

## WHY SPONSOR THE 2023 CREATING PATHWAYS TO DIVERSITY® CONFERENCE?

MCCA's Creating Pathways to Diversity® Conference (Pathways) promotes the advancement of diversity, equity and inclusion in the legal profession through programs focused on global diversity, inclusive leadership and talent optimization. Pathways will be hosted at the New York Marriott Marquis in New York City on October 9-11, 2023 and we are excited to host our community in-person. We are confident that our comprehensive in-person conference will deliver the knowledge-rich conference experience that has supported diversity, equity and inclusion in the legal profession for over 25 years.

Our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar. Sponsors of the Pathways Conference have the opportunity to contribute to unique and substantive discussions on diversity, equity and inclusion issues within the legal profession. This annual opportunity to explore new ideas and hear from leaders and experts presents the perfect forum to support MCCA's mission and vision, connect with colleagues, and promote your organization through sponsorship and/or exhibiting.

Prior attendees have included thought leaders from companies such as Amazon, Chevron, Converse, Discover, Google, Intel, Meta, Microsoft, Nike, Nokia, Thomson Reuters, Verizon, Visa, VMware and USAA. Conference attendees come to **LEARN, CONNECT, and BE INSPIRED** by MCCA's extensive network of leading lawyers from Fortune 1000 company law departments and top law firms.

The Creating Pathways to Diversity® Conference coincides and culminates with our annual Diversity Gala on October 11. Bundled sponsorship opportunities for both events are available. *(For Diversity Gala sponsorship opportunities, visit [www.mcca.com/gala](http://www.mcca.com/gala).)*

We welcome back our long-term supporters and look forward to engaging with new organizations. There are various ways to be involved. This page outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let's talk! **Please email [sponsorship@mcca.com](mailto:sponsorship@mcca.com).**

## SPONSORSHIP & EXHIBITION BENEFITS

**PERSONAL CONTACT:** Put a face to your brand – the best way to create and maintain relationships with your target audience.

**EDUCATION:** Learn how we are challenging the status quo and advancing diversity, equity & inclusion in the legal profession and how you can be part of it.

**PRESENCE:** Show your commitment to diversity, equity and inclusion in the legal profession – support the community that supports your business.

**WEBSITE:** A pivotal marketing tool, this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

**DIRECT MARKETING:** Frequent email blasts update registered attendees with general information, latest news, key dates, and program and speaker details. This ensures attendees remain engaged in activities leading up to the conference.

**ADVERTISING AND ARTICLES:** Regular e-blasts will promote program highlights and key speakers.

**MEDIA COVERAGE:** This will be attracted closer to the conference through industry media channels, profiling key developments in the legal profession.

**SOCIAL MEDIA:** This will be used to create excitement around the event and speakers. LinkedIn, Twitter and Facebook will be featured heavily in the social media campaign.

## SPONSORSHIP OPPORTUNITIES

For more information contact:  
[sponsorship@mcca.com](mailto:sponsorship@mcca.com)  
[www.mcca.com/pathways](http://www.mcca.com/pathways)

### Premier Sponsorships:

\$60,000 / Champion Sponsorship (max 3 sponsors)  
\$40,000 / Trailblazer Sponsorship  
\$25,000 / Innovator Sponsorship  
\$15,000 / Pioneer Sponsorship  
\$10,000 / Catalyst Sponsorship

### Additional Sponsorships:

\$25,000 / Pitch Session Network Dinner Sponsor (max 3 sponsors)

## PREMIER SPONSORSHIPS

### \$60,000 / CHAMPION SPONSORSHIP (MAX 3 SPONSORS)

Champion diversity, equity and inclusion in the legal profession by becoming a Champion sponsor at this premier conference. Champions also receive optimal visibility, attendee engagement opportunities, and visibility at the Diversity Gala on October 11. The combined value of these sponsorship packages is **\$85,000**. (maximum 3 sponsors at this level)

#### Benefits Include:

- › Verbal acknowledgment by President & CEO at the Creating Pathways to Diversity Conference and the Diversity Gala
- › Welcome Video Message<sup>1</sup>
- › Full page ad in the conference program book
- › Prominent logo placement on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes push notifications before 3 CLE sessions and logo listed in sponsor section of the app
- › Pre and post event lists of attendees
- › Platinum Sponsor of the Virtual Diversity Career Fair
- › Sponsor of the 2023 Law Firm Diversity Survey, Database & Report
- › 20 full conference registrations
- › 2 reserved tables at the Pathways breakfast and luncheon plenaries
- › Prominent and custom concept space where company or firm can distribute materials and engage with conference attendees
- › An exclusive speaking opportunity for one leader of the organization<sup>2</sup>
- › Sponsor of: Tuesday networking reception, Tuesday breakfast and lunch plenary, hotel key card and conference badges
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags<sup>3</sup>
- › 5 invitations and reserved seats to the Pitch Session Network Dinner
- › Recognition in post event thank you email, MCCA newsletter and social media

<sup>1</sup>Certain sponsorship items will require a minimum lead time of four weeks prior to conference in order to be fulfilled.

<sup>2</sup>MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

<sup>3</sup>MCCA will provide sponsors with gift bag dimensions.

#### 2023 Gala Champion Sponsorship Benefits Include:

- › 3 General Admission and 2 VIP Tickets, which includes access to the pre-show General and VIP networking reception, the awards ceremony and reserved seating at the Diversity Gala
- › Company/firm name listed as Champion sponsor in the Diversity Gala program book
- › Company/firm name listed as Champion sponsor on all Gala promotional materials, social media posts, email communications, and event webpages
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes logo listed in sponsor section of the app
- › Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship with company/firm logo and with other sponsors
- › Recognition in post event thank you email, MCCA newsletter and social media



## \$40,000 / TRAILBLAZER SPONSORSHIP

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

### Benefits Include:

- › Half page ad in the conference program book
- › Prominent logo placement on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes push notifications before 3 CLE sessions and logo listed in sponsor section of the app
- › 10 full conference registrations
- › 1 reserved table at the Pathways breakfast and luncheon plenaries
- › Custom concept space where company or firm can distribute materials and engage with conference attendees
- › An exclusive speaking opportunity for one leader of the organization<sup>4</sup>
- › Sponsor of: Monday breakfast and lunch, Monday networking reception and Wi-Fi
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags<sup>5</sup>
- › 2 invitations and reserved seats to the Pitch Session Network Dinner
- › Recognition in post event thank you email, MCCA newsletter and social media

<sup>4</sup>MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

<sup>5</sup>MCCA will provide sponsors with gift bag dimensions.

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## \$25,000 / INNOVATOR SPONSORSHIP

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

### Benefits Include:

- › Half page ad in the conference program book
- › Company/firm name listed on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes a push notification before 1 CLE session and logo listed in sponsor section of the app
- › 5 full conference registrations
- › 1/2 reserved table at the Pathways breakfast and luncheon plenaries
- › Concept space where company or firm can distribute materials and engage with conference attendees
- › Sponsor of: Wednesday breakfast and lunch, charging stations and a CLE session
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags<sup>6</sup>
- › Recognition in post event thank you email, MCCA newsletter and social media

<sup>6</sup>MCCA will provide sponsors with gift bag dimensions.

## \$15,000 / PIONEER SPONSORSHIP

Demonstrate a pioneering spirit towards strengthening diversity, equity and inclusion practices in the legal profession.

### Benefits Include:

- › Company/firm name listed in the conference program book
- › Company/firm name listed on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes logo listed in sponsor section of the app
- › 4 full conference registrations
- › Reserved seating at the Pathways breakfast and luncheon plenaries
- › Concept space where company or firm can distribute materials and engage with conference attendees
- › Sponsor of: Faculty Lounge and a CLE session
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags<sup>7</sup>
- › Recognition in post event thank you email, MCCA newsletter and social media

<sup>7</sup>MCCA will provide sponsors with gift bag dimensions.

## \$10,000 / CATALYST SPONSORSHIP

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

### Benefits Include:

- › Company/firm name listed in the conference program book
- › Company/firm name listed on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes logo listed in sponsor section of the app
- › 2 full conference registrations
- › Reserved seating at the Pathways breakfast and luncheon plenaries
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags<sup>8</sup>
- › Recognition in post event thank you email, MCCA newsletter and social media

<sup>8</sup>MCCA will provide sponsors with gift bag dimensions.



## ADDITIONAL SPONSORSHIP

### \$25,000 / PITCH SESSION NETWORK DINNER SPONSORSHIP (MAX 3 SPONSORS)

The Pitch Session Network ("PSN") Dinner is an invite-only dinner held on the first night of the Pathways Conference. The dinner is a thank you to our corporate legal department participants for their generous time and agreeing to meet and consider diverse outside counsel from large law firms for new opportunities. It is also another opportunity for all PSN participants (in-house and law firm) to network and become better acquainted with each other. *(maximum 3 sponsors at this level)*

#### Benefits Include:

- › Half page ad in the conference program book
- › Company/firm name listed on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages
- › Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Mobile app visibility for the Creating Pathways to Diversity Conference, which includes logo listed in sponsor section of the app
- › 5 full conference registrations, which includes 5 reserved seats at the PSN Dinner
- › Provide Pitch Session Network Dinner Welcoming Remarks
- › Recognition in post event thank you email, MCCA newsletter and social media

## PAST PATHWAYS CONFERENCE SPONSORS

Allstate Insurance Company  
Amazon.com, Inc.  
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Capital One  
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Diversity Lab  
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## CHECK OUT OUR PAST PATHWAYS CONFERENCES





# SPONSORSHIP OPPORTUNITIES

	PREMIER SPONSORSHIPS					ADDITIONAL SPONSORSHIP
SPONSORSHIP LEVELS	\$60,000 CHAMPION	\$40,000 TRAILBLAZER	\$25,000 INNOVATOR	\$15,000 PIONEER	\$10,000 CATALYST	\$25,000 PITCH SESSION NETWORK DINNER
Verbal acknowledgment by President & CEO at the Creating Pathways to Diversity Conference and the Diversity Gala	✓	-	-	-	-	-
Welcome Video Message <sup>1</sup>	✓	-	-	-	-	-
Ad in the Conference Program Book	Full Page Ad	Half Page Ad	Half Page Ad	-	-	Half Page Ad
Company/firm name listed in the Conference Program Book	-	-	-	✓	✓	-
Logo placement on all conference promotional materials, social media posts, mobile apps, email communications, and event webpages	Prominent	Prominent	-	-	-	-
Company/firm name listed on all conference social media posts, mobile apps, email communications, and event webpages	-	-	✓	✓	✓	✓
Sponsorship Announcement on Social Media (Facebook, Twitter, LinkedIn)	✓	✓	✓	-	-	✓
Mobile app visibility for Creating Pathways to Diversity Conference	Push notification before 3 CLE sessions; logo in sponsor section	Push notification before 3 CLE sessions; logo in sponsor section	Push notification before 1 CLE session; logo in sponsor section	Logo in sponsor section	Logo in sponsor section	Logo in sponsor section
Pre and Post Conference List of Attendees	✓	-	-	-	-	-
Platinum Sponsor of the Virtual Diversity Career Fair	✓	-	-	-	-	-
Sponsor of the 2023 Law Firm Diversity Survey, Database & Report	✓	-	-	-	-	-
Pathways Conference Registrations	20	10	5	4	2	5
Pathways reserved tables at the breakfast and luncheon plenaries	2 reserved tables	1 reserved table	1/2 reserved table	Reserved seating	Reserved seating	-
Pathways concept space	Prominent and custom concept space	Custom concept space	Concept space	Concept space	-	-

# SPONSORSHIP OPPORTUNITIES (CONTINUED)

	PREMIER SPONSORSHIPS					ADDITIONAL SPONSORSHIP
SPONSORSHIP LEVELS	\$60,000 CHAMPION	\$40,000 TRAILBLAZER	\$25,000 INNOVATOR	\$15,000 PIONEER	\$10,000 CATALYST	\$25,000 PITCH SESSION NETWORK DINNER
Pathways speaking opportunity <sup>2</sup>	✓	✓	-	-	-	-
Sponsor networking reception (Monday)	-	✓	-	-	-	-
Sponsor networking reception (Tuesday)	✓	-	-	-	-	-
Sponsor Breakfast Monday	-	✓	-	-	-	-
Sponsor Breakfast Tuesday (plenary)	✓	-	-	-	-	-
Sponsor Breakfast Wednesday	-	-	✓	-	-	-
Sponsor Lunch Monday	-	✓	-	-	-	-
Sponsor Lunch Tuesday (plenary)	✓	-	-	-	-	-
Sponsor Lunch Wednesday	-	-	✓	-	-	-
Pathways hotel key card	✓	-	-	-	-	-
Pathways Wi-Fi sponsor	-	✓	-	-	-	-
Pathways Conference badges	✓	-	-	-	-	-
Pathways Faculty Lounge	-	-	-	✓	-	-
Pathways charging stations	-	-	✓	-	-	-
Sponsor Pathways CLE session	-	-	✓	✓	-	-
Promotional materials in the Pathways gift bags <sup>3</sup>	✓	✓	✓	✓	✓	-
Gala Tickets, which includes access to the pre-show VIP networking reception and the awards ceremony	5 VIP	-	-	-	-	-
Gala reserved tables	Reserved seating	-	-	-	-	-

# SPONSORSHIP OPPORTUNITIES (CONTINUED)

SPONSORSHIP LEVELS	PREMIER SPONSORSHIPS					ADDITIONAL SPONSORSHIP
	\$60,000 CHAMPION	\$40,000 TRAILBLAZER	\$25,000 INNOVATOR	\$15,000 PIONEER	\$10,000 CATALYST	\$25,000 PITCH SESSION NETWORK DINNER
Pitch Session Network Sponsor	-	-	-	-	-	✓
Invitation to the Pitch Session Network Dinner	✓ (for 5)	✓ (for 2)	-	-	-	✓
Pitch Session Network Dinner Reserved Seats	5 Reserved Seats	2 Reserved Seats	-	-	-	5 Reserved Seats and conference registrations
Pitch Session Network Dinner Welcoming Remarks	-	-	-	-	-	✓
Recognition in post event thank you email, MCCA newsletter and social media	✓	✓	✓	✓	✓	✓

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<sup>2</sup>MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program..

<sup>3</sup>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**

