



OCTOBER 28, 2020

VIRTUAL DIVERSITY GALA SPONSORSHIP

As we continue to follow the directives of our elected officials and prioritize the health and safety of our community, we have decided this year to reimagine our annual Diversity Gala as an inclusive virtual experience and your support is now more important than ever. If we take our foot off the pedal now, there will be ripple effects in our progress for years to come and we cannot let that happen.

WHY SPONSOR THE MCCA VIRTUAL DIVERSITY GALA?

Join general counsels from Fortune® 1000 companies and top law firm partners for a special evening celebrating those who have paved the way to create a more diverse and inclusive profession by taking bold steps. The MCCA Diversity Gala is the premier national awards program that honors leading corporate law departments and law firms who have demonstrated leadership in championing diversity and inclusion.

DRESS CODE: Dress to impress from the waist up. Be creative!

Support for the MCCA Virtual Diversity Gala is an ideal opportunity for companies or firms to gain visibility and access to over one thousand attendees representing leading companies and firms from across industries at the largest awards program of its kind in the country.

Please mark your calendar and save the date for our special virtual fundraising event that will include:

- Interactive networking receptions before and after the awards ceremony
- Live awards ceremony honoring champions of diversity, equity & inclusion in the legal profession
- Entertainment

Below we have outlined the various sponsorship packages. Have something else in mind? We're happy to build a custom sponsor package for you.

<p>Please contact sponsorship@mcca.com if you would like to sponsor our 2020 Virtual Gala or if you have any questions regarding Gala sponsorship.</p> <p>Additional individual tickets can be purchased at www.mcca.com/gala</p>	<p>Sponsorship Opportunities:</p> <table border="0"> <tr> <td>\$75,000 / Presenting</td> <td>\$15,000 / Champion</td> </tr> <tr> <td>\$50,000 / Underwriter</td> <td>\$10,000 / Contributor</td> </tr> <tr> <td>\$25,000 / Benefactor</td> <td>\$7,500 / Advocate</td> </tr> </table>	\$75,000 / Presenting	\$15,000 / Champion	\$50,000 / Underwriter	\$10,000 / Contributor	\$25,000 / Benefactor	\$7,500 / Advocate
\$75,000 / Presenting	\$15,000 / Champion						
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SPONSORSHIP OPPORTUNITIES

\$75,000 / PRESENTING SPONSORSHIP

- › 20 VIP tickets to the Virtual Gala, includes access to the pre-show VIP networking reception and the awards ceremony
- › Private virtual room where you can visit with your guests before the awards ceremony, includes logo incorporated into digital backdrop
- › Top billing as the Presenting Sponsor on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails
- › Prominent display of logo across virtual event environment (or platform), including pre-show networking receptions and awards ceremony
- › Verbal recognition during the awards ceremony
- › Presentation of one award during the awards program ceremony
- › Sponsor spotlight in two promotional emails – will include logo with link to your homepage, web address and 1-2 sentences about your company's commitment to diversity, inclusion & equity (deadlines apply)
- › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Sponsor Spotlight Video presented during the awards ceremony
- › Sponsor of the 2020 MCCA General Counsel Survey
- › Recognition in post event thank you email, MCCA newsletter and social media
- › Pre and post Gala list of attendees
- › First right of refusal for Presenting Sponsor package for 2021 event

\$50,000 / UNDERWRITER SPONSORSHIP

- › 10 VIP tickets to the Virtual Gala, includes access to the pre-show VIP networking reception and the awards ceremony
- › Private virtual room where you can visit with your guests before the awards ceremony, includes logo incorporated into digital backdrop
- › Prominent display of logo across virtual event environment (or platform), including pre-show networking receptions and awards ceremony
- › Prominent display of logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails
- › Sponsor spotlight in one promotional email – will include logo with link to your homepage, web address and 1-2 sentences about your company's commitment to diversity, inclusion & equity (deadlines apply)
- › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Sponsor Spotlight Video presented during the awards ceremony
- › Verbal recognition during the awards ceremony
- › Recognition in post event thank you email, MCCA newsletter and social media
- › Pre and post Gala list of attendees

\$25,000 / BENEFACTOR SPONSORSHIP

- › 10 tickets to the Virtual Gala, includes access to the pre-show networking reception and the awards ceremony
 - › Access to pre-show VIP networking reception for 3
 - › Private virtual room where you can visit with your guests before the awards ceremony, includes logo incorporated into digital backdrop
 - › Display of logo across virtual event environment (or platform), including pre-show networking receptions and awards ceremony
 - › Display of logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails
 - › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
 - › Recognition in post event thank you email, MCCA newsletter and social media
- Optional Add-On Benefit:**
One additional pre-show VIP networking reception admission ticket for an additional \$5000 (limit one)

\$15,000 / CHAMPION SPONSORSHIP

- › 10 tickets to the Virtual Gala, includes access to the pre-show networking reception and the awards ceremony
 - › Company/Firm name listed at the pre-show networking receptions and awards ceremony
 - › Company/Firm name listed as a Champion Sponsor on all Gala marketing materials, Gala webpage, social media posts and promotional emails
 - › Recognition in post event thank you email, MCCA newsletter and social media
- Optional Add-On Benefit:**
One additional pre-show VIP networking reception admission ticket for an additional \$5000 (limit one)



\$10,000 / CONTRIBUTOR SPONSORSHIP

- › 7 tickets to the Virtual Gala, includes access to the pre-show networking reception and the awards ceremony
 - › Company/Firm name listed at the pre-show networking receptions and awards ceremony
 - › Company/Firm name listed as a Contributor Sponsor on all Gala marketing materials, Gala webpage, social media post and promotional emails
 - › Recognition in post event thank you email, MCCA newsletter and social media
- Optional Add-On Benefit:**
One additional pre-show VIP networking reception admission ticket for an additional \$5000 (limit one)

\$7,500 / ADVOCATE SPONSORSHIP

- › 5 tickets to the Virtual Gala, includes access to the pre-show networking reception and the awards ceremony
- › Company/Firm name listed at the pre-show networking receptions and awards ceremony
- › Company/Firm name listed as an Advocate Sponsor on all Gala marketing materials, Gala webpage, social media posts and promotional emails
- › Recognition in post event thank you email, MCCA newsletter and social media

Sponsorship Opportunities

SPONSORSHIP LEVELS	\$75,000 PRESENTING	\$50,000 UNDERWRITER	\$25,000 BENEFACTOR	\$15,000 CHAMPION	\$10,000 CONTRIBUTOR	\$7,500 ADVOCATE
Tickets to the Virtual Gala, which includes access to the pre-show networking receptions and awards ceremony	20 VIP Tickets	10 VIP Tickets	10 Tickets	10 Tickets	7 Tickets	5 Tickets
Pre-Show VIP Networking Reception Access	20 Individuals	10 Individuals	3 Individuals	-	-	-
Virtual room where you can visit with your guests before the awards ceremony, includes logo incorporated into digital backdrop	Private virtual room	Private virtual room	Private virtual room	-	-	-
Logo Placement on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails	Top Billing	Prominent	✓	-	-	-
Company/Firm Name listed on all Gala marketing materials, Gala webpage, social media posts and promotional emails	-	-	-	✓	✓	✓
Display of logo across virtual event environment (or platform), including pre-show networking receptions and awards ceremony	Prominent	Prominent	✓	-	-	-
Company/Firm Name listed at the pre-show networking receptions and awards ceremony	-	-	-	✓	✓	✓
Verbal Recognition during the awards ceremony	✓	✓	-	-	-	-
Presentation of One Award during the Awards Ceremony	✓	-	-	-	-	-

Sponsorship Opportunities (continued)

SPONSORSHIP LEVELS	\$75,000 PRESENTING	\$50,000 UNDERWRITER	\$25,000 BENEFACTOR	\$15,000 CHAMPION	\$10,000 CONTRIBUTOR	\$7,500 ADVOCATE
Sponsor spotlight in promotional emails - will include logo with link to homepage, web address and 1-2 sentences about your company's commitment to diversity, inclusion & equity (deadlines apply)	2 Promotional Emails	1 Promotional Email	-	-	-	-
Social Media Post on Facebook, Twitter and LinkedIn announcing the sponsorship	✓	✓	✓	-	-	-
Sponsor Spotlight Video presented during the awards ceremony	✓	✓	-	-	-	-
Sponsor of the 2020 MCCA General Counsel Survey	✓	-	-	-	-	-
Recognition in Post Event Thank You Email, MCCA Newsletter and social media	✓	✓	✓	✓	✓	✓
Pre and post Gala list of attendees	✓	✓	-	-	-	-
Optional Add-On Benefit: One Additional Pre-Show VIP Networking Reception Admission Ticket for an Additional \$5000 (Limit One)	-	-	✓	✓	✓	-



MCCA™

Strategic Diversity Members



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