MCCA
CREATING PATHWAYS TO DIVERSITY
CONFERENCE

OCTOBER 14 - 16, 2019

HILTON MIDTOWN
NEW YORK, NEW YORK

WHY SPONSOR THE CREATING PATHWAYS TO DIVERSITY® CONFERENCE?

MCCA's Creating Pathways to Diversity® Conference promotes the advancement of diversity, inclusion and equity 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 Fortune 1000 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 16 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

Premier Sponsorships:

$40,000 / Champion Sponsorship

$25,000 / Trailblazer Sponsorship

$15,000 / Innovator Sponsorship

$10,000 / Pioneer Sponsorship

$5,000 / Catalyst Sponsorship

Additional Sponsorships:

$15,000 / Pitch Session Network Dinner (max 3) ONLY 1 Sponsorship Remaining!

$3,000 / Reserved Table for Breakfast or Luncheon Plenary

PREMIER SPONSORSHIPS

$40,000 / CHAMPION SPONSORSHIP

Champion diversity, inclusion and equity in the legal profession by becoming a Champion sponsor at this premier diversity and inclusion conference. Champions receive optimal visibility, attendee engagement opportunities, and visibility at the Diversity Gala on October 16. The combined value of these sponsorship packages is **$55,000**.

Benefits Include:

- An exclusive speaking opportunity for one leader of the organization[1]
- High visibility custom concept space, where company or firm can distribute materials and engage with conference attendees
- 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 a plenary or reception, and logo in sponsor section of app
- Full page ad in *Diversity & the Bar*® magazine post-conference issue
- Sponsor a plenary session
- Full page ad in the conference program book
- 20 full conference registrations, which includes 2 premium tables for 20 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively.
- Pre and post conference list of attendees
- Promotional items placement (items must be provided by sponsor)
- Listed as sponsor of Pitch Session Network
- Listed as sponsor of Diversity Career Expo
- Conference Wi-Fi (Sponsor's name will be part of log-in and/or password)

Additional Benefits on Next Page >

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

$40,000 / CHAMPION SPONSORSHIP (CONTINUED)

2019 Gala Champion Sponsorship Benefits Include:

- 10 tickets to Gala
- Company/firm name listed as a Champion Sponsor on MCCA web page, program book and email announcements for Gala
- One item in the Gala gift bag (item provided by company or firm)[2]
- Listed in the *Diversity & the Bar®* magazine post-conference thank you ad
- Recognition in post event thank you email for Gala

[2]*MCCA will provide sponsors with gift bag dimensions*

$25,000 / TRAILBLAZER SPONSORSHIP

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

Benefits Include:

- An exclusive speaking opportunity for one leader of the organization[3]
- High visibility concept space, where company or firm can distribute materials and engage with conference attendees
- 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 a plenary or reception, and logo in sponsor section of app
- Half page ad in *Diversity & the Bar®* magazine post-conference issue and opportunities to be named as a sponsor for plenaries or cocktail receptions
- Half page ad in the conference program book
- 10 full conference registrations, which includes 1 premium table for 10 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively.
- Pre and post conference list of attendees
- Promotional items placement (items must be provided by sponsor)
- Hotel Key Card[4]

[3]*MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.*
[4]*Certain sponsorship items will require a minimum lead time of four weeks prior to conference in order to be fulfilled.*

$15,000 / 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.

Opportunity to Sponsor ONE of the following:

- Conference Registration (Company/Firm logo will appear at the conference registration table) SOLD
- Faculty Lounge
- Recharge Station SOLD
- Conference Badges (Company/Firm logo will appear on badges) SOLD
- Hotel Door Hanger[5]

Benefits Include:

- Prominent concept space, where materials can be distributed to attendees
- Prominent 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 thank you ad
- 8 full conference registrations, which includes table for 8 at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively
- Promotional item placement (item must be provided by sponsor)

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

$10,000 / PIONEER SPONSORSHIP

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

Opportunity to Sponsor ONE of the following:

- CLE and course materials webpage (Company/Firm logo will appear on webpage)
- Session Break sponsorship
- Conference Pen
- CLE Session sponsorship

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 thank you ad
- 4 full conference registrations, including 4 seats at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars 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 Include:

- 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 thank you ad
- 2 full conference registrations, which includes 2 seats at the breakfast and luncheon plenaries where the Ettelbrick honoree, Rising Stars and Vashon honorees will be recognized on stage respectively

ADDITIONAL SPONSORSHIPS

$15,000 / PITCH SESSION NETWORK DINNER SPONSORSHIP (MAX 3) - ONLY 1 SPONSORSHIP REMAINING!

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:

- Provide welcoming remarks to all dinner invitees
- Company/Firm name included in the Pathways Conference promotional and conference materials, mobile app and website
- Recognition in *Diversity & the Bar®* magazine post-conference thank you ad
- 5 full conference registrations, which includes 5 premium reserved seats at the PSN Dinner

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$3,000 / RESERVED TABLE FOR BREAKFAST OR LUNCHEON PLENARY

The breakfast and luncheon plenaries will recognize MCCA's 2019 Ettelbrick honoree, 2019 Rising Stars and 2019 Vashon honorees on stage respectively.

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 to Diversity 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 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 breakfast or luncheon plenary with company/firm name displayed at your reserved table and listed in the program book.

Sponsorship Opportunities

	PREMIER SPONSORSHIPS					ADDITIONAL SPONSORSHIP
SPONSORSHIP LEVELS	$40,000 CHAMPION	$25,000 TRAILBLAZER	$15,000 INNOVATOR	$10,000 PIONEER	$5,000 CATALYST	$15,000 PITCH SESSION NETWORK
Exclusive Speaking Opportunity for One Leader of the Organization[1]	√	√	-	-	-	-
Concept Space, Distribute Materials and Giveaways	High Visibility Custom Concept Space	High Visibility	Prominent	√	-	-
Logo Placement on Conference Promotional Materials and Website	Prominent	Prominent	Prominent	√	Some	Company/Firm Name
Mobile App Visibility	Includes: › **1 Banner Ad** › **Logo in Sponsor Section** › **Exclusive Push Notification**	Includes: › **1 Banner Ad** › **Logo in Sponsor Section** › **Exclusive Push Notification**	Includes: › **1 Banner Ad** › **Logo in Sponsor Section**	Includes: › **Logo in Sponsor Section**	Includes: › **Logo in Sponsor Section**	-
Recognition in *Diversity & the Bar Magazine®* Post-Conference Issue	Full Page Ad	Half Page Ad	√	√	√	√
Ad in the conference program book	Full Page Ad	Half Page Ad	-	-	-	-
Full Conference Registrations	20	10	8	4	2	5
Pre and Post Conference List of Attendees	√	√	-	-	-	-
Promotional Item Placement (Item Must Be Provided by Sponsor)	√	√	√	√	-	-
Table(s) for Breakfast and Luncheon Plenaries	2 Premium Tables (20 Seats)	1 Premium Table (10 Seats)	Table (8 Seats)	4 Seats	2 Seats	-
Invitation to the Pitch Session Network Dinner	-	-	-	-	-	5 Reserved Seats
Acknowledgment as Sponsor of Plenaries or Cocktail Reception	√	√	-	-	-	-
2019 Gala Championship Sponsorship › **10 tickets to Gala;** › **Company/firm name listed as a Champion Sponsor for Gala;** › **1 item in Gala gift bag[2];** › **Listed in D&B magazine; and** › **Recognition in post event email for Gala**	√	-	-	-	-	-

[1] *MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program*
[2] *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***

Strategic Members

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