal Opportunities</i>	<i>Certs</i>	<i>Secondment</i>	<i>Interns</i>
Platinum \$100,000	Voice of Courage	4 social media takeovers/yr Ad placement	Naming rights over one staff position	2x/yr host Exoneree webinar	Opportunity to tailor special events as leading sponsor	1 guaranteed case a month	1 ethics cert	Yes, offered	2/yr
Gold \$75,000	Champion of Justice	3 social media takeovers/yr Ad placement	_____	1x/yr host Exoneree webinar	Opportunity to support special events as Gold sponsor	_____	_____	Yes, offered	1/yr
Silver \$50,000	Defender of Innocence	2 social media takeovers/yr Ad placement	_____	_____	Opportunity to support special events as Silver sponsor	_____	_____	_____	_____
Bronze \$25,000	Advocate	1 social media takeovers/yr Ad placement	_____	_____	Opportunity to support special events as Bronze sponsor	_____	_____	_____	_____





# PARTNERSHIP BENEFITS EXPLANATION

<b>Level</b>	Each partnership level has been built according to financial commitment.
<b>Gala Level</b>	Built into each level is participation is sponsorship inclusion for our annual luncheon or gala so our donors are represented at our flagship event.
<b>Social Media Recognition</b>	Social media take overs on MAIP platforms can be focused on related cases, events or news. Each take over lasts 24 hours. Ad created by partnering entity with click-through link will be featured on MAIP Corporate Partner Page.
<b>Brand Influence</b>	1x naming rights over one position per year - eg, Platinum level = a staff attorney etc, Sponsored by “xxxx”
<b>Thought Leadership</b>	Host or sponsor a webinar or Zoom that features an exoneree Q&A and/or explores a new topic, such as eyewitness ID, false confessions, or reentry for MAIP monthly donors or other varied audiences.
<b>Special Event Sponsorship</b>	Host or Sponsor of special events throughout the year - eg, book signings, film screenings with Q + A’s, etc.
<b>Certs</b>	1 Ethics CLE, presented at your firm for top partners.
<b>Legal Opportunities</b>	1 guaranteed case per month for top partners.
<b>Secondment</b>	For the top 2 levels of partnership, secondments are offered for a minimum of 2 years.
<b>Interns</b>	Intern placement for summer associates on a summer split.