

WHY SPONSOR THE 2024 CREATING PATHWAYS TO DIVERSITY® CONFERENCE?

MCCA's Creating Pathways to Diversity® Conference (Pathways) promotes the advancement of diversity, equity, and inclusion (DEI) in the legal profession through programs focused on global diversity, inclusive leadership, and talent optimization. Pathways will be hosted at the **Fairmont Princess in Scottsdale, Arizona on September 22-25, 2024** and we are excited to host our community in a new city and venue to curate a more engaging conference. 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 27 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 DEI issues and how to create solutions that are sustainable for growth. 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.

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.**

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, and 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
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)
\$10,000 / Wellness Challenge Sponsor
\$10,000 / Late Night Networking Sponsor

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 to be confirmed in the fall. The combined value of these sponsorship packages is **\$85,000**. (maximum 3 sponsors at this level)

Benefits Include:

- › 20 full conference registrations
- › Verbal acknowledgment by President & CEO at the Creating Pathways to Diversity Conference and the Diversity Gala
- › Welcome Video Message¹
- › 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
- › Sponsor of the 2024 Law Firm Diversity Survey, Database & Report
- › 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 organization²
- › 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 bags³
- › 5 invitations and reserved seats to the Pitch Session Network Dinner
- › Recognition in post event thank you email, MCCA newsletter, and social media

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

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

³MCCA will provide sponsors with gift bag dimensions.

2024 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 organization⁴
- › Sponsor of: Monday breakfast and lunch, Monday networking reception, and Wi-Fi
- › Promotional materials in the Creating Pathways to Diversity Conference gift bags⁵
- › 2 invitations and reserved seats to the Pitch Session Network Dinner
- › Recognition in post event thank you email, MCCA newsletter and social media

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

⁵MCCA will provide sponsors with gift bag dimensions.

\$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 bags⁶
- › Recognition in post event thank you email, MCCA newsletter and social media

⁶MCCA 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 bags⁷
- › Recognition in post event thank you email, MCCA newsletter and social media

⁷MCCA 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 bags⁸
- › Recognition in post event thank you email, MCCA newsletter and social media

⁸MCCA will provide sponsors with gift bag dimensions.



ADDITIONAL SPONSORSHIPS

\$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

\$10,000 / WELLNESS CHALLENGE SPONSORSHIP (MORNING RUN AND/OR YOGA)

Benefits Include:

- › MCCA and sponsor branded tee shirts and water bottle
- › 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
- › Recognition in post event thank you email, MCCA newsletter and social media

\$10,000 / LATE NIGHT NETWORKING SPONSORSHIP

Benefits Include:

- › Opportunity to co-curate the event with MCCA
- › Signage at the event
- › 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
- › Recognition in post event thank you email, MCCA newsletter and social media

PAST PATHWAYS CONFERENCE SPONSORS

Allstate Insurance Company
Amazon.com, Inc.
American Arbitration Association
Ankura
Axinn, Veltrop & Harkrider LLP
Ballard Spahr LLP
Barlit Beck LLP
Capital One
Chevron Corporation
Comcast
Converse
Davis Wright Tremaine LLP
Dentons US LLP
Diversity Lab
DLA Piper
Duane Morris LLP
eBay Inc.
Evisort
Facebook, Inc.
Fisher Phillips, LLP

Fox Rothschild LLP
Gould & Ratner LLP
Haynes and Boone, LLP
Hunton & Williams LLP
Hunton Andrews Kurth LLP
In-House Focus
Intuit
JAMS
K&L Gates LLP
Katten Muchin Rosenman LLP
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Shell
Shook, Hardy & Bacon L.L.P.
Stinson Leonard Street LLP
Stratos Legal
Sullivan & Worcester LLP
TCDI
The Hershey Company
The Partners Group

Thomson Reuters
USAA
Vault
VMware, Inc.
WilmerHale
Winston & Strawn LLP
Womble Bond Dickinson (US) LLP

CHECK OUT OUR PAST PATHWAYS CONFERENCES



PREMIER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PREMIER SPONSORSHIPS				
	\$60,000 CHAMPION	\$40,000 TRAILBLAZER	\$25,000 INNOVATOR	\$15,000 PIONEER	\$10,000 CATALYST
Verbal acknowledgment by President & CEO at the Creating Pathways to Diversity Conference and the Diversity Gala	✓	-	-	-	-
Welcome Video Message ¹	✓	-	-	-	-
Ad in the Conference Program Book	Full 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
Pre and Post Conference List of Attendees	✓	-	-	-	-
Sponsor of the 2024 Law Firm Diversity Survey, Database & Report	✓	-	-	-	-
Pathways Conference Registrations	20	10	5	4	2
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	-
Pathways speaking opportunity ²	✓	✓	-	-	-

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

PREMIER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PREMIER SPONSORSHIPS				
	\$60,000 CHAMPION	\$40,000 TRAILBLAZER	\$25,000 INNOVATOR	\$15,000 PIONEER	\$10,000 CATALYST
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 ³	✓	✓	✓	✓	✓
Gala Tickets, which includes access to the pre-show VIP networking reception and the awards ceremony	5 VIP	-	-	-	-
Gala reserved tables	Reserved seating	-	-	-	-
Recognition in post event thank you email, MCCA newsletter and social media	✓	✓	✓	✓	✓

³MCCA will provide sponsors with gift bag dimensions.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	ADDITIONAL SPONSORSHIPS		
	\$25,000 PITCH SESSION NETWORK DINNER	\$10,000 WELLNESS CHALLENGE	\$10,000 LATE NIGHT NETWORKING
Ad in the Conference Program Book	Half Page Ad	-	-
Company/firm name listed in the Conference Program Book	-	✓	✓
MCCA and sponsor branded tee shirts and water bottle	-	✓	-
Opportunity to co-curate the event with MCCA	-	-	✓
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	Logo in sponsor section	Logo in sponsor section	Logo in sponsor section
Pathways Conference Registrations	5	-	-
Pitch Session Network Sponsor	✓	-	-
Invitation to the Pitch Session Network Dinner	✓	-	-
Pitch Session Network Dinner 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	✓	✓	✓

* 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

