

2023-2024 PARTNERSHIP GUIDE



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 500 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. CalhounNBA President





WE BUILD **VALUABLE** RELATIONSHIPS

Since 1925, the National Bar Association (NBA) has uniquely and consistently supported the professional development of minority attorneys. The NBAå, 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 25 substantive law sections, 10 divisions, 12 regions and 80 affiliate chapters throughout the United States and around the world.

OUR MISSION

The objectives of the National Bar Association are "...to 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 untrammeled 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."





Our goal is to form long standing relationalships 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

The 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 programs and events organized and presented by the National Bar Association. Partner on one of our signature events, 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 opportunty for you.



WELCOME TO THE NBA FAMILY.



SPONSORSHIP

44TH ANNUAL MIDYEAR CONFERENCE & GERTRUDE E. RUSH AWARDS GALA

This year our Midyear Conference will be held in Houston, Texas.

As Gertrude E. Rush was the sole female founder of the National
Bar Association, we will celebrate and honor those in our profession
who courageously shape and champion the legal experiences of our
members.

WE HOPE TO SEE YOU ON MARCH 7-10, 2024!



44TH ANNUAL

MIDYEAR CONFERENCE & GERTRUDE E. RUSH AWARDS GALA



SPONSORSHIP AND TABLE PURCHASE OPTIONS

Here are various levels of sponsorship opportunities to accommodate individuals, local, state, national and corporate organizations that wish to support this conference. The NBA is a 501(c)(6) organization and contributions or gifts to it may be tax deductible as ordinary and necessary business expenses. Please consult your tax advisor for advice. Please note that many of the sponsorship options can be tailored to meet your individual needs and include access to a range of activities throughout the conference.

TITLE SPONSOR OF MID-YEAR CONFERENCE - \$75,000.00

- Designation as Title Sponsor of the Conference
- Up to five (5) minutes of greetings or remarks by representative at Conference event of choice
- One table for ten conference registrants in Platinum section at Gala
- Designated Suite at NBA Night at the Houston Livestock Show and Rodeo
- · Logo on step-and-repeat at Conference Events
- One (1) full-page, premium placement advertisement in the Conference program booklet
- Physical and electronic signage throughout the Conference
- Branding via electronic and hardcopy invitations to Conference
- Premier placement on all electronic blasts for Conference
- Opportunity to include handouts and/or product samples in Conference registration packet
- Full page advertisement in additional program booklets as printed
- Ten (10) complimentary Conference registrations

TITLE SPONSOR OF GERTRUDE E. RUSH AWARDS GALA - \$50,000

- Designation as Title Sponsor of the Gertrude E. Rush Awards Gala
- Up to five (5) minutes of greetings or remarks by representative at Gala
- Two tables in Platinum section at Gala
- One (1) full-page, premium placement advertisement in the Gala program
- Physical and electronic signage at the event (including promotional banner)
- Branding via electronic and hardcopy invitations to Gala
- Premier placement on all electronic blasts for Gala
- Logo reflected on wall
- Opportunity to include handouts and/or product samples in Conference registration packet
- Full page advertisement in Conference brochure
- Five (5) complimentary Conference registrations

TITLE SPONSOR OF HEMAN SWEATT AWARDS LUNCHEON - \$30,000

- Designation of Title Sponsor of the Heman Sweatt Awards Luncheon
- Up to five (5) minutes of greetings or remarks by representative at the Luncheon
- Two tables in Platinum section at the Luncheon
- One (1) full-page, premium placement advertisement in the Luncheon program
- Physical and electronic signage at the event (including promotional banner)
- Branding via electronic and hardcopy invitations to the Luncheon
- Premier placement on all electronic blasts for the Luncheon
- Logo reflected on wall
- · Opportunity to include handouts and/or product samples in Conference registration packet
- Full page advertisement in Conference brochure
- Five (5) complimentary Conference registrations

44TH ANNUAL

MIDYEAR CONFERENCE & GERTRUDE E. RUSH AWARDS GALA



SPONSORSHIP AND TABLE PURCHASE OPTIONS

TITLE SPONSOR OF WELCOME RECEPTION - \$30,000

- Designation as Title Sponsor of the Welcome Reception
- Up to three (3) minutes of greetings or remarks by representative
- Physical and electronic signage at the event (including promotional banner)
- Branding via electronic and hardcopy invitations to Welcome Reception
- Premier placement on all electronic blasts for Welcome Reception
- Full page advertisement in Conference brochure
- Five (5) complimentary Conference registrations

TITLE SPONSOR OF NBA NIGHT AT THE HOUSTON LIVESTOCK SHOW & RODEO - \$50,000

- Designation as Title Sponsor of NBA Derby
- Up to three (3) minutes of greeting or remarks by representative
- Physical and electronic signage at the event
- One designated suite at NBA Night at the Houston Livestock Show and Rodeo
- One (1) full-page, premium placement advertisement in the Conference Brochure
- Premier placement on electronic blasts for Conference
- Opportunity to include handouts and/or product samples in Conference registration packet
- Five (5) complimentary Conference registrations

PRESENTING SPONSOR - \$20,000

- Designation as Presenting Sponsor during Conference
- · Sponsor plaque presented during event
- Special microphone-recognition by emcee
- One table in Platinum section at the Gala
- One (1) half-page, premium placement advertisement in the Conference Brochure
- Premier placement on all electronic blasts for the Conference
- Opportunity to include handouts and/or product samples in Conference registration packet
- Three (3) complimentary Conference registrations

WELCOME TO HOUSTON SPONSOR -\$15,000

- Table in Platinum section at Gala or Luncheon
- Logo on step-and-repeat
- Opportunity to network with Gala or Luncheon attendees
- One (1) full-page advertisement in the Gala or Luncheon program
- Special on-screen recognition during the Gala or Luncheon

44TH ANNUAL

MIDYEAR CONFERENCE & GERTRUDE E. RUSH AWARDS GALA



SPONSORSHIP AND TABLE PURCHASE OPTIONS

PLATINUM TABLE SPONSOR - \$5,000

- One Table for Ten (10) in the Platinum section
- Opportunity to network with Gala attendees
- One (1) full-page advertisement in the Gala program
- · Special microphone-recognition by emcee at the Gala

GOLD TABLE SPONSOR - GALA - \$3,000

- One Table for Ten (10) in the Gold section
- Opportunity to network with Gala attendees
- ½ -page advertisement in the Gala program
- · Special on-screen recognition during the Gala

SILVER TABLE SPONSOR - GALA - \$2,000

- One Table for Ten (10) in the Silver section
- Opportunity to network with Gala attendees
- ½ -page advertisement in the Gala program
- · Special on-screen recognition during the Gala

STANDARD TABLE FOR 10 (all other benefits not applicable):

- \$1,000 Heman Sweatt Luncheon
- \$1,500 Gertrude E. Rush Awards Gala

COFFEE BREAK SPONSOR - \$3,500

- Branding during one of the Conference's coffee breaks
- Opportunity to provide company information during breaks
- · Name recognition in Conference brochure

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, an 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

2024 SPONSORSHIP TIERS AND BENEFITS		STOOL	PLATINUM \$75K	\$50K	SILVER \$20K	BRONZE \$15K	
Full Registration to the NBA Annual Convention *	10 tickets	8 tickets	6 tickets	4 tickets	• 2 tickets	• 1 ticket	
VIP Reserved Tickets for the Judical Council Luncheon	• 10 Tickets	8 tickets	• 6 tickets	4 tickets	• 2 tickets	• 1 ticket	
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	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	up to 3 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, Executive Director at sponsorship@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 sponsorship@nationalbar.org

RECEPTIONS & MEAL FUNCTIONS

PRESIDENT'S RECEPTION	\$150,000.00
WELCOME RECEPTION	\$150,000.00
"40 UNDER 40" AWARDS GALA	\$50,000.00
FRED DAVID GRAY HALL OF FAME LUNCHEON	\$50,000.00
JUDICIAL COUNCIL THURGOOD MARSHALL LUNCHEON	\$40,000.00
YOUNG LAWYERS JUNIUS W. WILLIAMS AWARDS LUNCHEON	\$40,000.00
PRAYER BREAKFAST	\$60,000.00

PLENARIES & PROGRAMS

PLENARY (Monday, Tuesday, Thursday)	\$25,000.00 each
PRESIDENTIAL SHOWCASE (Monday, Tuesday, Thursday)	\$50,000.00 each

TECH, DIGITAL & PRINT

AUDIO-VISUAL SPONSOR	\$50,000.00
MOBILE APP	\$75,000.00
JOURNAL	\$20,000.00
CHARGING STATIONS	\$10,000.00 each
LANYARD	\$15,000.00 each
WI-FI	\$35,000.00

OTHER SPONSORSHIP

ENTERTAINMENT	\$25,000.00
LOUNGE (Member, Lifetime Member)	\$20,000.00 each
РНОТО ВООТН	\$10,000.00 each
TRANSPORTATION	\$10,000.00

Sponsorship Pricing Subject to Change



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



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 FORUMSPONSORSHIPS

PARTNER LEVELS	TITLE SPONSOR \$20,000	BENEFACTOR SPONSOR \$15,000	LEADER SPONSOR \$10,000	SUPPORTER SPONSOR \$5,000
ENERGY FORUM BENEF	ITS			
Input in the development of Energy Forum CLE.	✓	/	✓	1
Advertisement on all Energy Forum literature and marketing materials	✓	/	✓	/
99TH ANNUAL CONVENTI	ON & EXHIBIT	S BENEFITS		
Designation as sponsor of the NBA Annual Convention	✓	/	✓	✓
Registrations to the 99th Annual Convention & Exhibits	√ 4	3	V 2	$\sqrt{1}$
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	✓	1	✓	
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, Executive Director at sponsorship@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

PAST 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 underthe 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

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 \$75,000

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	Sponsor TBD	
Energy Forum	Co-Sponsor	Las Vegas, NV	2
Corporate Counsel Leadership Summit	Lead Sponsor	Las Vegas, NV	4
NBA 99th Annual Convention & Exhibits	Platinum	Las Vegas, NV	4

GIVE ANNUALLY

GOLD ANNUAL SPONSORSHIP \$50,000

EVENT	TYPE	LOCATION	REGISTRATIONS
Wiley Branton Awards Luncheon & Issues Symposium	Lead Sponsor	ead Sponsor Miami, FL	
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
Corporate Counsel Leadership Summit	Lead Sponsor	Las Vegas, NV	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, Executive Director at sponsorship@nationalbar.org





























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