



National Bar Association

77TH Annual Convention Sponsorship Opportunities

The Hilton San Francisco
July 27 – August 3, 2002

The following is an outline of several sponsorship opportunities available for the NBA 77th Annual Convention held in San Francisco, CA. These sponsorship opportunities are based on sponsorship of specific activities of the NBA 77th Annual Convention. Full or partial sponsorship of any of the following activities will incorporate your organization as an official sponsor and supporter of the NBA 77th Annual Convention.

Official NBA 77th Annual Convention Souvenir Program

The Official NBA 77th Annual Convention Souvenir Program is the only official guide to the convention activities. The program includes the general convention agenda, Judicial Council Conference agenda, spouses and youth activities and directories of the Association's Board, Officers, and Staff. The program also highlights the convention's numerous guest speakers and panelists. In addition to its usefulness during the convention, the souvenir program serves as an effective resource for references and ideas to students, lawyers, and guests. The program is distributed to all registrants by way of the registration package. The program can also be purchased separately.

In addition to the general sponsorship opportunities, your sponsorship of this item will enable you to place two full-page advertisements in the souvenir program. Also, a statement will be placed inside the program indicating that your organization is the sponsor of the Official NBA 77th Annual Convention Souvenir Program.

Sponsorship Opportunity: \$12,000

NBA Board of Governors Reception

The NBA Board of Governors Reception will be held on Saturday, July 27, 2002. The Board of Governors Reception is the first major event of the NBA 77th Annual Convention. The NBA Board of Governors and other convention delegates attend this reception. This is an excellent way for sponsors to gain prominence among the top leaders of the National Bar Association.

Sponsorship Opportunity: \$10,000

NBA Welcome to San Francisco Reception

The NBA Welcome to San Francisco Reception will be held on Sunday, July 28, 2002. This reception is designed to welcome the NBA Board of Governors, Officers, and attendees to the NBA 77th Annual Convention. The NBA Welcome Reception is traditionally held on the first major night of the convention and attracts many local officials and corporate executives. This is an excellent opportunity for sponsors to gain influence among the top leaders of the National Bar Association. The entire NBA Board of Governors will be in attendance.

Sponsorship Opportunity: \$25,000

NBA Opening Session & Reception

The NBA Opening Session & Reception will be held on Monday, July 29, 2002. The Opening Session is attended by every convention delegate and nearly all registrants and guests. The Opening Session marks the first formal welcoming remarks and keynote address to the entire convention body. This event is also open to the public. The NBA Opening Session & Reception is well attended by local and national political leaders as well as members of the judiciary and federal executive branch. Over 1,800 people will attend the Opening Session and the reception will offer hors d'oeuvres and other refreshments.

Sponsorship Opportunity: \$25,000
Opening Session (Speaker Only) \$5,000 – \$7,500

NBA Gala Night (Concert)

The NBA Gala Night will be held on Monday, July 29, 2002. The Gala Night will immediately follow the NBA Opening Session & Reception. The Gala Night is highlighted by a musical concert. Past concerts have featured artist such as Gladys Knight, The Temptations, Will Downing, and the Four Tops.

Sponsorship Opportunity: \$50,000

NBA President's Reception

The NBA President's Reception will be held on Tuesday, July 30, 2002. The Incumbent President of the National Bar Association, convention delegates, and nearly all of the convention registrants and guests attend the President's Reception. Over 1,500 people will attend the NBA President's Reception.

Sponsorship Opportunity: \$50,000
President's Reception (Speaker Only) \$5,000 – \$7,500

NBA Hall of Fame Luncheon

The NBA Hall of Fame Luncheon will be held on Friday, August 2, 2002. The NBA Hall of Fame was established eleven years ago by then NBA President, Fred D. Gray, Sr. Its purpose is to honor those lawyers who have been licensed to practice for forty years or more, and who have made significant contributions to the cause of justice. Since its inception, over three-hundred lawyers have been inducted into the NBA Hall of Fame, including such notables as The Honorable Constance Baker Motley, The Honorable Thurmond Marshall and Fred Gray, Sr. The ceremony includes a reception, luncheon and induction ceremony. The highlight of the program is when the inductees are bestowed their gold medallions during the induction ceremony.

Sponsorship Opportunity:	\$15,000
(Luncheon Only)	\$10,000
(Reception Only)	\$5,000
(Medallions Only)	\$4,000

NBA Annual Awards Banquet

The NBA Annual Awards Banquet will be held on Friday, August 2, 2002. The banquet is the premier event of the convention and culminates the week's activities with an awards ceremony. The banquet serves approximately 1,300 persons, attracting a majority of the convention's registrants. In addition, the new officers of the association are installed and the association's highest honors are bestowed. The dinner features a keynote speaker and remarks by state, local, and national leaders. Recent keynote speakers have included such notables as President Bill Clinton, Secretary Rodney Slater, Rev. Jesse Jackson, and Attorney General Janet Reno.

Sponsorship Opportunity:	\$100,000
Partial Sponsorship:	\$50,000

Additional Functions

The following additional events are available for sponsorship in whole or part. If you would like additional information on these specific events please contact Shaun Taylor, at (202) 842-3900.

- NBA 77th Annual Convention Registration Bags
- NBA Women Lawyers Division Breakfast
- NBA Young Lawyers Division Luncheon
- NBA Judicial Council Luncheon
- NBI Golf Classic
- NABBS Luncheon and Fashion Show

Platinum Level

Sponsorship Preview

The following proposal seeks to establish your company or client as an Official Sponsor and supporter of the National Bar Association. Our aim is to foster the establishment of a product relationship between the members and friends of the NBA and the products and name of your company.

The proposal outlines some of the benefits the NBA will provide to you at the Platinum level of sponsorship. It includes access to the NBA network and membership of over 20,000 African American lawyers, judges, law students. It includes a sponsorship package involving the NBA three major conventions (a value worth approximately \$100,000) and premium advertisement space in *NBA Magazine* (a value worth approximately \$50,000). In addition, the proposal includes a substantial discount off of any future advertisement placed in *NBA Magazine* for a period of two years.

We endeavor to establish a long-term relationship with your organization that may lead to support from your Marketing, Community Affairs, Corporate Relations and Legal Departments. We also hope to have your support for our many education, legal jurisprudence, and community outreach projects.

Preview of Benefits

- Official Sponsorship of NBA Major Events for 2002-2004
- Over \$150,000 worth of benefits
- Free Exhibit Space
- Free Advertisements
- Long-term Advertisement discount with NBA Magazine

Platinum Level Benefits

NBA 77th ANNUAL CONVENTION **Platinum Level Sponsorship Opportunities**

The following is an outline of proposed benefits the National Bar Association will provide to the Platinum Sponsors pursuant to a sponsorship agreement between the two groups. These benefits will continue annually until the close of a _____ year term (ending 200__). The benefits listed herein are proposed and may be modified from time to time or as mutually agreed to when necessary to meet the sponsor and NBA objectives.

This proposal seeks an annual sponsorship of \$75,000. The items listed below are benefits include in the Platinum Level Sponsorship.

Conferences

- Designation of your organization as an Official Sponsor of:
 - NBA Annual Convention
 - NBA Mid-Year Conference and Gertrude Rush Dinner
 - Wiley Branton Issues Symposium
 - NBA Hall of Fame
 - NBA Judicial Council Conference
- Opportunity to include handouts or sample products in the convention registrations packages.
- VIP Registrations and Passes to Executive Level Events.
- Exhibit Space: One 10' x 10' space in the NBA Exhibit Hall.
(\$1,200)
- Official Sponsorship of the President's Reception, and other receptions.
- Reserved Platinum Table at the NBA Annual Convention Awards Dinner, Gertrude E. Rush Dinner and Judicial Council Luncheon. Seats should be reserved in advance. (up to 10 seats)
(\$5,000)
- Greeting and Remarks: The opportunity to deliver greetings and/or remarks at an appropriate occasion during any of the above events.

Advertisements

- One full-page advertisement in the Annual Convention Program. (B/W or 4/C)
(\$1,250 - \$3,000)
- One full-page advertisement in the Annual Convention Preliminary Agenda Registration Booklet.
(\$3,000)
- One full-page Advertisement in the first post convention issue of the *NBA Magazine*. This issue will feature NBA 77th Annual Convention highlights. (\$7,500)
- One two-page spread; or One single-page ad in two separate issues of the NBA Magazine
(\$12,000 - \$15,000)
- A 20% discount off all future ads placed in the *NBA Magazine* over two year period.
- Opportunity for advertisement on Official NBA Web-site.
(\$3,500)
- Direct mail opportunities may be available via the NBA database.

Gold Level Benefits

NBA 77th ANNUAL CONVENTION **Gold Level Sponsorship Opportunities**

The following is an outline of the proposed Gold Level Sponsorship for the National Bar Association 77th Annual Convention. The benefits that the National Bar Association will provide Gold Level Sponsors are listed below.

The plan below includes the opportunity for remarks and Official Sponsorship/ or Partial Sponsorship of one of the following activities:

- ❑ NBA President's Reception
- ❑ NBA Opening Session Reception
- ❑ NBA Opening Session Speaker
- ❑ NBA Hall of Fame Luncheon
- ❑ NBA New Members Reception
- ❑ Welcome to San Francisco Reception
- ❑ NBA Exhibit Hall Grand Opening
- ❑ Pre-Banquet Reception
- ❑ Young Lawyers Division Luncheon
- ❑ Women Lawyers Division Breakfast
- ❑ Prayer Breakfast
- ❑ Board of Governors Meeting
- ❑ Youth Activities
- ❑ Official Bus/Transportation Service
- ❑ President's Hospitality Suite
- ❑ Judicial Council Luncheon
- ❑ Youth Achiever's Breakfast

Appropriate signs incorporating your organization will be provided by the NBA. Opportunities for remarks and recognition will be available at the selected event and/or the NBA Opening Session.

This proposal is based on sponsorship of \$25,000. Additional benefits may be available upon request.

- One 10' x 10' Exhibit Space in the NBA Exhibit Hall
- One full-page ad in Annual Convention Program (4/c or B/W)
- Opportunity to include handouts in each Registration Package
- Select exhibit location in the NBA Exhibit Hall
- 25% discount on one full-page ad in the first post convention issue of the NBA Magazine. This issue will feature NBA 77th Annual Convention highlights.

Gold Level Sponsor Benefits

Page Two

- Admission to the following events:
 - Welcome to San Francisco Reception
 - NBA Opening Session & Gala Concert
 - NBA President's Reception
 - NBA 77th Annual Awards Banquet, (*up to ten tickets*)

- Official Sponsor of Convention Event with Remarks

***The benefits in this plan may be modified to fit your needs as mutually agreed.
Exhibit space and ticket quantities are adjustable on a space availability basis.**

Silver Level Benefits

NBA 77th ANNUAL CONVENTION Silver Level Sponsorship Opportunities

The following is an outline of the proposed Silver Level Sponsorship for the National Bar Association 77th Annual Convention. The benefits that the National Bar Association will provide Silver Level Sponsors are listed below.

The plan below includes the opportunity for remarks and Official Sponsorship/ or Partial Sponsorship of one of the following activities:

NBA President's Reception	Young Lawyers Division Luncheon
NBA Opening Session Reception	Women Lawyers Division Breakfast
NBA Opening Session Speaker	Prayer Breakfast
NBA Hall of Fame Luncheon	Board of Governors Meeting
NBA New Members Reception	Youth Activities
Welcome to San Francisco Reception	Official Program
Exhibit Hall Grand Opening	Official Bus/Transportation Service
Judicial Council Luncheon	President's Hospitality Suite
Pre-Banquet Reception	Judicial Council Luncheon
	Youth Achiever's Breakfast

Appropriate signs incorporating your organization will be provided by the NBA. Opportunities for remarks and recognition will be available at the selected event and/or the NBA Opening Session.

This proposal is based on sponsorship of \$15,000. The items listed below are benefits included in the Silver Level Sponsorship Plan.

- One 10' x 10' Exhibit Space in the NBA Exhibit Hall
- One full-page ad in Annual Convention Program (4/c or B/W)
- Opportunity to include handouts in each Registration Package
- Admission to Opening Session Gala, President's Reception and more
- Official Sponsor of Convention Event with Remarks

Bronze Level Benefits

NBA 77th ANNUAL CONVENTION **Bronze Level Sponsorship Opportunities**

The following is an outline of a proposed Bronze Level Sponsorship for the National Bar Association 77th Annual Convention. The benefits that the National Bar Association will provide Bronze Level Sponsors are listed below.

This proposal is based on sponsorship of \$5,000. The items listed below are benefits included in the Bronze Level Sponsorship Plan.

- One 10' x 10' Exhibit Space in the NBA Exhibit Hall
- Admission to NBA Opening Session Gala and NBA President's Reception
- Designation as Patron Sponsor of NBA 77th Annual Convention

Contributing Sponsors

The National Bar Association appreciates any amount of contribution toward the NBA 77th Annual Convention. Organizations contributing sponsor amounts below the established sponsor levels will be designated as a Contributing Sponsor of the NBA 77th Annual Convention. Contributing Sponsors will be recognized in the NBA 77th Annual Convention Program.