



2023-2024 PARTNERSHIP GUIDE

Advancing the Science of Jurisprudence,
Upholding the Honor of the Legal
Profession and Protecting the
Civil and Political Rights.



FIRST, THANK YOU FOR CONSIDERING US

During the first quarter of the 20th century, twelve African-American pioneers sought to create an organization to hone their craft, to provide access to like-minded practitioners and to ensure viable and thriving practices for diverse lawyers. These pioneers, who had a heightened concern for equal opportunity in the legal profession and for the equal application of justice, led the African-American legal struggle for civil rights in America. On August 1, 1924, the National Bar Association (“NBA”) was formally organized in Des Moines, IA and incorporated in the following year, beginning a rich legacy and tradition that continues today.

Since 1925, the NBA has carried out its mission which includes advancing the science of jurisprudence, improving the administration of justice, upholding the honor of the legal profession, promoting social intercourse among members of the bar, and protecting the civil and political rights of all minority citizens in the United States and abroad. Notable members such as Charles Hamilton Houston, Thurgood Marshall, Constance Baker Motley and Johnnie Cochran have been trailblazers lighting the way for the NBA to do its work. Our current members, standing on the shoulders of these giants, work in and hold leadership positions in Fortune 1000 companies, lead law firms, small and large, impactful public interest agencies, state and federal government and leading academic institutions.

The NBA is uniquely positioned to advance the professional development of attorneys of color. We have award-winning programs to build the pipeline to the legal profession. Annually, we have impactful and informative conferences and seminars across the country for African-American attorneys to sharpen their skills and build their professional networks. We hold academic seminars annually to advance thought leadership on critical legal issues and challenges impacting Black lawyers and the community. We proudly represent the interests of over 65,000 judges, lawyers and law students, nationally and internationally, in their commitment to diversity and inclusion in the profession.

Our partnerships, with companies and organizations such as yours, enable us to continue our work in advancing diversity and inclusion. We are proud to count Fortune 500 companies such as Wells Fargo, LexisNexis, Google, Microsoft, NextEra Energy Inc., Apple and Medtronic as sponsors. Together, we can continue to build on the legacy of our twelve pioneering founders.

Thank you for considering partnering with us, and we look forward to working with you this bar year.

Dominique D. Calhoun
NBA President





WE BUILD **VALUABLE** RELATIONSHIPS

Since 1925, the National Bar Association (NBA) has uniquely and consistently supported the professional development of minority attorneys. The NBA, by its very creed and mission, strives to increase diversity in the legal profession. Today's discourse on diversity bodes well for a better future for our profession, the United States and global markets. Opportunities to increase diversity in the 21st Century are both difficult to achieve and to sustain. Fortunately, the NBA has the oldest and arguably the best "pipeline" programs. Our events and programs are highly successful in attracting leading attorneys of color and corporate law departments to develop attorneys of color for the future.

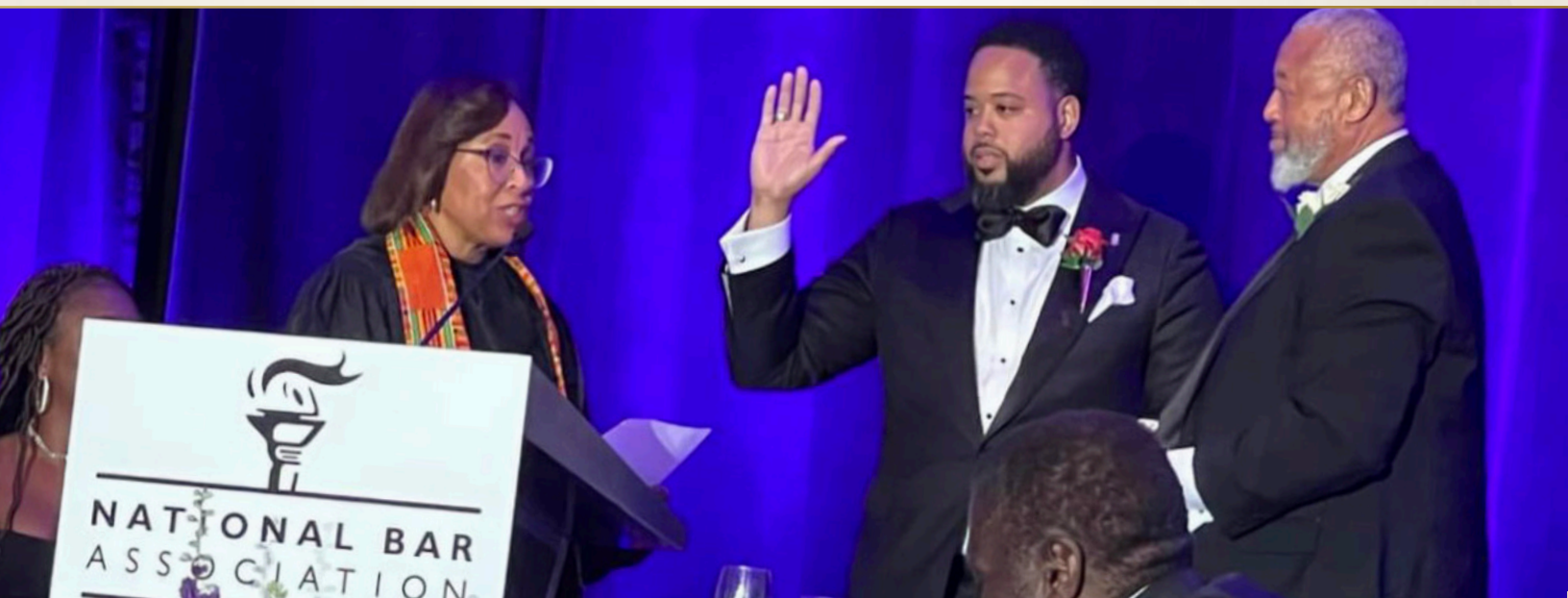
ABOUT US

OUR STORY

The National Bar Association was founded in 1925 and is the nation's oldest and largest national network of predominantly African-American attorneys and judges. It represents the interests of approximately 65,000 lawyers, judges, law professors and law students. The NBA is organized around 24 substantive law sections, 9 divisions, 12 regions and 80 affiliate chapters throughout the United States and around the world.

OUR MISSION

The objectives of the National Bar Association "...shall be to advance the science of jurisprudence; improve the administration of justice; preserve the independence of the judiciary and to uphold the honor and integrity of the legal profession; to promote professional and social intercourse among the members of the American and the international bars; to promote legislation that will improve the economic condition of all American citizens, regardless of race, sex or creed in their efforts to secure a free and untrammelled use of the franchise guaranteed by the Constitution of the United States; and to protect the civil and political rights of the citizens and residents of the United States."





Think AHEAD

Our goal is to form long standing relationships with our Partners, built through close collaborations that are tailored to the needs of our stakeholders, and grow with continued support over the years.



Create OPPORTUNITIES

Like our members, our partners have opportunities to join our mission and be a driving force behind our initiatives to advance our legacy of service and promise of justice on a national and international platform.



Stand for JUSTICE

National Bar Association works in a bi-partisan manner to effectuate substantive changes that protect the constitutional rights and improve the civil, political and economic conditions of all Americans.

- "A Legacy of Service. A Promise of Justice."



Now is the TIME

Now, more than ever, it is increasingly important that we continue implementing our pipeline programming to increase diversity in the legal profession, to support legislation that protects the economic interests of all economically disenfranchised minorities, and to provide our attorneys with the support and resources necessary to stand for Justice.

FIND YOUR PERFECT **PARTNERSHIP**

VALUABLE RESOURCES

Explore the many signature programs and events organized and presented by the National Bar Association. Partner with one of our signature pipeline programs, youth initiatives, Annual Convention & Exhibits, or advertise with us. Choose a partnership level that works for you, or let us customize a package that meets your specific needs. No matter your goal, the NBA has the perfect opportunity for you.



WELCOME TO THE **NBA FAMILY.**



PARTNERSHIP

WILEY A. BRANTON

AWARDS LUNCHEON & ISSUES SYMPOSIUM

**LOEWS MIAMI BEACH HOTEL
MIAMI, FL**

OCTOBER 26-29, 2023

Since 1989, the NBA's Wiley A. Branton Awards Luncheon & Issues Symposium has been an avenue to discuss pressing social, legal, and political issues affecting our communities and to recognize national and community leaders working to advance these issues. Wiley Austin Branton was a civil rights leader in Arkansas who helped desegregate the University of Arkansas School of Law. He later filed suit (Cooper v. Aaron) against the Little Rock School Board for failing to integrate the public schools properly after the U.S. Supreme Court's decision in Brown v. Board of Education of Topeka, Kansas. The Supreme Court's opinion in Cooper v. Aaron sent a message to segregated school districts nationwide that the Supreme Court would not tolerate attempts to evade or obstruct integration. His work to end legal segregation and inequality in Arkansas and the nation was well known in his time. The Wiley A. Branton Awards Luncheon & Issues Symposium is a testament to his legacy of public service.

WILEY A. BRANTON

AWARDS LUNCHEON & ISSUES SYMPOSIUM

DIAMOND SPONSOR - \$50,000.00

- 2-minute Greeting at Welcome Reception & Presidential Showcase
- Diamond Tier Logo Recognition on Symposium Marketing Materials
- Up to Eight (8) Registrations
- Sponsor Full Page Ad (Front Inside or Back Inside Cover) in Commemorative Program Book
- Sponsor Logo included on Pre-Symposium Marketing
- One dedicated marketing to members of the National Bar Association
- Sponsor of Presidential Showcase

PLATINUM SPONSOR - \$30,000.00

- 1-minute Greeting at Welcome Reception & Presidential Showcase
- Platinum Tier Logo Recognition on Symposium Marketing Materials
- Up to Five (5) Registrations
- Sponsor Full Page Ad and Logo in Commemorative Program Book
- Sponsor Logo included on Pre-Symposium Marketing Materials
- Opportunity to moderate a panel

GOLD SPONSORS - \$20,000.00

- Gold Tier Logo Recognition
- Up to Five (5) Registrations
- Sponsor Full Page Ad and Logo in Commemorative Program Book
- Sponsor Logo included on Pre-Symposium Marketing Materials
- Listed as named sponsor of CLE

SILVER SPONSORS - \$10,000.00

- Silver Tier Logo Recognition
- Up to Three (3) Registrations
- Sponsor Half Page Ad and Logo in Commemorative Program Book
- Sponsor Logo included on Pre-Symposium Marketing Materials

BRONZE SPONSORS - \$5,000.00 EACH

- Bronze Tier Logo Recognition with hyperlink to company website
- Up to Two (2) Registrations
- Sponsor name in Commemorative Program Book
- Sponsor name included on Pre-Symposium Marketing Materials

A LA CARTE OPPORTUNITIES

- CLE's coffee breaks and transportation

For more information on the Wiley A. Branton Awards Luncheon & Issues Symposium,
please contact: Lakeila R. Stemmons sponsorships@nationalbar.org

An aerial photograph of Las Vegas, Nevada, featuring the New York-New York Hotel & Casino replica of the Eiffel Tower and the High Roller Ferris wheel. The entire image is covered with a semi-transparent red overlay.

PARTNERSHIP

99TH ANNUAL CONVENTION & EXHIBITS

LAS VEGAS

JULY 12 - 19, 2024

The National Bar Association (NBA) Annual Convention & Exhibits is the largest gathering of African-American lawyers, judges and law students in the United States. It is the preeminent showcase to establish professional relationships, as well as to discuss trending legal, social justice and economic issues. In addition, the Convention offers professional development through a robust NBA sponsored Continuing Legal Education Program (“CLE”).

During the NBA Convention, Partners play an integral role in providing information and linking attendees to services, which will benefit them in both their personal and professional lives.

However, a NBA Partnership does not end with the Convention. As a valued partner you will enjoy direct engagement with the vast network of NBA members, receive continuous visibility, acknowledgment of your collaboration via NBA print and electronic platforms, as well as exclusive opportunities to participate in key national and international NBA sponsored events.

Our Partnerships provide access to multiple convention activities, convention-wide visibility and an opportunity to target specific demographics.

99TH ANNUAL CONVENTION & EXHIBITS SPONSORSHIPS

2023 SPONSORSHIP TIERS AND BENEFITS

	PRESIDENT'S CIRCLE \$100K	DIAMOND \$75K	PLATINUM \$50K	GOLD \$25K	SILVER \$15K
Full Registration to the NBA Annual Convention *	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
VIP Reserved Tickets for the Judicial Council Luncheon	1 Table	8 tickets	6 tickets	4 tickets	2 tickets
3D video projection mapping of your Logo at select convention events	●				
Advertisement in the convention program (Must be submitted by June 1, 2024)	Welcome Letter + Full Page Ad	Welcome Letter + Full Page Ad	Full Page Ad	Full Page Ad	Full Page Ad
Custom marketing opportunities on NBA owned communication platforms (Social Media, Web, Email)	●	●	●		
Registrations for the NBA Golf Tournament	6 tickets	4 tickets	1 ticket		
VIP Reserved Table/Seating at Annual Awards Banquet for predetermined registrants	up to 2 Tables	up to 1 Table + 5 Seats	up to 1 Table	up to 8 Seats	up to 6 Seats
Exhibit Booth(s) - 10' x 10'	2	1	1		
Opportunity to include handouts and other promotional items in each convention bag	●	●	●	●	

ADVERTISEMENTS FULL PAGE \$5000 HALF PAGE \$2500

For more information on sponsorship for the 99th Annual Convention & Exhibits, please contact: Lakeila R. Stemmons sponsorships@nationalbar.org

A-LA-CARTE

SPONSORSHIP OPPORTUNITIES

A-la-Carte sponsors receive recognition on signage, the convention app, and on marketing materials. To discuss a sponsorship opportunity, please email:

Lakeila R. Stemmons sponsorships@nationalbar.org

RECEPTIONS & MEAL FUNCTIONS

PRESIDENT'S RECEPTION	\$150,000.00
WELCOME RECEPTION	\$100,000.00
"40 UNDER 40" AWARDS GALA	\$50,000.00
FRED DAVID GRAY HALL OF FAME LUNCHEON	\$40,000.00
JUDICIAL COUNCIL THURGOOD MARSHALL LUNCHEON	\$40,000.00
YOUNG LAWYERS JUNIUS W. WILLIAMS AWARDS LUNCHEON	\$40,000.00
PRAYER BREAKFAST	\$30,000.00

PLENARIES & PROGRAMS

PLENARY (Monday, Tuesday, Thursday)	\$25,000.00
PRESIDENTIAL SHOWCASE (Monday, Tuesday, Thursday)	\$25,000.00

TECH, DIGITAL & PRINT

AUDIO-VISUAL SPONSOR	\$50,000.00
MOBILE APP	\$50,000.00
JOURNAL	\$20,000.00
CHARGING STATIONS	\$10,000.00 each
LANYARD	\$15,000.00
WI-FI	\$20,000.00

OTHER SPONSORSHIP

ENTERTAINMENT	\$25,000.00
LOUNGE (Member, Lifetime Member)	\$10,000.00 each
PHOTO BOOTH	\$10,000.00
TRANSPORTATION	\$10,000.00

Sponsorship Pricing Subject to Change



PARTNERSHIP

CCLS

CORPORATE COUNSEL LEADERSHIP SUMMIT

The CCLS is an engaging one day summit discussing a myriad of issues facing the office of the General Counsel, as identified by you and other legal leaders. This event allows for candid and strategic discussions leading to concrete solutions to enhance professional and business development.

CORPORATE COUNSEL LEADERSHIP SUMMIT SPONSORSHIPS

PAST SUMMIT PROGRAMS

“REDEFINING OUR STANDARD OF EXCELLENCE”

BREAKING THE GLASS CEILING

- DIVERSITY & INCLUSION
- BRAND BUILDING
- THE C-SUITE PERSPECTIVE

HONORARY CO-CHAIRS:

- ERNEST TUCKETT (AKZONOBEL)
- LATANYA LANGLEY (BIC)
- TAMIKA TREMAGLIO (DELOITTE)
- PHYLLIS HARRIS (WALMART)
- MICHAEL TUCKER (AVIS BUDGET)

“PRIMING YOURSELF FOR SUCCESS”

BREAKING THE GLASS CEILING

- STRATEGY & THE GC ROLE
- CRISIS MANAGEMENT
- PATHS TO SYSTEMATIC IMPACT
- IDENTIFYING, MANAGING, TRAINING AND RETAINING TOP TALENT
- STAYING CONNECTED WHILE KEEPING DATA SAFE

HONORARY CO-CHAIRS:

- ERNEST TUCKETT (AKZONOBEL)
- LATANYA LANGLEY (BIC)
- KEITH WILLIAMSON (CENTENE)
- TERESA ROSEBOROUGH (HOME DEPOT)

PARTNER LEVELS

TITLE SPONSOR - \$35,000

- Four (4) registrations to NBA 99th Annual Convention and NBA CCLS
- CCLS Title Sponsorship Signage
- Listing on website and all related marketing materials
- One (1) full page advertisement in NBA 99th Annual Convention program

BENEFACTOR SPONSOR - \$15,000

- Three (3) registrations to NBA 99th Annual Convention and NBA CCLS
- CCLS Sponsorship Signage
- Listing on website and all related marketing materials
- One (1) full page advertisement in NBA 99th Annual Convention program

LEADER SPONSOR - \$10,000

- Two (2) registrations to NBA 99th Annual Convention and NBA CCLS
- CCLS Sponsorship Signage
- Listing on website and all related marketing materials
- One (1) half page advertisement in NBA 99th Annual Convention program

SUPPORTER SPONSOR - \$5,000

- One (1) registration to NBA 99th Annual Convention and NBA CCLS
- CCLS Sponsorship Signage
- Listing on website and all related marketing materials
- One (1) quarter page advertisement in NBA 99th Annual Convention program

For more information on sponsorship for the Corporate Counsel Leadership Summit,
please contact: Lakeila R. Stemmons sponsorships@nationalbar.org

The background of the entire page is a photograph of several wind turbines in a field. The sky is a gradient of blue and orange, suggesting a sunset or sunrise. The turbines are silhouetted against the sky, with some showing more detail than others. The overall tone is professional and modern, emphasizing renewable energy.

PARTNERSHIP

ENERGY FORUM

Over the past eight years, the Energy Forum has been an important venue for exciting discourse about emerging opportunities for lawyers in the energy sector. The forum is a half-day event that features speakers from leading organizations in the energy industry and high-level government personnel. The panelists will discuss current legal issues, the regulatory climate, and challenges facing the energy industry. The Energy Forum will educate the legal community about employment and business opportunities in the industry, and will share ways in which African-American attorneys and entrepreneurs can take advantage of emerging business opportunities.

ENERGY FORUM SPONSORSHIPS

PARTNER LEVELS	TITLE SPONSOR \$20,000	BENEFACTOR SPONSOR \$15,000	LEADER SPONSOR \$10,000	SUPPORTER SPONSOR \$5,000
ENERGY FORUM BENEFITS				
Input in the development of Energy Forum CLE.	✓	✓	✓	✓
Advertisement on all Energy Forum literature and marketing materials	✓	✓	✓	✓
99TH ANNUAL CONVENTION & EXHIBITS BENEFITS				
Designation as sponsor of the NBA Annual Convention	✓	✓	✓	✓
Registrations to the 99th Annual Convention & Exhibits	✓ 4	✓ 3	✓ 2	✓ 1
10' x 10' exhibit spaces	✓ 1			
Advertisement in the convention souvenir program	✓ Full	✓ Half	✓ Half	✓ Color Logo
Opportunity to include handouts and other materials in each convention	✓	✓	✓	
One (1) reserved table at the NBA 99th Annual Awards Gala registration package	✓			

For more information on sponsorship for the Corporate Counsel Leadership Summit,
please contact: Lakeila R. Stemmons sponsorships@nationalbar.org



PARTNERSHIP

THE DR. MARTIN LUTHER KING, JR.

DRUM MAJOR FOR JUSTICE ADVOCACY COMPETITION

The Martin Luther King, Jr. Drum Major for Justice Advocacy Competition is designed to motivate high school students to excel in education. The competition encourages students to express their views on a pre-selected topic and focuses on the ability of the students to communicate orally and in writing. The competition is also designed to give young people experience in public speaking and reviewing legal documents as well as provide an opportunity for them to obtain financial support to continue their education. Grants are provided for regional high school students and their chaperones to attend the NBA Annual Convention & Exhibits, and to participate in the national competition. Each participant at the national competition receives a \$500 scholarship and the first, second and third place winners receive scholarships ranging from \$1,000 to \$5,000.

MLK DRUM MAJOR FOR JUSTICE ADVOCACY COMPETITION

SAMPLE COMPETITION QUESTION

The DREAM Act (Development, Relief, and Education for Alien Minors) is a piece of legislation first introduced to Congress in 2001 that conditionally grants a pathway to citizenship for young people who were brought to the United States as children without documentation. A DREAMER is a young person who qualifies for relief under the Dream Act. After Congress failed to pass the Dream Act in 2010, President Obama announced a program in 2012 allowing Dreamers to come forward, pass a background check, apply for work permits under the Deferred Action for Childhood Arrivals (DACA) program and work legally without fear of deportation. The Trump administration officially announced its plan to end the DACA program. If he were alive today, would Dr. Martin Luther King, Jr. support the Trump Administration's plan to end DACA?

Why or why not?

PARTNER LEVELS

EXCLUSIVE TITLE SPONSOR - \$75,000

- Present check to National Winners
- Comments at National Competition
- Signage at event
- Eight (8) registrations for Annual Convention
- Two tickets to Judicial Council Luncheon
- Reserved seating at Annual Awards Banquet for predetermined registrants
- One (1) 10'x10' Exhibit Booth
- Opportunity to include promotional materials in conference bag
- Full page advertisement in convention program
- MLK Sponsor designation on website, social media, and in convention program

TITLE SPONSOR - \$50,000

- Comments at National Competition
- Signage at event
- Six (6) registrations for Annual Convention
- Reserved seating at Annual Awards Banquet for predetermined registrants
- Opportunity to include promotional materials in conference bag
- Half page advertisement in convention program
- MLK Sponsor designation on website, social media, and in convention program

GOLD SPONSOR - \$25,000

- Recognized at National Competition
- Four (4) registrations for Annual Convention
- Reserved seating at Annual Awards Banquet for predetermined registrants
- Half page advertisement in convention program
- MLK Sponsor designation on website, social media, and in convention program

SILVER SPONSOR - \$10,000

- Recognized at National Competition
- Two (2) registrations for Annual Convention
- Reserved seating at Annual Awards Banquet for predetermined registrants
- Sponsor designation in convention program

For more information on sponsorship for the MLK Drum Major for Justice Advocacy Competition, please contact: Lakeila R. Stemmons sponsorships@nationalbar.org

GIVE ANNUALLY

Annual Sponsorships offer exposure throughout the year and access to our membership at eight (8) premium NBA events and includes full page program advertisements as well as marketing opportunities via our Website and Social Media platforms. Sponsorship types and benefits vary by event.

PLATINUM ANNUAL SPONSORSHIP \$50,000

EVENT	TYPE	LOCATION	REGISTRATIONS
Wiley Branton Awards Luncheon & Issues Symposium	Lead Sponsor	Miami, FL	4
Mid-Year Conference & Gertrude E. Rush Awards Dinner	Lead Sponsor	Houston, TX	4
General Counsel Invitational	Sponsor	TBD	2
Energy Forum	Co-Sponsor	Las Vegas, NV	2
NBA Mid-Winter Meeting	Co-Sponsor	Houston, TX	2
Corporate Counsel Leadership Summit	Lead Sponsor	TBD	4
NBA 99th Annual Convention & Exhibits	Platinum	Las Vegas, NV	4

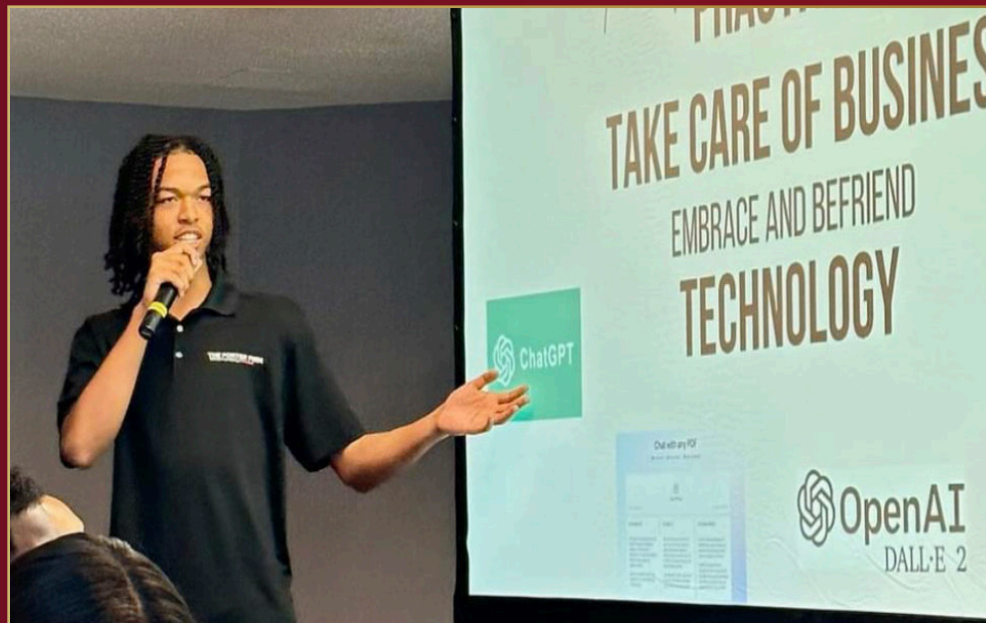
GIVE ANNUALLY

GOLD ANNUAL SPONSORSHIP \$25,000

EVENT	TYPE	LOCATION	REGISTRATIONS
Wiley Branton Awards Luncheon & Issues Symposium	Lead Sponsor	Miami, FL	2
Mid-Year Conference & Gertrude E. Rush Awards Dinner	Lead Sponsor	Houston, TX	2
General Counsel Invitational	Sponsor	TBD	1
Energy Forum	Co-Sponsor	Las Vegas, NV	2
NBA Mid-Winter Meeting	Co-Sponsor	Houston, TX	2
Corporate Counsel Leadership Summit	Lead Sponsor	TBD	2
NBA 99th Annual Convention & Exhibits	Platinum	Las Vegas, NV	2

For more information about annual sponsorships and custom sponsorship opportunities please contact **Lakeila R. Stemmons** sponsorships@nationalbar.org





An aerial photograph of Las Vegas, Nevada, featuring the New York-New York Hotel & Casino replicas of the New York City skyline. The image is overlaid with a semi-transparent red filter. The text "We look forward to partnering with you." is centered in white.

We look forward to partnering with you.



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EST. 1925

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