2021 NAPABA CONVENTION
together
leading and uniting the AAPI legal community today and beyond

SPONSORSHIP OPPORTUNITIES
Why partner with NAPABA?

Connect with a broad network of attorneys, including general counsel of Fortune 500 and Fortune 1000 companies, federal and state judges, law firm managing partners, and public interest sector leaders from across the U.S. and Canada.

BUILD RELATIONSHIPS

- Cultivate relationships with attorneys, judges, law professors, and law students
- Network with peers at receptions and entertainment sessions
- Engage in one-on-one meetings with in-house counsel to forge new relationships and pitch new business

ADVANCE YOUR ORGANIZATION

- Support diversity, inclusion, and equity in the legal profession
- Expand your reach to thousands of Asian American and Pacific Islander legal professionals
- Increase brand recognition and influence in the Asian American and Pacific Islander community
- Prepare for the future by increasing your job candidate pool

DEVELOP PROFESSIONAL SKILLS

- Become informed on cutting-edge legal issues through CLE programming presented by nationally recognized experts
- Enhance your leadership and advocacy skills at special seminars for bar and community leaders
- Promote and extend your personal brand within the Asian American and Pacific Islander legal community
## Sponsor Levels and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Solo &amp; Small Firms $3,000</th>
<th>Vendors * $3,500</th>
<th>Bronze $6,500</th>
<th>Silver $10,000</th>
<th>Gold $15,000</th>
<th>Platinum $25,000</th>
<th>Jade $35,000</th>
<th>Diamond $50,000</th>
<th>Premier $100,000</th>
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</thead>
<tbody>
<tr>
<td>Convention Registration **</td>
<td><strong>2</strong></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>15</td>
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<td>Includes gala admission</td>
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<td></td>
<td>Plenary lunch or comparable opportunity speaking opportunity</td>
<td>Welcome reception speaking opportunity</td>
<td>Trailblazers reception speaking opportunity</td>
<td>Gala speaking opportunity</td>
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<tr>
<td>Program Sponsorship **</td>
<td><strong>2</strong></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>15</td>
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<tr>
<td>Includes social media recognition **</td>
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<td>Digital Advertisement</td>
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<td>15 seconds</td>
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<td>Reserved Table at Gala ***</td>
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<td>1 table</td>
<td>2 tables</td>
<td>3 tables</td>
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<tr>
<td>Recognition on NAPABA Website, Convention Signage &amp; Mobile App</td>
<td>Organization name</td>
<td>Organization name</td>
<td>Organization name</td>
<td>Organization name</td>
<td>Organization name</td>
<td>Organization logo</td>
<td>Organization logo</td>
<td>Organization logo</td>
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<td>Sidebar</td>
<td>Organization name in quarterly sidebar</td>
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<td>Organization name in quarterly sidebar</td>
<td>Digital ad in 1 quarterly sidebar</td>
<td>Digital ad in 2 quarterly sidebars</td>
<td>Digital ad in 2 quarterly sidebars</td>
<td>Digital ad in 4 quarterly sidebars</td>
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<tr>
<td>NAPABA Connects Program ****</td>
<td>Access to exclusive touch points and a max of (3) 1:1 meetings</td>
<td>Access to exclusive touch points (no 1:1 meetings)</td>
<td>Access to exclusive touch points and a max of (5) 1:1 meetings</td>
<td>Access to exclusive touch points and unlimited 1:1 meeting</td>
<td>Access to exclusive touch points and unlimited 1:1 meeting</td>
<td>Access to exclusive touch points and unlimited 1:1 meeting</td>
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<td>Access to exclusive touch points and unlimited 1:1 meeting</td>
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<td>NAPABA Career Center Job Postings</td>
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<td>Exhibit Booth *****</td>
<td>$500</td>
<td>Included</td>
<td>$500</td>
<td>Included</td>
<td>$500</td>
<td>Included</td>
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<tr>
<td>Membership Dues Discount****</td>
<td>5%</td>
<td>N/A</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
<td>35%</td>
<td>40%</td>
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*Law firms and corporations do not qualify as vendors.
**Speaking opportunities include brief remarks to audience.
***One reserved gala tables includes 10 seats. Reserved Gala tables for Platinum, Jade, Diamond, and Premier Sponsors include seating for the individuals using the registration from the sponsorship package. Any remaining seats will be ticketed, and the sponsors may distribute the tickets as they choose. Ticket holder names must be submitted by October 25, 2021.

****The NAPABA Connects Program provides a unique opportunity for law firm attorneys and in-house counsel (IHC) to cultivate and grow relationships through one-on-one meetings to discuss a potential working relationship.
*****Available on a first-come, first-served basis. If included in sponsor package, you must notify NAPABA of intent to staff booth by September 15, 2021.

**Membership operates on a calendar year, from January 1 - December 31. New members or those who have not yet renewed their membership this calendar year are eligible for the discount. Discount cannot be combined with other offers or discounts.

Contributions to NAPABA, a 501(c)(6) organization, are not tax-deductible as charitable contributions.

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Become a sponsor by contacting Maureen Gelwicks at mgelwicks@napaba.org
Grow your brand. Expand your visibility.

REGISTRATION AREA SPONSOR
$20,000 | Add-on to Bronze or higher
- Exclusive sponsor of the NAPABA Convention registration area
- Name/logo integrated into registration area branding

MOBILE APP SPONSOR
$15,000 | Add-on to Bronze or higher
- As the title sponsor of the NAPABA Mobile App you can promote your brand to a captive audience. All attendees will use the mobile app to manage their schedule, find their way around, and connect with attendees.

ATTENDEE BAG SPONSOR
$10,000 | Add-on to Bronze or higher
- Name/logo printed onto the attendee bags
- Option to include promotional collateral in bag

HEADSHOT PHOTO BOOTH
$8,000 | Add-on to Bronze or higher
- Bring the crowd to you! Interact with Convention attendees as they pose for headshots
- Capture contact information as you arrange to deliver digital photos
- Name/logo onsite at booth and integrated into Convention promotional material

WEBINAR PRESENTATION
$5,000 | Add-on to Gold
- Reach NAPABA members and present your exclusive content prior to the NAPABA Convention
- Promotion and marketing of webinar

PIPELINE & COMMUNITY SERVICE OPPORTUNITIES
- Community Service Project/Farewell Breakfast
- Law Student Workshop

SOCIAL EVENT SPONSOR
- Networking Breaks
- Health and Wellness Activities

COMMITTEE / NETWORK EVENTS
- Opportunity to make brief remarks to attendees
- Invitation to three individuals from the sponsoring organization to attend the event
- Option to distribute giveaways and informational materials

RECEPTION*
$5,000 | Add-on to Bronze or higher sponsorship
$8,000 | Stand-alone sponsorship
*The NAPABA Best Under 40, In-House Counsel Network, Intellectual Property Committee, Women’s Leadership Network, Leadership Advancement Program Alumni, and First-Time Attendees are $5,000 as add-ons to Bronze or higher sponsorship and $8,000 as a stand-alone sponsorship. These receptions may be co-sponsored.

DINNER
$8,000 | Add-on to Bronze or higher sponsorship
$12,000 | Stand-alone sponsorship

ADDITIONAL REGISTRATIONS
Up to 5 additional registrations may be purchased for a discounted fee of $600 per sponsoring organization.

RESERVED GALA TABLE
Sponsors may purchase a reserved table of 10 seats for $2,000.

NAPABA EXHIBIT TABLE
The NAPABA Exhibit Table is an interactive destination to promote your products and services, recruit potential employees, or distribute giveaways to attendees. Booths must be staffed during exhibit hours and may not be used to display or distribute brochures only.
About NAPABA

The National Asian Pacific American Bar Association (NAPABA) represents the interests of approximately 50,000 legal professionals and nearly 90 national, state, and local Asian Pacific American bar associations.

NAPABA is a leader in addressing civil rights issues confronting Asian Pacific American communities. Through its national network, NAPABA provides a strong voice for increased diversity in government and the judiciary on the local, state, and federal levels, advocates for equal opportunity in the workplace, works to eliminate hate crimes and anti-immigrant sentiment, and promotes the professional development of people of color in the legal profession.

OUR VISION

To achieve optimal representation and influence of Asian American and Pacific Islander attorneys in every facet and level of the legal profession and beyond.

OUR VALUES

Our shared values guide how we pursue our vision and execute our mission. We value equality, community, advocacy, relationships, diversity, equity, inclusion, open-mindedness, and the health and wellbeing of our members and the Asian American and Pacific Islander community as a whole, and strive to always maintain high standards of integrity, honor, and professional courtesy.

Microsoft has a great tradition of partnering with NAPABA to put Diversity & Inclusion front and center and to advance the goals of the AAPI population in legal communities.

Anita Lam, Attorney
Microsoft
NAPABA Partner

Become a Sponsor

CONTACT:

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mgelwicks@napaba.org

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