

WHY SPONSOR THE PATHWAYS TO DIVERSITY® CONFERENCE?

MCCA'S Creating Pathways to Diversity® Conference promotes the advancement of diversity and inclusion in the legal profession through programs focused on global diversity, inclusive leadership and talent optimization. This conference offers practical development tools and resources for individual lawyers and organizations, and hosts legal professionals and experts. Prior attendees have included thought leaders from companies such as Bank of America, Chevron, Dow Corning, DuPont, General Electric, Hewlett-Packard, IBM, JP Morgan Chase, Microsoft, Nationwide, Procter & Gamble, Prudential, Target and Wells Fargo. Conference attendees come to **LEARN, CONNECT, and BE INSPIRED** by MCCA's extensive network of leading lawyers from F1000 company law departments and top law firms.

Sponsors of the Pathways Conference have the opportunity to contribute to unique, and substantive discussions on diversity and inclusion issues within the legal profession. The conference offers supporters customized spaces for interacting with attendees and distribution of materials, opportunities to interact closely with the legal departments of top companies, and public recognition to sponsors for their commitment to MCCA's vision and mission. The Creating Pathways to Diversity Conference coincides and culminates with our annual Diversity Gala (October 3 at the American Museum of Natural History in New York). Bundled sponsorship opportunities for both events are available. (For Diversity Gala sponsorship opportunities, visit www.mcca.com/gala.)

<p>For more information contact: sponsorship@mcca.com www.mcca.com/pathways</p>	<p>Premier Sponsorships:</p> <ul style="list-style-type: none"> \$35,000 / Champion Sponsorship \$25,000 / Trailblazer Sponsorship \$15,000 / Innovator Sponsorship \$10,000 / Pioneer Sponsorship \$5,000 / Catalyst Sponsorship 	<p>Additional Sponsorships:</p> <ul style="list-style-type: none"> \$3,000 / Reserved Table for Breakfast or Luncheon Plenary \$5,000 / The Exchange
--	---	---

PREMIER SPONSORSHIPS

\$35,000 / CHAMPION SPONSORSHIP

Champion diversity and inclusion in the legal profession by becoming a Champion sponsor at this premier diversity and inclusion forum. Champions receive optimal visibility, attendee engagement opportunities, and visibility at the Diversity Gala on October 3rd. The combined value of this sponsorship packages is **\$40,000**.

Benefits Include:

- › An exclusive speaking opportunity for one leader of the organization¹
- › High visibility custom concept space, where company or firm can distribute materials and engage with conference attendees
- › Prominent logo placement on all conference marketing materials, on the Pathways Conference webpage and email communications
- › Pathways Mobile App visibility, which includes a banner ad, an exclusive push notification before a plenary or reception, and logo in sponsor section of app;
- › Prominent recognition in Diversity & the Bar magazine post-conference ad and opportunities to be named as a sponsor for plenaries or cocktail receptions
- › Full page ad in the conference program book
- › 20 full conference registrations, which includes 2 premium tables for 20 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively.
- › Pre-conference list of attendees
- › One-time use of post conference address mailing list
- › Promotional items placement (items must be provided by sponsor)

Additional Benefits on Next Page >

¹MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

\$35,000 / CHAMPION SPONSORSHIP (CONTINUED)

2018 Gala Champion Sponsorship Benefits Include:

- › 10 tickets to Gala
- › Company/firm name listed as a Champion Sponsor on MCCA web page, program book and email announcements for Gala
- › One item in the Gala gift bag (item provided by company or firm)²
- › Listed in the Diversity & the Bar magazine thank you ad
- › Recognition in post event thank you email for Gala

²MCCA will provide sponsors with gift bag dimensions

\$25,000 / TRAILBLAZER SPONSORSHIP

Demonstrate your company's or firm's pioneering spirit by becoming a Trailblazer sponsor at this premier diversity and inclusion forum. Trailblazers receive optimal visibility and attendee engagement opportunities.

Benefits Include:

- › An exclusive speaking opportunity for one leader of the organization³
- › High visibility concept space, where company or firm can distribute materials and engage with conference attendees
- › Prominent logo placement on all conference marketing materials, on the Pathways Conference webpage and email communications
- › Pathways Mobile App visibility, which includes a banner ad, an exclusive push notification before a plenary or reception, and logo in sponsor section of app;
- › Prominent recognition in Diversity & the Bar magazine post-conference ad and opportunities to be named as a sponsor for plenaries or cocktail receptions
- › Half page ad in the conference program book
- › 20 full conference registrations, which includes 2 premium tables for 20 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively.
- › Pre-conference list of attendees
- › One-time use of post conference address mailing list
- › Promotional items placement (items must be provided by sponsor)

³MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

\$15,000 / INNOVATOR SPONSORSHIP

Innovator sponsors are for those companies and firms that are seeking key visibility and engagement opportunities during the Pathways to Diversity Conference.

Opportunity to Sponsor ONE of the following:

- › Conference Registration (Company/Firm logo will appear at the conference registration table)
- › Conference Wi-Fi (Sponsor's name will be part of log-in and/or password)
- › Recharge Station
- › Conference Badges (Company/Firm logo will appear on badges)
- › Hotel Key Card⁴

Benefits Include:

- › Prominent concept space, where materials can be distributed to attendees
- › Logo placement on some conference marketing materials, on the Pathways Conference webpage and email communications
- › Pathways Mobile App visibility, which includes a banner ad and logo in sponsor section of app
- › Recognition in Diversity & the Bar® magazine post-conference ad
- › 10 full conference registrations, which includes 1 table for 10 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively
- › Promotional item placement (item must be provided by sponsor)

⁴Certain sponsorship items will require a minimum lead time of four weeks prior to conference in order to be fulfilled

\$10,000 / PIONEER SPONSORSHIP

Demonstrate a pioneering spirit towards strengthening diversity and inclusion practices in the legal profession!

Opportunity to Sponsor ONE of the following:

- › CLE and course materials webpage
(Company/Firm logo will appear on webpage)
- › Session Break Sponsorship
- › Conference Pen
- › Faculty Lounge
- › Hotel Door Hangers

Benefits Include:

- › Concept space to engage conference participants and distribute giveaways
- › Logo on promotional and conference materials, on the Pathways Conference webpage, and on the sponsor section of the mobile app
- › Recognition in Diversity & the Bar® magazine post-conference ad
- › 5 full conference registrations, including half table for 5 at the breakfast and luncheon plenaries where the Ettlbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively
- › Promotional item placement (item must be provided by sponsor)

\$5,000 / CATALYST SPONSORSHIP- (SOLD OUT)

Catalyst sponsors have the opportunity to showcase their commitment to diversity and inclusion at this important conference.

Benefits Include:

- › Concept space to engage conference participants and distribute marketing materials
- › Logo on some promotional and conference materials, on the Pathways Conference webpage, and on the sponsor section of the mobile app
- › Recognition in Diversity & the Bar® magazine post-conference ad
- › 2 full conference registrations, which includes 2 seats at the breakfast and luncheon plenaries where the Ettlbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively



ADDITIONAL SPONSORSHIPS

\$3,000 / RESERVED TABLE FOR BREAKFAST OR LUNCHEON PLENARY

The breakfast and luncheon plenaries will recognize MCCA's 2018 Ettelbrick honoree, 2018 Rising Stars and 2018 Vashon honorees on stage respectively.

The Vashon Innovator Award is named for scholar, abolitionist and lawyer George B. Vashon, who was the first licensed African American attorney in New York State and one of the first admitted to practice before the U.S. Supreme Court. As part of the annual Creating Pathways to Diversity Conference, the award is given to smaller companies (not in the Fortune 1000) and law firms (less than 500 attorneys) that have led the way with innovative best practices to assist diverse attorneys.

The Paula L. Ettelbrick Award celebrates unparalleled achievement by an individual or an organization in advancing lesbian, gay, bisexual, and transgender attorneys. The award is named for the late Paula L. Ettelbrick whose quarter-century of work for organizations like Lambda Legal Defense, National Gay and Lesbian Task Force and the International Lesbian and Gay Human Rights Commission assisted thousands of individuals.

MCCA's Rising Stars will be recognized on stage for his/her professional achievements and commitment to improving his/her community.

Benefits include: 1 table for 10 at the breakfast or luncheon plenary with company/firm name displayed at your reserved table and listed in the program book.

\$5,000 / THE EXCHANGE

The Exchange is an intimate networking breakfast, hosted on the morning of October 3rd that is open exclusively to MCCA corporate and firm members, with attendance averaging from 75-90 members. As the exclusive Exchange sponsor, a representative of the firm or company will gain access to this private event and the firm or company logo will be placed at the registration table, where there will be an opportunity to place promotional materials.

Sponsorship Opportunities

SPONSORSHIP LEVELS	\$35,000 CHAMPION	\$25,000 TRAILBLAZER	\$15,000 INNOVATOR	\$10,000 PIONEER	\$5,000 CATALYST
Exclusive Speaking Opportunity for One Leader of the Organization ¹	✓	✓	-	-	-
Concept Space, Distribute Materials and Giveaways	High Visibility Custom Design	High Visibility	Prominent	✓	✓
Logo Placement on Conference Promotional Materials and Website	Prominent	Prominent	✓	✓	Some
Mobile App Visibility	Includes: › 1 Banner Ad › Logo in Sponsor Section › Exclusive Push Notification	Includes: › 1 Banner Ad › Logo in Sponsor Section › Exclusive Push Notification	Includes: › 1 Banner Ad › Logo in Sponsor Section	Includes: › Logo in Sponsor Section	Includes: › Logo in Sponsor Section
Recognition in <i>Diversity & the Bar Magazine</i> [®] Post-Conference Appreciation Ad	Prominent	Prominent	✓	✓	✓
Full Conference Registrations	20	20	10	5	2
Pre-Conference List of Attendees	✓	✓	-	-	-
One-time Use of Post-Conference Mailing Lists	✓	✓	-	-	-
Promotional Item Placement (Item Must Be Provided by Sponsor)	✓	✓	✓	✓	-
Table(s) for Breakfast and Luncheon Plenaries	2 Premium Tables (20 Seats)	2 Premium Tables (20 Seats)	1 Table (10 Seats)	1/2 Table (5 Seats)	2 Seats
Acknowledgment as Sponsor of Plenaries or Cocktail Reception	✓	✓	-	-	-
2018 Gala Championship Sponsorship › 10 tickets to Gala; › Company/firm name listed as a Champion Sponsor for Gala; › 1 item in Gala gift bag ² ; › Listed in D&B magazine; and › Recognition in post event email for Gala	✓	-	-	-	-

¹ MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program

² MCCA will provide sponsors with gift bag dimensions

* **The Minority Corporate Counsel Association, Inc. is a 501(c)(3) organization. Gifts are deductible to the full extent allowable under IRS. EIN: 13-3920905**



MCCA™

2018 Strategic Members

