

2026

SPONSORSHIP BROCHURE

napaba®



Why Partner with NAPABA?

The NAPABA Convention is the largest gathering of legal professionals. While at the Convention your firm can 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.



ADVANCE YOUR FIRM

- Exclusive Networking for Business Development: Connect with influential corporate legal decision-makers through invitation-only programs like NAPABA Connects. Build meaningful relationships that lead to new business opportunities and partnerships.
- Strengthen Workforce Belonging: Build a thriving legal workforce by engaging in proven programs that strengthen community and inclusion.
- Position Your Firm as an Industry Leader: Foster trusted relationships within the legal community and establish your firm as a key player in shaping the future of the profession.



ACCESS & ELEVATE TOP LEGAL TALENT

- Direct Access to Exceptional Legal Professionals: Gain exclusive entry to NAPABA's resume database and career center, connecting directly with highly qualified lawyers who can drive your firm's success.
- Demonstrate Your Leadership in Workplace Culture: Showcase your firm's commitment to equitable access, culture, and mentorship, positioning your firm as a sought-after employer that aligns with the values professionals seek today.
- Elevate Your Attorneys' Profiles: Provide your attorneys with speaking opportunities that highlight their expertise and amplify their visibility across the profession.



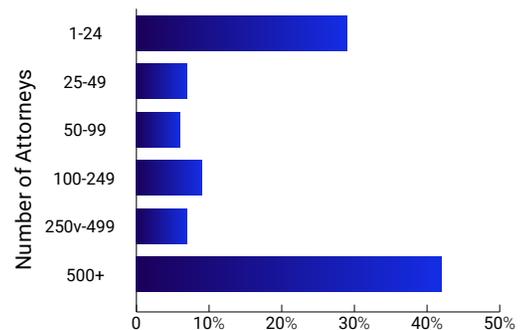
AMPLIFY YOUR BRAND

- Unparalleled Exposure to Legal Professionals: Put your firm directly in front of top legal professionals and decision-makers across multiple industries.
- Sponsor High-Visibility Sessions & Events: Increase brand awareness by attaching your name to prominent events like NAPABA's premier events or networking receptions, making a lasting impression on your audience.
- Align with Inclusive Initiatives: Associate your firm with programs that uplift diverse voices, promote equitable access for all, and invest in mentorship, showcasing your dedication to empowering the next generation of legal leaders.

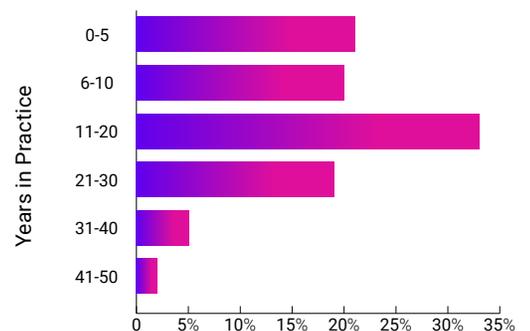
Member Demographics

40%	Law Firm Attorney
21%	In-House Counsel
11%	Government & Public Interest
10%	Solo & Small Firms
10%	Law Student
3%	Judiciary
1%	Retired
4%	Other

Law Firm Size



Years in Practice



Convention Sponsor Levels and Benefits

	SPONSORSHIP BENEFITS	SOLO & SMALL FIRMS \$5,000	VENDORS ¹ \$5,500	BRONZE \$10,000	SILVER \$15,000	GOLD \$25,000	PLATINUM \$35,000	JADE \$45,000	DIAMOND \$65,000	PREMIER \$100,000
Convention Engagement & Visibility	Convention Registration (Includes Gala & Plenary Luncheon Admissions)	2	2	5	6	8	10	12	15	Custom
	Program Sponsorship (Includes Social Media Recognition) ²						High Visibility Branding	High Visibility Branding	Custom Featured Program <i>Brief Remarks</i>	Custom Featured Program <i>Brief Remarks</i>
	High Visibility Digital Advertisement			2 Seconds	3 Seconds	5 Seconds	10 Seconds	15 Seconds	Commercial at Premier Event	Commercial at Premier Event
Engagement & Visibility with NAPABA Members / AANHPI Community	Recognition on NAPABA Website, Convention Signage, & Mobile App	Organization Name	Organization Name	Organization Name	Organization Name	Organization Name	Organization Logo	Organization Logo	Organization Logo	Organization Logo
	Complimentary Memberships ³	5	N/A	5	10	15	20	25	30	35
Business Development / Recruitment Opportunities	NAPABA Connects Program ⁴	Access to Exclusive Touch Points and a max of (3) 1:1 Meetings			Access to Exclusive Touch Points (No 1:1 Meetings)	Access to Exclusive Touch Points and up to (5) 1:1 Meetings	Access to Exclusive Touch Points and up to (6) 1:1 Meetings	Access to Exclusive Touch Points and up to (7) 1:1 Meetings	Access to Exclusive Touch Points and up to (8) 1:1 Meetings	Access to Exclusive Touch Points and up to (10) 1:1 Meetings
	Registration to Partners/ IHC Networking Event						2	3	4	6
	Access to Attendee Resumes						Included	Included	Included	Included
	NAPABA Career Center Job Postings				5	10	20	30	40	50
	Exhibit Booth ⁵	\$2,500	Included	\$2,500	\$2,500	\$2,500	Included	Included	Included	Included

¹ Law firms and corporations do not qualify as vendors.

² 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.

³ 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.

⁴ 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.

⁵ Available on a first-come, first-served basis. If included in sponsor package, you must notify NAPABA of intent to staff the NAPABA booth by July 31, 2026.

Additional Convention Opportunities

Social Event Sponsorships · A La Carte · Add Ons

napaba®

Social Event Sponsorships

NETWORKING BREAKS

\$5,000 | Add-on to Bronze or higher sponsorship

\$8,000 | Stand-alone sponsorship

Fuel meaningful conversations and connections during the Convention with the Networking Break Sponsorship. Your brand will be front and center as attendees gather around branded break tables to recharge, collaborate, and network. With prominent signage and logo recognition, your organization will be seen as a key facilitator of these valuable interactions. Plus, enjoy social media recognition, amplifying your presence across platforms as attendees share their experiences during the breaks.

COMMITTEE/NETWORK RECEPTIONS*

\$5,000 | Add-on to Bronze or higher sponsorship

\$8,000 | Stand-alone sponsorship

Be a key part of building connections and fostering collaboration at the Committee/Network Receptions*. As a sponsor, you'll have the exclusive opportunity to address attendees with a 2–3-minute welcome message, showcasing your organization's support for NAPABA's communities. In addition, you'll receive invitations for three representatives from your organization to attend the event, giving you a direct networking opportunity with industry leaders. To maximize your engagement, you'll also have the option to distribute giveaways and informational materials, ensuring your brand stays top of mind long after the reception.

*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

A La Carte

REGISTRATION AREA OR HOTEL CHECK-IN SPONSOR

\$20,000 - \$35,000

Make a lasting first impression as the exclusive sponsor of either the NAPABA Convention Registration Area or Hotel Check-In—two high-visibility entry points of the attendee experience. With your name and logo prominently integrated into on-site branding, your firm or company will enjoy strong exposure as attendees arrive, check in, receive materials, and prepare to engage with the Convention. Each opportunity is offered as a standalone sponsorship, ensuring your organization is front and center from the very start of the NAPABA experience.

HOTEL KEY CARD SPONSOR

\$15,000

Feature your brand with the exclusive Hotel Key Card Sponsorship. As the first and last thing hotel guest attendees see each day, your logo will be featured on the hotel key cards used throughout their stay—ensuring continuous exposure from check-in to check-out. This high-impact sponsorship guarantees maximum visibility, keeping your brand top of mind every time attendees enter their rooms.

MOBILE APP SPONSOR

\$10,000

Put your brand in the hands of every attendee as the exclusive title sponsor of the NAPABA Mobile App! This essential tool is the go-to resource for navigating the Convention—helping attendees manage their schedules, access event details, connect with fellow participants, and receive real-time updates. With prominent logo placement and branding throughout the app, your firm or company will enjoy continuous visibility and engagement with an engaged audience before and during the event.

WELLNESS PROGRAM SPONSOR

\$10,000 - \$20,000

Align your brand with NAPABA's commitment to well-being by sponsoring a Wellness Program hosted during the Convention. This opportunity positions your firm or company as a champion of attorney health and balance, supporting moments of restoration amid a high-energy Convention experience. With visible branding integrated into wellness programming, your organization will connect with attendees in a meaningful, values-driven way—reinforcing your dedication to supporting the holistic success of legal professionals.

NETWORKING STATION

\$5,000 | Add-on to Bronze or higher

\$10,000 | Stand-alone sponsorship

Sponsor a Networking Station to position your brand at the heart of the Convention's dynamic networking scene. These high-traffic lounges offer a prime opportunity to showcase your firm or company, featuring lounge seating, branded coffee tables, and logo-printed pillows—creating a welcoming space where attendees can connect, recharge, and engage with your brand in a meaningful way.

Add Ons

ADDITIONAL REGISTRATIONS

\$825

Up to 5 additional registrations may be purchased for a discounted fee per sponsoring organization.

NAPABA EXHIBIT BOOTH

\$2,500

Join the heart of the Convention's networking and engagement hub—NAPABA Village. This dynamic space is designed to connect your organization with attendees in an interactive setting where you can promote your products and services, recruit top talent, and distribute giveaways. More than just an exhibit hall, NAPABA Village offers a prime opportunity to build relationships and increase brand visibility. Exhibit booths must be staffed during designated hours to ensure meaningful engagement—simply displaying or distributing brochures is not permitted.

EXCLUSIVE CLE SHOWCASE

\$25,000

Elevate your organization's visibility by sponsoring an exclusive CLE Showcase at the NAPABA Convention. This premium add-on opportunity allows you to design and present a CLE-accredited breakout session, positioning your attorneys as thought leaders while engaging directly with Convention attendees. Sponsors gain targeted exposure, meaningful audience engagement, and strategic brand recognition through NAPABA's trusted platform.

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 Maureen Gelwicks, mgelwicks@napaba.org.

NAPABA MEET & GREETINGS

Opportunities from \$5,000 - \$10,000

Position your organization at the center of meaningful community connection by sponsoring a NAPABA Meet & Greet—our signature local engagement opportunity that strengthens regional relationships while sustaining a vibrant national network. Hosted in cities across the country, these gatherings bring together NAPABA members, community leaders, and organizational leadership for intentional networking and relationship-building. As a sponsor, you'll gain visibility within the local legal community while engaging directly with attorneys across practice areas and career stages.

WEBINAR PRESENTATION

\$3,000

Position your organization as a thought leader by hosting a NAPABA Webinar—a powerful platform to deliver exclusive content to a broad network of diverse attorneys. Engage with law firm partners, Fortune 500 and 1000 General Counsel, federal and state judges, and public interest sector leaders from across the U.S. and Canada. This sponsorship opportunity allows you to share insights, showcase your expertise, and connect with key decision-makers in the legal community—all while leveraging NAPABA's trusted platform and expansive reach.

ADR INSTITUTE

Opportunities from \$7,500 - \$15,000

Showcase your commitment to advancing diversity and excellence in dispute resolution by sponsoring the NAPABA ADR Institute, a multi-day, hands-on training program for attorneys pursuing careers in mediation and arbitration. The program equips participants with practical skills while strengthening the pipeline of diverse mediators and arbitrators nationwide. Sponsors gain visibility and meaningful engagement with attorneys positioned to become the next generation of ADR leaders.

LAW STUDENT WORKSHOP

Opportunities from \$5,000 - \$15,000

Demonstrate your commitment to advancing the future of the legal profession by sponsoring the Law Student Workshop at the NAPABA Convention. Hosted in collaboration with the National Asian Pacific American Law Student Association (NAPALSA), this two-day, five-session program equips law students with the tools and connections needed to successfully transition into their legal careers. As a sponsor, you'll gain valuable visibility while directly engaging with the next generation of attorneys as they network with judges, attorneys, and legal professionals from across various sectors. This is a unique opportunity to build relationships with rising talent and showcase your organization's support for fostering an inclusive legal community.

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.

About NAPABA

The National Asian Pacific American Bar Association (NAPABA) represents the interests of more than 80,000 Asian Pacific American (APA) attorneys, judges, law professors, and law students, as well as over 90 national, state, and local APA bar associations.

Founded in 1988, NAPABA promotes justice, equity, and opportunity for APA legal professionals and Asian American, Native Hawaiian, and Pacific Islander communities. We foster professional development, advocacy, and community involvement. We are committed to fostering a welcoming, inclusive community open to all—where everyone is empowered to engage, contribute, and lead.



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.

Contact

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Bar Association**

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