95TH ANNUAL CONVENTION & EXHIBITS

"MOVING FORWARD BOLDLY"

JULY 25-29, 2020

SPONSORSHIP FOR THE NBA VIRTUAL NATIONAL CONVENTION

VIRTUAL EXPERIENCE
GREETINGS TO SPONSORS AND PARTNERS:

I am honored and excited to provide this National Bar Association Sponsorship Packet for our 95th NBA Annual Virtual Convention and Exhibits on July 25-29, 2020.

We thank our established, perennial and potential new partners in advance for an outstanding 95th Convention and Bar Year. The theme this year is: Moving Forward Boldly - Race and Gender Equity.

Our partnerships and sponsorships are critical to the provision of significant National Bar Association (NBA) member benefits, extensive professional development programs, and important community service projects like our Global Women’s Equity Project, Voter Education and Know Your Rights clinics, and legendary Pipeline Programs.

For 95 years, the National Bar Association has been in the vanguard of lawyer diversity, inclusion and pipeline programs. Born out of necessity, adversity and exclusion from the legal bar and academy, the NBA demanded, created and expanded entry opportunities for students from underrepresented backgrounds to become lawyers. No other Bar Association can make this claim. For example, 25 years ago, the NBA organized the Nation’s first of its kind high school student Law Camp.

The legacy continues through hundreds of pipeline programs conducted by the NBA and its Affiliates. For example, the annual Martin Luther King, Jr., Drum Major for Justice Advocacy Competition has successfully motivated high school students to excel in education. Furthermore, each year NBA lawyers teach Constitutional Law to thousands of middle school students throughout the Nation. Since its founding in 2014 by Past President Patricia Rosier and myself, our Annual Constitution Day Program has motivated countless students to pursue a legal career.

Although Covid-19 has limited our ability to meet exclusively in person, we have planned a robust virtual experience that includes live and digital outstanding components. The conference will provide exceptional continuing legal education, provocative discussions of critically significant national and international issues, presentations by National, civil rights, legislative, and grassroots leaders, and NBA signature Annual Convention events like the 40 Under 40 Awards Recognition Program and Annual Awards and Installation Gala.

I trust that you will join us as Bar partners or sponsors. If you have questions, please do not hesitate to contact me directly at President@nationalbar.org. Thank you in advance for your generous support.

Sincerely,

Alfreda Robinson
Alfreda Robinson
President & Chief Executive Officer
National Bar Association
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, acknowledgement 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.

**Platinum Tier — $50,000**
- Platinum Tier logo recognition
- Awards Gala — 30 second recorded greeting to participants
- Program recognition with hyperlink to your company website
- Branded banner in prominent location 30 seconds
- Video for a designated event
- Premium Booth in Exhibit Hall
- Prominent Full-page ad in Conference Directory
- Logo in virtual lobby
- (6) Full Access Registrations

**Gold Tier — $25,000**
- Gold Tier logo Recognition
- Program recognition with hyperlink to your company website
- Booth in Exhibit Hall
- Recorded remarks for a designated event 20 second video
- Branded Banner in lobby
- Half-Page ad Conference Directory
- (4) Full Access Registrations
Silver Tier — $10,000
- Silver Tier logo recognition
- Program recognition with hyperlink to your company website
- Booth in Exhibit Hall
- 10 second video
- (2) Full Access Registrations

Justice Tier — $5,000
- Logo on Sponsor List

Advocates Tier — $2,500
- Name on Sponsor List

For Candidate and Ala Carte Opportunities:
Please contact the National Bar Office, membership@nationalbar.org or (202) 842-3900