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 sector leaders from across the U.S. and Canada.

**BUILD RELATIONSHIPS**
- Cultivate relationships with attorneys, judges, law professors, and law students
- Network with peers
- 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, Native Hawaiian, and Pacific Islander legal professionals
- Increase brand recognition and influence in the Asian American, Native Hawaiian, and Pacific Islander legal communities
- 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
- Promote and extend your personal brand within the Asian American, Native Hawaiian, and Pacific Islander legal communities

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**MEMBER DEMOGRAPHICS**
- LAW FIRM ATTORNEY: 39%
- IN-HOUSE COUNSEL: 18%
- SOLO & SMALL FIRM: 10%
- GOVERNMENT & PUBLIC INTEREST: 10%
- LAW STUDENT: 9%
- JUDICIARY: 8%
- RETIRED: 4%
- OTHER: 9%

**LAW FIRM SIZE**
- 1-24: 29%
- 25-49: 10%
- 50-99: 6%
- 100-249: 9%
- 250-499: 7%
- 500+: 42%

**YEARS IN PRACTICE**
- 0-5: 21%
- 6-10: 20%
- 11-20: 19%
- 21-30: 33%
- 31-40: 5%
- 41-50: 2%
**Convention 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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<tbody>
<tr>
<td><strong>CONVENTION VISIBILITY</strong></td>
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<tr>
<td>Program Sponsorship (Includes Social Media Recognition)**</td>
<td>High Visibility Branding</td>
<td>Custom Featured Program Brief Remarks</td>
<td>Custom Featured Program Brief Remarks</td>
<td>Custom Featured Program Brief Remarks</td>
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<tr>
<td>Reserved Table at Gala***</td>
<td>1 Table</td>
<td>1 Table</td>
<td>2 Tables</td>
<td>3 Tables</td>
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<tr>
<td><strong>VISIBILITY TO NAPABA MEMBERSHIP COMMUNITY</strong></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>
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<tr>
<td>NAPABA Membership Directory Digital Ads</td>
<td>2 Seconds</td>
<td>2 Seconds</td>
<td>3 Seconds</td>
<td>3 Seconds</td>
<td>5 Seconds</td>
<td>5 Seconds</td>
<td>Custom Advertisement Package</td>
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<tr>
<td><strong>BUSINESS/RECRUITMENT OPPORTUNITIES</strong></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 and a Max of (5) 1:1 Meetings</td>
<td>Access to Exclusive Touch Points and Unlimited 1:1 Meetings</td>
<td>Access to Exclusive Touch Points and Unlimited 1:1 Meetings</td>
<td>Access to Exclusive Touch Points and Unlimited 1:1 Meetings</td>
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<tr>
<td>NAPABA Career Center Job Postings</td>
<td>5</td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>40</td>
<td>50</td>
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<tr>
<td>Exhibit Booth *****</td>
<td>$1,000</td>
<td>Included</td>
<td>$1,000</td>
<td>$1,000</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
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<td>Included</td>
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<tr>
<td>Complimentary Memberships *****</td>
<td>5</td>
<td>N/A</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>20</td>
<td>25</td>
<td>30</td>
<td>35</td>
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</tbody>
</table>

*Law firms and corporations do not qualify as vendors.

**High visibility branding opportunities such as elevator clings, pillar wraps, networking lounge, etc. are available on a first come, first-serve basis. Custom Featured Programs are the events available to all registrants. The events belonging to each featured program are available upon request.

***One reserved gala table 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 September 30, 2024.

****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 July 31, 2024.

******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 to receive complimentary membership. Contributions to NAPABA, a 501(c)(6) organization, are not tax-deductible as charitable contributions.
### Additional Convention Opportunities

#### Social Event Sponsorships

<table>
<thead>
<tr>
<th>Networking Breaks</th>
<th>A La Carte</th>
<th>Add Ons</th>
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</thead>
<tbody>
<tr>
<td><strong>NETWORKING BREAKS</strong></td>
<td><strong>REGISTRATION AREA SPONSOR</strong></td>
<td><strong>ADDITIONAL REGISTRATIONS</strong></td>
</tr>
<tr>
<td>• Signage and logo recognition on break tables</td>
<td>$20,000</td>
<td>Up to 5 additional registrations may be purchased for a discounted fee of $725 per sponsoring organization.</td>
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<tr>
<td>• Social media recognition</td>
<td>• Exclusive sponsor of the NAPABA Convention registration area</td>
<td><strong>RESERVED GALA TABLE</strong></td>
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<tr>
<td>**$4,500</td>
<td>Add-on to Bronze or higher sponsorship**</td>
<td>**$20,000</td>
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<tr>
<td>**$7,000</td>
<td>Stand-alone sponsorship**</td>
<td>**$7,500</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Networking Receptions &amp; Socials*</th>
<th>Mobile App Sponsor</th>
<th>NAPABA Exhibit Table</th>
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</thead>
<tbody>
<tr>
<td>• Opportunity to make 2-3 minutes of remarks to attendees</td>
<td>$15,000</td>
<td><strong>$1,000</strong></td>
</tr>
<tr>
<td>• Invitation to three individuals from the sponsoring organization to attend the event</td>
<td>• 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.</td>
<td>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.</td>
</tr>
<tr>
<td>• Option to distribute giveaways and informational materials</td>
<td>**$5,000</td>
<td>Add-on to Bronze or higher**</td>
</tr>
<tr>
<td>**$5,000</td>
<td>Add-on to Bronze or higher sponsorship**</td>
<td>**$10,000</td>
</tr>
<tr>
<td>**$8,000</td>
<td>Stand-alone sponsorship**</td>
<td>**$10,000</td>
</tr>
</tbody>
</table>

* Sponsored reception for NAPABA Committees & Network Receptions (i.e. In-house Counsel Network, Women’s Leadership Network, LGBTQ Network, or Intellectual Property Committee), Best Under 40 Reception, and First Timers Social 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.

<table>
<thead>
<tr>
<th>Well-Being Program</th>
<th>Tote Bag Sponsor</th>
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<tbody>
<tr>
<td><strong>$7,500</strong></td>
<td><strong>$10,000</strong></td>
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<tr>
<td>Yoga Class (30 minutes) OR Meditation (30 minutes) OR 5k Run</td>
<td>• Name/logo printed onto the attendee bags</td>
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<td></td>
<td>• Option to include promotional collateral in bag</td>
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</tbody>
</table>
Beyond the Convention
Grow Your Brand and Expand your Visibility by Sponsoring a NAPABA Program

The other 362 days of the year, NAPABA offers a variety of meaningful professional development, leadership, networking, mentoring, and pipeline initiatives to bolster our members in achieving optimal representation, success, and influence within the legal profession and beyond. NAPABA’s programs have facilitated the growth and development of countless attorneys—from law students landing their first job, to lawyers achieving partnership or C-Suite positions at Fortune 1000 companies, to the appointments of judges and senior policymakers.

Through the investment in future lawyers and leaders from diverse backgrounds, program sponsors gain prominent visibility among senior level law firm and corporate attorneys and the unique opportunity to build meaningful business relationships in an intimate setting with program participants. Sponsor benefits include prominent branding, program participation, and networking opportunities.

For more information on how to sponsor the programs listed please contact Naomi Mortensen, nmortensen@napaba.org.

**PARTNER SUMMIT**
Opportunities from $2,500 - $20,000
The NAPABA Partners Summit is an interactive program designed to deepen relationships and bolster the collective impact of Asian American, Native Hawaiian, and Pacific Islander (AANHPI) law firm partners. Participants will collaborate on issues facing AANHPI partners, strategies to successfully lead and progress within law firms, and how to forge meaningful connections with the next generation of AANHPI partners. This program is hosted in conjunction with the In-House Summit, providing law firm partners an opportunity to expand their network and demonstrate support for current and former public company senior and experienced in-house AAPI attorneys who seek to elevate into general counsel positions at Fortune 1000 companies. Attendance is limited to law firm partners; however, sponsorship is open to both law firms and corporations.

**LEADERSHIP ADVANCEMENT PROGRAM (LAP)**
$25,000
The Leadership Advancement Program (LAP) is NAPABA’s premier, year-long experiential program for mid-career attorneys targeted at building leadership skills and fostering genuine relationships with diverse peers in the profession. This intimate program is limited to 24 “fellows”—12 in-house counsel and 12 law firm attorneys. Fellows build new skills to grow and develop their executive presence, set and ground their career vision, become a more effective communicator and listener, and confidently take on greater challenges.

Sponsorship is exclusive to one law firm and one company only. Sponsor benefits include a fellow spot for an eligible sponsor attorney.

**LAW STUDENT WORKSHOP**
Opportunities from $5,000 - $15,000
During the NAPABA Convention, NAPABA hosts the Law Student Workshop, in collaboration with the National Asian Pacific American Law Student Association (NAPALSA). The workshop is a two-day, five session event supporting law students as they transition into the start of their professions. Student participants meet and network with judges, attorneys, and legal professionals from various sectors throughout the NAPABA Convention.

**NAPABA COFFEE HOUSE**
Opportunities from $5,000 - $10,000
NAPABA Coffee House is a series of one-on-one interviews with AANHPI legal luminaries. This podcast aims to shine a spotlight on the challenges and opportunities of those who have broken barriers in the legal profession and on the development of the next generation of senior leaders.

**WEBINAR PRESENTATION**
$3,000
NAPABA webinars are an opportunity to present exclusive content on the NAPABA platform to a broad network of diverse attorneys, including law firm partners, Fortune 500 and 1000 General Counsel, federal and state judges, and public interest sector leaders from across the US and Canada.
About NAPABA

The National Asian Pacific American Bar Association (NAPABA) represents the interests of over 60,000 Asian Pacific American (APA) legal professionals and nearly 90 national, state, and local APA bar associations.

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

OUR VISION

To achieve optimal representation and influence of Asian American, Native Hawaiian, 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 executive 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, Native Hawaiian, and Pacific Islander communities 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

Constangy greatly values the opportunity to partner with NAPABA annually in supporting the advancement of its AAPI lawyers and the community at-large. NAPABA provides unparalleled leadership and business opportunities to the AAPI legal community, and the success of Constangy’s own AAPI lawyers are proof of that return on investment.”

THY BUI, PARTNER | CONSTANGY, BROOKS, SMITH & PROPHETE, LLP | NAPABA PARTNER

When we founded our firm, we wanted to build a place that reflects the values we hold: this is why our U.S. equity partners are 50% women and 33% racially diverse. We didn’t think twice about sponsoring NAPABA at the highest tier even before we were paid our first dollar. We recognize that supporting diversity, equity, and inclusion requires more than words; it requires concrete action. NAPABA’s mission to promote justice, equity and opportunity for Asian Pacific Americans is aligned with ours as a firm, and we stand with NAPABA in its efforts to make the legal profession a better place for us all.”

JENNIFER H. WU, PARTNER | GROOMBRIDGE, WU, BAUGHMAN & STONE, LLP | NAPABA PARTNER