



THE
NATIONAL BAR
ASSOCIATION
EST. 1925

100 YEARS

Centennial Partnership Guide

Honoring Our Past,
While Preparing for Our Future.

1925 - 2025

100



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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 objective which includes advancing the science of jurisprudence, improving the administration of justice, upholding the honor of the legal profession, promoting social interaction 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 Black 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 attorneys with diverse backgrounds to sharpen the community. We proudly represent the interests of over 67,000 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, Amazon, Medtronic and others 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.

Wiley S. Adams
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 THE NBA

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 67,000 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 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.



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.



Stand for JUSTICE

The National Bar Association works in a non-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.”

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 opportunity for you.



**WELCOME TO THE
NBA FAMILY.**

YEAR AT A GLANCE

45th Annual Midyear Conference and Getrude E. Rush Awards Gala

March 20 - 23, 2025

100th Annual Convention & Exhibits

July 26 - August 1, 2025



100th Annual CONVENTION and *Exhibits*

PARTNERSHIP

100th Annual Convention & Exhibits

JULY 26 - AUGUST 1, 2025

Hyatt Regency Chicago • Chicago, IL

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.



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TRAVEL PARTNERS

- **OFFICIAL AIRLINE - \$150,000**

Welcome attendees to Chicago with an onscreen, welcome message on flights to Chicago or a greeting from the Captain. Connect with NBA members through exclusive travel reward programs, member lounges and more. As the “official airline of the Centennial Convention”, offer NBA members and convention attendees reduced fares and earned travel certificates for invited speakers and guests to travel to Chicago for the Centennial celebration.



- **OFFICIAL CAR RENTAL - \$20,000**

Ready to be the “official car rental company” for the NBA’s 100th anniversary? Enjoy official status and establish a ‘hospitality desk’ onsite to assist conventioners with their car rental needs during the convention or provide a discount code in advance and have attendees book their reservations before arriving at Chicago’s O’Hare or Midway Airport.



- **GROUND TRANSPORTATION (BUSES) - \$30,000**

Over the dates of the NBA’s Annual Convention, several events are held off-site. Sponsors receive signage in the window of each bus and a full-page, color advertisement in the 100th Centennial Convention program book.



PRINTER PARTNER

- **OFFICIAL PRINTER PARTNER - \$30,000**

The NBA’s printed materials celebrate the history and achievements of honorees while recognizing the NBA’s accomplishments over the last year. Publications scheduled for printing in celebration of the Centennial year include the Convention Program, programs for each meal function, and a dedicated program for the Closing Banquet. Each print item includes the program, bios and photos of speakers and honorees and sponsor advertisements.





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RECEPTIONS AND MEAL FUNCTIONS

- **PRESIDENTS RECEPTION - \$150,000** Each (Limited to two)

Each year the National Bar Association hosts the President's Reception, honoring the current president's bar year and the achievements of past presidents of the association. In Chicago, attendees will enjoy hors d'oeuvres, refreshing signature beverages and entertainment against a backdrop celebrating the uniqueness that is Chicago and the NBA.



- **"40 UNDER 40" AWARDS GALA - \$50,000**

This signature event, Reception and Awards, has become a must-attend event at the Annual Convention. The NBA's "40 Under 40" black-tie Awards Gala honors some of the brightest and most talented legal minds of those "under 40". Honorees are solo practitioners, civil rights attorneys, in-house and outside counsel and more. This is a unique opportunity to support the next generation of tomorrow's leaders.



- **FRED D. GRAY HALL OF FAME LUNCHEON - \$50,000**

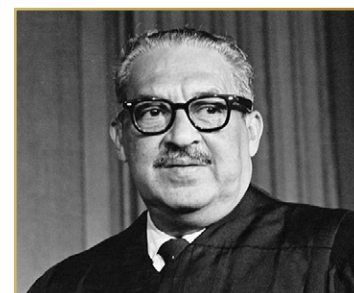
Named for the renowned and pioneering Civil Rights Attorney, and Presidential Medal of Freedom Recipient, Fred D. Gray, this annual luncheon celebrates the lives of those who embody the character of Fred Gray. Attorney Gray, a Past President of the National Bar Association, is perhaps best known for representing Rosa Parks after her refusal to give up her seat on the bus. Throughout his distinguished career, Attorney Gray also represented Martin Luther King, Jr., and the victims of the Tuskegee Syphilis Study, and provided legal counsel to the National Association for the Advancement of Colored People (NAACP), among his many accomplishments.



- **JUDICIAL COUNCIL'S "THURGOOD MARSHALL AWARDS" LUNCHEON - \$40,000**

- **CHAIR'S RECEPTION - \$20,000**

The Annual Meeting of the Judicial Council Division of the National Bar Association includes federal, state, municipal and administrative judges in attendance, as well as Continuing Legal Education programs, and the **Thurgood Marshall Awards Luncheon** and the **Chair's Reception**. The awards luncheon recognizes those, like Justice Marshall, with long contributions to the ideals of justice, freedom and equality.

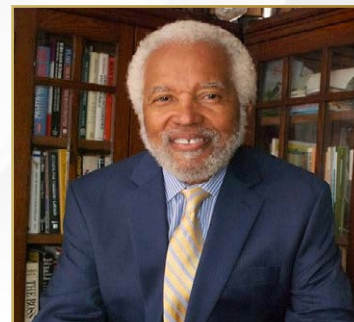


SPONSORSHIP OPPORTUNITIES

RECEPTIONS AND MEAL FUNCTIONS (CONT.)

- JUNIUS W. WILLIAMS AWARDS LUNCHEON - \$40,000**

Hosted by the NBA's Young Lawyers Division (YLD), and named for noted attorney, educator, musician and community advocate Junius W. Williams, the Young Lawyers Division's annual Junius W. Williams Award Luncheon, celebrates Mr. Williams' career as a Past President of the NBA, (and the youngest person elected president (1978-1979), and his tenure as the first president of YLD. Today, Williams is the founder of RiseUp North Newark. This is a unique opportunity to connect the past and the present and meet members of the Young Lawyers Division, continuing the work and legacy of Mr. Williams, while charting their own course.



- ARTHENIA JOYNER PRAYER BREAKFAST - \$60,000**

The Hon. Arthenia L. Joyner was the second woman President of the NBA (1984-85). Senator Joyner was elected to the Florida House of Representatives in 2000 and the Florida Senate in 2006 where her peers elected her to serve as the first Black woman to lead the Senate Democratic Caucus. The Annual Prayer Breakfast, named in her honor, is a celebration of "Prayer, Praise & Worship" with a guest speaker, entertainment and service.



- WOMEN LAWYERS DIVISION'S ANNUAL BREAKFAST - \$50,000**

Each year, the Women Lawyers Division's Annual Breakfast is one of the most anticipated events of the annual convention. Attendees line-up for this highly unique, sold-out, and engaging breakfast celebrating the "women of the NBA" with entertainment, a keynote address and more.





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- **LGBTQ LUMINARY AWARDS - \$40,000**

Presented by the NBA's LGBTQ Division, the Luminary Awards Ceremony honors the achievements of legal professionals serving the needs of the LGBTQ and diverse communities. Awards are presented in several categories, including Deborah A. Batts Vanguard Awards, Exemplary Service Awards, Leadership Luminary Awards, and Ally Luminary Award. The ceremony concludes with scholarships. Enjoy a fun evening highlighting and celebrating the diversity of the NBA.



- **AFTERGLOW RECEPTION - \$30,000** Each (Limited to two)

The NBA's closing event is the best of both worlds as we bid farewell to Chicago and give a big hello to "Nashville". Following the closing banquet, attendees enjoy coffee and a dessert station, celebrating the close of one Bar year and the beginning of a new one. Sponsors will receive branded bars and the opportunity to present attendees with a gift or promotional item and 3-registrations to the 100th convention or the 101st convention in Nashville in 2026.



- **POST-DINNER HOSPITALITY SUITES - \$7,000 TO \$15,000**
(Exclusive of F&B costs, décor, entertainment, taxes and fees.)

The celebration isn't quite over. Book and decorate an event space highlighting the NBA's 100th anniversary. The space is yours – let your imagination soar. Make it a themed event, hire a balloon artist or decorator, dee-jay, or simply celebrate the 'good old days' with local entertainment. Convention attendees spend the next 2-hours celebrating and visiting with sponsors in Post-Dinner Hospitality Suites.





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PLENARIES & PROGRAMS

- **PLENARY - \$25,000** Each
- **PRESIDENTIAL SHOWCASE - \$30,000** Each

During the annual convention, plenaries and Presidential Showcases are designed to highlight our nation's most pressing issues. From voter registration to protecting the electoral process to protecting the rights of women, each plenary and Presidential Showcase features the leading voices engaged in the fight to protect our democracy, including attorney generals, and CEOs from some of America's leading businesses.

- **TORCH BEARERS, WE NEED YOUR FLAME (GRANT PROGRAM) - \$10,000** Each

Through the generous support of sponsors, the Torch bearers and Trailblazers Program grants young lawyers the opportunity to attend the Centennial Convention in Chicago, and includes a two-year membership in the National Bar Association. Recipients are provided with complimentary hotel accommodations, a convention registration, meals and tickets to activities that are included with registration, i.e., Welcome Reception, and access to select from the various CLE offerings during the annual convention. Grant recipients are able to network, make new connections and learn more about the National Bar Association, making the most of their grant and their NBA membership. *Airline travel and any event requiring a ticket that is not included with registration are not included.*

ENTERTAINMENT

- **WELCOME RECEPTION - \$40,000**
- **PRESIDENT'S RECEPTION - \$60,000**
- **PYROTECHNICS AND DRONE SHOW - \$50,000** Each (Limited to 2)

Imagine the NBA's logo above the Chicago skyline or "100" against the backdrop of a clear sky. Welcome everyone to Chicago with a fireworks display or drone show, highlighting the accomplishments of the NBA over the last 100 years.

- **CENTENNIAL CONCERT AND RECEPTION - \$100,000** Each (Limited to 8)

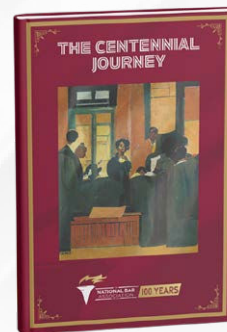
The Centennial Concert will feature a legendary Rhythm & Blues artist accompanied by a full-band, light show and the latest technology for the concert experience. The evening begins with a reception of light snacks, libations and signature cocktails provided at bars enhanced by the NBA's and sponsors' logos. Sponsors receive VIP seating and backstage access, accompanied by NBA current and past presidents and board members.

SPONSORSHIP OPPORTUNITIES

PROMOTIONAL OPPORTUNITIES

- **THE CENTENNIAL: NBA AT 100 - \$50,000** Each (Limited to 4)
(A tabletop commemorative book)

Our “Monumental and Centennial Journey” began 100 years ago with 12-brave attorneys. This tabletop commemorative book is a historical narrative tracing the history of the National Bar Association and America’s history through Jim Crow, school desegregation, and the Civil Rights movement led by Thurgood Marshall, Gertrude E. Rush, Martin Luther King, Jr., Fred D. Gray, Wiley Branton and thousands more on the march for freedom underscoring the legal challenges, setbacks and victories along the way that changed a nation.



- **100TH CENTENNIAL NBA CONVENTION TOTE BAG - \$50,000**

Add your logo to the “NBA’s at 100” logo in celebration of the “100th Anniversary” of the National Bar Association. This commemorative tote bag will be one of the most popular items at the convention. All registered convention attendees, sponsors, exhibitors and volunteers will receive the 100th anniversary tote.



- **CUSTOMIZED HOTEL KEY CARD - \$20,000**

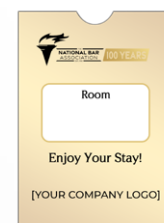
Join the NBA in celebrating its 100th anniversary with a customized, branded key card with your logo. Each registered attendee, sponsor and exhibitor will be presented with a guestroom key card with your logo at check-in, celebrating the NBA’s 100th anniversary.



Hotel Key Card

- **CUSTOMIZED KEY SLEEVES - \$10,000**

Creating the perfect fit – your logo on the Hotel Key Card and the Key Sleeve. The rear of the card will include either a diagram of the NBA’s event spaces, Schedule of Events or other important information to have at the ready at the Centennial convention.



Key Sleeve

- **CUSTOM NAPKINS - \$25,000**

Combine your logo with the NBA’s Centennial logo on custom, branded napkins at the Welcome and President’s Reception, Military Ball, LGBTQ Luminary Awards, and Centennial Concert & Reception and Refreshment Breaks.



SPONSORSHIP OPPORTUNITIES

OTHER SPONSORSHIP

- **WALL, WINDOW AND ELEVATOR CLINGS**

(Call for pricing details)

- **EXHIBIT HALL - \$30,000**

The Exhibit Hall at the 100th Annual Convention will showcase commercial, government, non-profit, and small to medium-sized businesses, offering a variety of legal services and products to NBA members. Daily, during the 100th Annual Convention, there will be exclusive networking opportunities held inside the exhibit hall, providing exhibitors and convention attendees with opportunities to connect and recharge.



- **SECURITY AND STAFFING - \$40,000**

For the 100th Annual Convention, the National Bar Association will engage the services of a local security provider and staffing agency to ensure the smooth operation of the Annual Convention for NBA members, attendees, sponsors, exhibitors, and invited guests.



- **LOUNGE (MEMBER, CENTENNIAL LOUNGE) - \$20,000 Each**

- **PHOTOBOOTH - \$10,000 Each**

TECH, DIGITAL & PRINT

• AUDIO-VISUAL	\$150,000	• LANYARD	\$15,000
• MOBILE APP	\$30,000	• WI-FI	\$35,000
• CHARGING STATIONS	\$10,000		

For more information on sponsorship opportunities,
please contact: Bernard Toliver, btoliver@nationalbar.org



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2025 SPONSORSHIP TIERS AND BENEFITS

	PRESIDENT'S CIRCLE \$125K	DIAMOND \$100K	PLATINUM \$75K	GOLD \$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 Judicial 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, 2025)	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)	●	●	●			
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 opportunities,
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PARTNERSHIP

THE SUMMIT

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.



100 YEARS

TITLE SPONSORSHIP - \$35,000

- Eight (8) registrations to SUMMIT and the NBA 100th Annual Convention & Exhibits
- Premium Title Sponsorship Signage
- Listing on website and all marketing materials
- One (1) full page ad in convention program and SUMMIT Program Book
- Banner in common area of SUMMIT event (all banners must be provided by the sponsor)
- Welcome Remarks
- Moderate one (1) seminar

BENEFACTOR SPONSOR - \$15,000

- Five (5) registrations to SUMMIT and the NBA 100th Annual Convention & Exhibits
- SUMMIT sponsorship signage
- Listing on website and all marketing materials
- One (1) full page ad in convention program and SUMMIT Program Book
- Moderate one (1) seminar

LEADER SPONSOR - \$10,000

- Three (3) registrations to SUMMIT and the NBA 100th Annual Convention & Exhibits
- SUMMIT sponsorship signage
- Listing on website and all marketing materials
- One (1) full page ad in convention program and in the SUMMIT Program Book

SUPPORTER SPONSOR - \$6,000

- One (1) registration to SUMMIT and the NBA 100th Annual Convention & Exhibits
- SUMMIT sponsorship signage
- Full page ad in convention program and a full page add in the SUMMIT Program Book

BREAKFAST OR LUNCH SPONSOR - \$3,500

- Three (3) SUMMIT registrations
- Signage in the breakfast or lunch area
- Full page ad in the SUMMIT Program Book

SUMMIT PROGRAM BOOK ADVERTISEMENTS

- Full page ad - \$1500 (includes one registration to SUMMIT)

The background of the entire page is a photograph of several wind turbines against a sunset sky. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon. The turbines are dark silhouettes, with their three-bladed rotors clearly visible. They are scattered across the frame, with some in the foreground and others further back, creating a sense of depth. The overall mood is serene and modern, representing clean 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.



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PARTNER LEVELS	TITLE SPONSOR	BENEFACTOR SPONSOR	LEADER SPONSOR	SUPPORTER SPONSOR
	\$20,000	\$15,000	\$10,000	\$5,000

ENERGY FORUM BENEFITS				
Input in the development of Energy Forum C.F.	✓	✓	✓	✓
Advertisement on all Energy Forum literature and marketing materials	✓	✓	✓	✓
100TH 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 100th Annual Awards Gala	✓			

For more information on sponsorship opportunities,
please contact: Bernard Toliver, btoliver@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.



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MLK Drum Major for Justice Advocacy Competition **SPONSORSHIPS**

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 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



YOUTH ENRICHMENT PROGRAM

PARTNERSHIP

The NBA's Youth Enrichment Program (YEP) is a week-long schedule of supervised activities and attractions designed for youth of all ages whose parents are attending the Annual Convention. Under the supervision of the Youth Director, and ably assisted by the Assistant Director and several Youth Counselors, parents enroll their children in 3-age groups.

Staff take participants on day field trips to local museums, attractions, and educational offerings. Activities also include scheduled time at the convention hotel where youth engage in educational activities and games, storytelling, and more. Annual activities include "pizza and movie night", and "Sundae Sunday", and karaoke.



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Youth Enrichment Program **SPONSORSHIPS**

PRESENTING SPONSOR - \$25,000

- Promotion on YEP marketing materials, NBA's website, social media, and in convention program book as the Presenting Sponsor of the 2025 Youth Enrichment Program
- Signage at the hotel as the Presenting Sponsor the 2025 Youth Enrichment Program (YEP)
- Four (4) registrations for Annual Convention
- Reserved seating at Annual Awards Banquet for predetermined registrants
- Opportunity to include promotional materials in Youth backpack
- Full-page color advertisement in convention program book

YEP MEALS - \$10,000 Each (limited to 4)

(Meals and snacks are provided Saturday-Thursdays; dinner each day of the convention is often scheduled with parents.)

- Signage at the hotel as a sponsor of the 2025 Youth Enrichment Program (YEP)
- Two (two) registrations for Annual Convention
- (2) tickets to Annual Convention closing gala
- Opportunity to include promotional materials in Youth backpack
- Half page advertisement in convention program
- Promotion on YEP marketing materials, NBA's website, social media, and in convention program book

YEP BACKPACK AND WATER BOTTLE - \$15,000

Each YEP participant receives a backpack for their personal belongings and a water bottle to stay hydrated during the convention. Both the NBA's logo and the sponsor's logo are branded on the backpack and the water bottle.

T-SHIRT SPONSOR - \$15,000

Each participant receives several t-shirts in different colors to help organize the group during the week-long program. T-shirts are ordered in advance with the sponsor's logo. Extra t-shirts are available onsite for parents who register their children on-site.

YEP TECHNOLOGY SPONSOR - \$10,000

From Xboxes to movie night to karaoke, youth enjoy the latest technologies and video games on large screens by age group. Sponsors receive a full-page, color advertisement in the 100th Centennial Convention Program book.

YEP GROUND TRANSPORTATION - \$20,000 (Limited to 2)

The NBA provides safe, reliable, and dedicated transportation for YEP participants to various attractions and activities. For the 99th Annual Convention, participants enjoyed a day trip to the Grand Canyon. Sponsors receive signage in the window of each bus and a full-page, color advertisement in the YEP Schedule and in the 100th Centennial Convention program book.

Sponsors Above Receive the Following Benefits:

- Signage at the hotel as a sponsor of the 2025 Youth Enrichment Program (YEP)
- Two (two) registrations for Annual Convention
- (2) tickets to Annual Convention closing gala
- Opportunity to include promotional materials in Youth backpack
- Half page advertisement in convention program
- Promotion on YEP marketing materials, NBA's website, social media, and in convention program book





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