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 4 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.)

For more information contact:
sponsorship@mcca.com
www.mcca.com/pathways

<table>
<thead>
<tr>
<th>Premier Sponsorships:</th>
<th>Additional Sponsorships:</th>
</tr>
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<tr>
<td>$35,000 / Champion Sponsorship</td>
<td>$7,500 / Reserved Pathways Honors Table</td>
</tr>
<tr>
<td>$25,000 / Trailblazer Sponsorship</td>
<td>$5,000 / The Exchange (SOLD OUT)</td>
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<td>$15,000 / Innovator Sponsorship</td>
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<tr>
<td>$10,000 / Pioneer Sponsorship</td>
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<tr>
<td>$5,000 / Catalyst Sponsorship</td>
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</table>

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 4th.

Benefits Include:

› An exclusive speaking opportunity for one leader of the organization*
› High visibility concept space, where company or firm can distribute materials
› 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 the plenary or reception, and logo in sponsor section of app;
› Recognition in Diversity & the Bar® magazine post-conference ad and opportunities to be named as a sponsor for plenaries and/or cocktail receptions
› Ad in the conference program book
› 20 full conference registrations, which includes 2 premium tables for 20 at Pathways Honors where the Rising Stars, Ettebrick honoree, 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)

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

Additional Benefits on Next Page >
$35,000 / CHAMPION SPONSORSHIP (CONTINUED)

2017 Gala Champion Sponsorship Benefits Include:

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

*MCCA will provide sponsors with gift bag dimensions

$25,000 / TRAILBLAZER SPONSORSHIP

Demonstrate 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, including:

Benefits Include:

› An exclusive speaking opportunity for one leader of the organization*
› High visibility concept space, where company or firm can distribute materials
› 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 the plenary or reception, and logo in sponsor section of app;
› Recognition in Diversity & the Bar® magazine post-conference ad and opportunities to be named as a sponsor for plenaries and/or cocktail receptions
› Ad in the conference program book
› 20 full conference registrations, which includes 2 premium tables for 20 at Pathways Honors where the Rising Stars, Ettelbrick honoree, 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)

*MCCA 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. Benefits include:

Opportunity to Sponsor ONE of the following:

› Conference Registration (Company/Firm logo will appear on the table)
› Conference Signature Item
› CLE and course materials webpage (Company/Firm logo will appear on webpage)
› Conference Wi-Fi (Sponsor’s name will be part of log-in and/or password)
› Conference Badges (Company/Firm logo will appear on badges)

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 Pathways Honors where the Rising Stars, Ettelbrick honoree, and Vashon honorees will be recognized on stage respectively
› Promotional item placement (item must be provided by sponsor)
$10,000 / PIONEER SPONSORSHIP

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

Opportunity to Sponsor ONE of the following:

› Session Break Sponsorship  › Recharge Station  › Conference Thumb Drive  › Hotel Key Cards
› Conference Pocket Guide  › Conference Pen  › Faculty Lounge

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 Pathways Honors where the Rising Stars, Ettelbrick honoree, and Vashon honorees will be recognized on stage respectively
  › Promotional item placement (item must be provided by sponsor)

$5,000 / CATALYST SPONSORSHIP

Catalyst sponsors have the opportunity to showcase their commitment to diversity and inclusion at this important conference. Benefits of sponsorship include:

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 Pathways Honors where the Rising Stars, Ettelbrick honoree, and Vashon honorees will be recognized on stage respectively
ADDITONAL SPONSORSHIPS

$7,500 / RESERVED TABLE FOR PATHWAYS HONORS ONLY

Pathways Honors will include a cocktail reception, elegant dinner, and awards program that will recognize MCCA’s 2017 Rising Stars, Vashon Innovator Award honorees and the recipient of the Paula L. Ettelbrick Award. 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 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 also will be honored during Pathways Honors Dinner. Each Rising Star 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 dinner with company/firm name displayed at your reserved table and listed in the program book.

$5,000 / THE EXCHANGE - (SOLD OUT)

The Exchange is an intimate networking breakfast, hosted on the morning of October 4th 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

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>$35,000</th>
<th>$25,000</th>
<th>$15,000</th>
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<th>$5,000</th>
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<tbody>
<tr>
<td>Exclusive Speaking Opportunity for One Leader of the Organization*</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Concept Space, Distribute Materials and Giveaways</td>
<td>High Visibility</td>
<td>High Visibility</td>
<td>Prominent</td>
<td>✓</td>
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<tr>
<td>Logo Placement on Conference Promotional Materials and Website</td>
<td>Prominent</td>
<td>Prominent</td>
<td>✓</td>
<td>✓</td>
<td>Some</td>
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<tr>
<td>Mobile App Visibility</td>
<td>Includes: › 1 Banner Ad › Logo in Sponsor Section › Exclusive Push Notification</td>
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<tr>
<td>Recognition in Diversity &amp; the Bar Magazine® Post-Conference Appreciation Ad</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Full Conference Registrations</td>
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<td>20</td>
<td>10</td>
<td>5</td>
<td>2</td>
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<tr>
<td>One-time Use of Post-Conference Mailing Lists</td>
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<tr>
<td>Promotional Item Placement (Item Must Be Provided by Sponsor)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Table(s) for Pathways Honors Dinner</td>
<td>2 Premium Tables (20 Seats)</td>
<td>2 Premium Tables (20 Seats)</td>
<td>1 Table (10 Seats)</td>
<td>1/2 Table (5 Seats)</td>
<td>2 Seats</td>
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<tr>
<td>Acknowledgment as Sponsor of Plenaries and/or Cocktail Reception</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>2017 Gala Championship Sponsorship</td>
<td>✓</td>
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<tr>
<td>› 10 tickets to Gala; › Company/firm name listed as a Champion Sponsor for Gala; › 1 item in Gala gift bag**; › Listed in D&amp;B magazine; and › Recognition in post event email for Gala</td>
<td>✓</td>
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* MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program
** 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

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MCCA™ 2017 Strategic Diversity Sponsors

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