The SOLUTION TO INCLUSION

WOMEN

EMPOWERING WOMEN

2020

Achievement Awards Breakfast

Celebrating the Achievements Of Women Lawyers of Color

Tuesday, July 28, 2020
7am to 9am
Marriott Marquis, Washington, DC
The Women Lawyers Division (WLD) of the National Bar Association was established in 1972 as a vehicle for women lawyers in the practice of law to address the issues and problems that particularly affect the interest, and concerns of African – American women. During the organization’s humble beginnings, African-American women lawyers in the U.S. were a very small group of which 18 women during the 1971 NBA Annual Convention came together in Houston, Texas to secure their seat at the organizations leadership table by launching the WLD. Now 48-years later, it has been estimated that are approximately 35,000 African-American women lawyers in the U.S. serving as corporate lawyers, government lawyers, law professors, public interest lawyers and law students. Through its four-fold mission to develop Leaders, create Opportunities for career advancement, provide a Vision of the future, and establish Equity for our women lawyers in the legal industry, the WLD provides our women a place where they feel L.O.V.E!

With African-American women lawyers practicing law around the country, the NBA Annual Convention is where WLD members convene to share the LOVE! During the 2020 NBA Convention, the WLD will host its four signature events that include:

the annual “Health & Wellness Retreat” where our women engage in a program that promotes rest, relaxation and self-care;

the youth “Respect Yourself” Saturday conference were almost 100 teenaged young ladies of color are mentored about self-respect and career development;

the power packed “Boss Lady” Continuing Legal Education Seminars that consists of several advanced seminars in specific practice areas that equip members with new skills and opportunities; and finally, our grandmother of all WLD events, is the “Annual Achievement Awards Breakfast” where we celebrate the professional accomplishments of African-American women lawyers from around the world.

It is with great pleasure that we provide this sponsorship proposal to seek your organizations support of what we know will be the most spectacular WLD Annual Achievement Awards Breakfast this July 2020.

Sincerely,

Valencia Rainey, Esq. Chair

Sharon Bridges, Esq. 1st Vice Chair & Breakfast Committee Chair
The WLD Achievement Awards Breakfast is one of the premier events during the 2020 NBA Annual Convention that will be hosted at the Marriot Marquis Hotel in Washington, D.C. Annually, tickets for this generally event sell out within just a few weeks tickets after they go on sale. With this years seating capacity of up to 1,000 and with Washington, D.C. having the largest population of African-American women lawyers in the country, the WLD expects our 2020 awards breakfast to be near or at capacity.

Below are details regarding the opportunities and benefits your organization can receive as a sponsor of the Achievement Awards event.

**The WLD Reach**

- **50,000** — digital invites (event social media campaign will reach up to 50,000 minority lawyers)
- **2,000** — estimated female conference attendees
- **1,000** — anticipated awards breakfast attendees
- **15%** — average number of attendees are in-house counsel
- **35%** — are government & public interest lawyers
- **50%** — private practice, law students and law professors

Whether your organization seeks to promote its products, services, or promote your African-American female lawyers or your organization needs to recruit or retain African-American female outside counsel, your sponsorship of the WLD Annual Breakfast will provide your organization with unmatched opportunities to engage with and learn of highly successful African-American women lawyers.

Click the images of our 2018 and 2019 awards breakfast magazine and brochure to see our past awardees and the benefits of sponsorship. We thank you in advance for your support!
# SPONSORSHIP LEVELS

## Sponsorships

- **Presenting Sponsor – Table of Ten**
  - $5000 |
  - Reserved full table seating for ten (10). Table signage. Full page ad. Recognition in marketing materials. Opportunity to provide branding materials to breakfast attendees. Speaking opportunity on Awards Breakfast program.

- **Scales of Justice – Table of Ten**
  - $3000 |
  - Reserved full table seating for ten (10). Table signage. Full page ad. Recognition in marketing materials. Opportunity to provide branding materials to breakfast attendees.

- **Gavel Sponsor**
  - $2000 |

- **Lady Justice Sponsor**
  - $1000 |
  - One-fourth page ad. Recognition in marketing materials. Reserved seating. Four (4) tickets to the Awards Breakfast.

- **Program Printing Sponsor (1 Only)**
  - $1800 |
  - Sponsor of WLD Awards Program Booklet. Complimentary half page ad.

- **Entertainment Sponsor (3 Only)**
  - $500 |
  - Complimentary one fourth page ad.

- **Video Production Sponsor**
  - $1,500 |
  - (You must be a sponsor of one of the above opportunities or purchase a book ad to become a video production sponsor. Video sponsorship benefits on next page.)

## Program Book Advertisement

- Inside back cover or back cover full page (only two (2) available), 8.25” W x 10.75 H $1000
- Full page, 8.25” W x 10.75 H $500
- Half page, 8.25” W x 5.25” H $250
- One quarter page, 4” W x 5.25” H $150

Your ad must be submitted as an eps file, a high resolution .PDF, or jpeg and formatted according to the following specifications:

- Full page: 8.25” x 10.75”
- ½ page: 8.25” x 5.25”
- ¼ page: 4” x 5.25”

Please embed all fonts and create ads according to the appropriate file size. All artwork must be high resolution – 300 pixels per inch. Bitmap art should be 600 pixels per inch.

Please email final ad artwork with contact name, number and type/size of ad by June 30, 2020 to gillian.crowl@swiftcurrie.com

**Phone:** 404.874.8800

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**Complete and return this form by May 30, 2020 to guarantee your ad placement in the booklet.**

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☐ Check Enclosed (please make payable to NBA WLD and mail to c/o Mary Melchor, P.O.Box 641323, Chicago, IL 60664

Email completed form to Mary Melchor at mambwla@gmail.com (Phone) 312-502-7759