



THE COMMERCIAL LAW SECTION  
*Connecting People, Ideas and Opportunities*

# 2025 CORPORATE COUNSEL CONFERENCE SPONSORSHIP DECK



EL CONQUISTADOR RESORT  
**PUERTO RICO**  
**FEBRUARY 20 - 22, 2025**

# ANNUAL CORPORATE COUNSEL CONFERENCE (CCC)

In 2025, we will celebrate the centennial of the National Bar Association (NBA). Founded on August 1, 1925 by 12 Black lawyers, the NBA is the nation's oldest and largest association of predominately African American lawyers, judges, law professors and law students. The twelve NBA founders are George H. Woodson, S. Joe Brown, Gertrude E. Rush, James B. Morris, Charles P. Howard, Sr., Wendell E. Green, C. Francis Stradford, Jesse N. Baker, William H. Haynes, George C. Adams, Charles H. Calloway, and L. Amasa Knox.



## Overview

The National Bar Association - Commercial Law Section's (NBA-CLS) 38th Annual Corporate Counsel Conference will be held February 20 - 22, 2025 at the El Conquistador Resort in Puerto Rico.

Drawing approximately 350 - 400 attendees each year, the Corporate Counsel Conference is designed to promote the mission of the Section by providing continuing legal education on a variety of substantive law topics, a law firm attorney/corporate counsel connections expo, signature panels, and wonderful networking, sharing, and learning opportunities for corporate counsel and law firm attorneys.

## Profile

In 1987, a small group within the NBA-CLS met to consider ways for NBA members in business practice to meet with institutional corporate clients for the purpose of developing professional relationships and to create opportunities for institutional entities to seek out, meet, and refer outside legal matters to African-American attorneys.

The inaugural Corporate Counsel Conference in 1988 was held in Chicago, Illinois, and proved to be a resounding success because it enabled major corporations to meet and network with NBA members who practice in areas of substantive law affecting America's major corporations.

# THE MISSION OF NBA-CLS

The mission of the NBA-CLS is to bring corporate counsel and law firm attorneys together in order to increase the diversity of law firm attorneys representing Corporate America, diversify the ranks of corporate legal departments, and to provide networking and educational forums to address the interests of NBA members practicing in the area of commercial and corporate law. The NBA-CLS is also committed to serving the community and expanding the pipeline of African-Americans entering the legal profession.



## THE 38TH ANNUAL

## CORPORATE COUNSEL CONFERENCE

FEBRUARY 20 - 22, 2025

NBA-CLS



# ENJOY CCC SIGNATURES & HIGHLIGHTS

Each year, the NBA-CLS family convenes to network and support each other as we establish new connections and reinforce existing ones. From year to year, attendees come to anticipate many of our signature CLE sessions, events, and highlights.



## WELLNESS FORUMS

Since 2020, NBA-CLS has hosted gender-focused wellness forums. These signature sessions provide a platform for addressing gender-specific health issues and promoting overall well-being among both male and female lawyers in the Section.



## SIGNATURE PROGRAMMING

The General Counsel Roundtable, and similar CLE programming bring together top legal experts, industry leaders, and influential figures to discuss key legal and business matters, foster knowledge exchange, collaboration, and innovation within the Section.



## LAW FIRM/CORPORATE COUNSEL CONNECTIONS EXPO

The law firm/corporate counsel connections expo offers an exclusive opportunity for law firms and corporate executives to connect with leading talent, enabling them to explore potential opportunities to collaborate, gain insights, and enhance their overall legal strategies.

# CONFERENCE HIGHLIGHTS



## SPA PACKAGES

The spa packages provide attendees with a rejuvenating and relaxing experience, allowing them to unwind and recharge amidst the intensive sessions and networking, contributing to their overall well-being and enhancing their conference experience.



## GOLF CLINIC & TOURNAMENT

Our Golf Clinic & Tournament offers participants a unique opportunity to network, enjoy outdoor recreation, and engage in friendly competition, fostering relationship-building and creating a memorable experience that combines business and leisure in a relaxed setting.



## AWARDS CELEBRATION

A celebration of the achievements of our NBA-CLS members and guests. It is an evening of revelry as we honor the exceptional contributions of the legal community.

## EXPLORE PUERTO RICO EXCURSIONS

Puerto Rico is an archipelago in the Caribbean Sea consisting of the main island, four small islands, and hundreds of cays and islets. We hope you make time to explore all that Puerto Rico has to offer.

<https://www.discoverpuertorico.com/>



# SPONSORSHIP PACKAGES

## CENTENNIAL SPONSOR \$35,000 (Limited to 2)

- Centennial sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Recognition as a Centennial Sponsor for the 2025 CCC at the signature lunch panel
- Full page color ad placement
- Eight (8) complimentary registrations to the Conference
- Eight (8) complimentary registrations for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)
- Four (4) invitations to the VIP Private Corporate Counsel Reception
- One (1) suite upgrade at the regular conference rate (subject to availability)
- Spotlight for four (4) diverse attorneys on NBA-CLS website and other media platforms (post conference benefit)
- Sponsor “spotlight” on the NBA-CLS website and other media platforms (post conference benefit)
- Up to three (3) conference speaking opportunities for attorneys (subject to expertise and availability)
- Two (2) CLE presentation opportunities for CLS Membership (post conference benefit)
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website
- Two (2) articles published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership (post conference benefit)

### FOR CORPORATE CENTENNIAL SPONSORS ONLY:

- Optional opportunity to receive space at the Expo to showcase your products, services, and/or company initiatives
- Optional opportunity to present a video at the conference highlighting your products, services and/or company initiative

**\* Maximum number of corporate AND law firm attendees is eight (8)**





## PLATINUM SPONSOR \$25,000

- Platinum sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Recognition as a Platinum Sponsor for the 2025 CCC at the signature lunch panel
- Full page color ad placement
- Six (6) complimentary registrations to the Conference
- Six (6) complimentary registrations for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)
- Three (3) invitations to the VIP Private Corporate Counsel Reception
- One (1) suite upgrade at the regular conference rate (subject to availability)
- Up to three (3) conference speaking opportunities for attorneys (subject to expertise and availability)
- Spotlight for three (3) diverse attorneys on NBA-CLS website and other media platforms (post conference benefit)
- Sponsor “spotlight” on the NBA-CLS website and other media platforms (post conference benefit)
- CLE presentation opportunity for CLS Membership (post conference benefit)
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website
- One (1) article published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership (post conference benefit)

### FOR CORPORATE PLATINUM SPONSORS ONLY:

- Optional opportunity to receive space at the Expo to showcase your products, services, and/or company initiatives
- Optional opportunity to present a video at the conference highlighting your products, services and/or company initiative

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**



# SPONSORSHIP PACKAGES



## GOLD SPONSOR \$20,000

- Gold sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Full page color ad placement
- Four (4) complimentary registrations to the Conference
- Four (4) complimentary registrations for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)
- Two (2) invitations to the VIP Private Corporate Counsel Reception
- Up to two (2) conference speaking opportunities for attorneys (subject to expertise and availability)
- Spotlight for two (2) diverse attorneys on NBA-CLS website and other media platforms (post conference benefit)
- Sponsor “spotlight” on the NBA-CLS website and other media platforms (post conference benefit)
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website

### **FOR CORPORATE GOLD SPONSORS ONLY:**

- Optional opportunity to receive space at the Expo to showcase your products, services, and/or company initiatives.

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**



## SILVER SPONSOR \$15,000

- Silver sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Full page color ad placement
- One (1) conference speaking opportunity for attorneys (subject to expertise and availability)
- Two (2) complimentary registrations to the Conference
- Two (2) complimentary registrations for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)
- Spotlight for one (1) diverse attorney on NBA-CLS website and other media platforms (post conference benefit)

### FOR CORPORATE SILVER SPONSORS ONLY:

- Optional opportunity to receive space at the Expo to showcase your products, services, and/or company initiatives.

**\* Maximum number of corporate conference attendees is eight (8)/law firm conference attendees is six (6)**

## BRONZE SPONSOR \$10,000

- **Limited to law firms with 250 Attorneys or less**
- Bronze sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Half page black and white ad placement
- One (1) conference speaking opportunity for attorneys (subject to expertise and availability)
- One (1) complimentary registration to the Conference
- One (1) complimentary registration for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)
- Spotlight for one (1) diverse attorney on NBA-CLS website and other media platforms (post conference benefit)

### FOR CORPORATE BRONZE SPONSORS ONLY:

- Optional opportunity to receive space at the Expo to showcase your products, services, and/or company initiatives.

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**



# SPONSORSHIP PACKAGES



## MOBILE APP SPONSOR \$10,000

- Mobile Application sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference

**\* Limited availability to five (5) corporations or special conference sponsors**

**\* Maximum number of corporate attendees is eight (8)**

## PARTNER SPONSOR \$7,500

- Partner sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Half page black and white ad placement
- One (1) conference speaking opportunity for attorneys (subject to expertise and availability)
- One (1) complimentary registration to the Conference to expertise and availability)
- Spotlight for one (1) diverse attorney on NBA-CLS website and other media platforms (post conference benefit)

**\* Limited to law firms with 100 Attorneys or less**

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**

## PATRON SPONSOR \$5,000

- Patron sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- One (1) conference speaking opportunity for attorneys (subject to expertise and availability)
- Quarter page black and white ad placement
- One (1) complimentary registration to the Conference
- Spotlight for one (1) diverse attorney on NBA-CLS website and other media platforms (post conference benefit)

**\* Limited to law firms with 50 Attorneys or less**

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**

## BENEFACTOR SPONSOR \$2,500

- Benefactor sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Quarter page black and white ad placement
- One (1) conference speaking opportunity for attorneys (subject to expertise and availability)
- One (1) complimentary registration to the Conference
- Spotlight for one (1) diverse attorney on NBA-CLS website and other media platforms (post conference benefit)

**\* Limited to law firms with 25 Attorneys or less**

**\* Maximum number of corporate attendees is eight (8)/  
law firm attendees is six (6)**



# SPONSORSHIP PACKAGES AT-A-GLANCE

**38TH ANNUAL CORPORATE  
COUNSEL CONFERENCE  
PUERTO RICO  
FEBRUARY 20 - 22, 2025**

## SPONSOR BENEFIT

	CENTENNIAL SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	MOBILE APP SPONSOR	PARTNER SPONSOR	PATRON SPONSOR	BENEFACTOR SPONSOR
Special Recognition as a Sponsor of the 2025 CCC at the Signature Lunch Program including 2-3 minute informational video	▲	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsorship recognition in all written and digital materials (at appropriate level)	▲	▲	▲	▲	▲	▲	▲	▲	▲
Verbal recognition at Conference opening and closing events	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A
Signage recognition throughout the Conference	▲	▲	▲	▲	▲	▲	▲	▲	▲
Program Booklet Ad	Full	Full	Full	Full	Half	N/A	Half	Qtr	Qtr
Conference speaking opportunities for attorneys (subject to expertise and availability)	Up to 3	Up to 3	Up to 2	1	1	N/A	1	1	1
Complimentary registrations to the Conference	8	6	4	2	1	N/A	1	1	1
Complimentary registrations for golf tournament attendees or up to \$200 credit towards a spa treatment (subject to availability)	8	6	4	2	1	N/A	N/A	N/A	N/A
Invitations to Private VIP In-House Counsel Reception	4	3	2	N/A	N/A	N/A	N/A	N/A	N/A
Suite upgrade at the regular conference rate (subject to availability)	1	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Spotlight for diverse attorneys on NBA-CLS website and other media platforms (post conference benefit)	4	3	2	1	1	N/A	1	1	1
Sponsor "spotlight" on the NBA-CLS website and other media platforms (post conference benefit)	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A
CLE presentation opportunity for CLS Membership (post conference benefit)	2	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Placement of firm/company marketing item in the Conference bags	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A
Firm/company icon and hyperlink on the NBA-CLS website	▲	▲	▲	▲	▲	▲	▲	▲	▲
Article published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership (post conference benefit)	2	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

## MULTI-YEAR SPONSORS

Multi-year sponsorship opportunities are available.

For questions regarding sponsorship opportunities, please email us at [info@nbacls.com](mailto:info@nbacls.com).



# PROGRAM AD

Looking to advertise in the program book for the upcoming conference? Maximize your brand exposure and reach a highly targeted audience of industry professionals by placing an ad in our program book.



## PROGRAM AD SPECIFICATIONS

### SIZES

Full Page Color  
8.5 x 11 inches  
\$1,500

Half Page Color  
8.5 x 5.5 inches  
\$1,000

Quarter Page Color  
4.25 x 5.5 inches  
\$500

### ALL ADS

Must have:  
1/8 (0.125) bleed around  
the edge/  
Resolution 300 dpi

Artwork must be camera ready/**DO NOT embed images in MS Word document**

**NO** crop marks

**NO** printer's marks

### **PLEASE FOLLOW SPECIFICATIONS AS NOTED**

Sponsorship ads must be submitted electronically to [info@nbacls.com](mailto:info@nbacls.com) no later than **January 5, 2025**. Ads that do not follow specs will be returned for correction.

## Description

- With a range of ad sizes and placements available, you can tailor your message to effectively showcase your products or services.
- Don't miss this opportunity to showcase your brand and make a lasting impression. Reserve your ad space today and make your mark at the conference.



# WE LOOK FORWARD TO YOUR SUPPORT

## CRITICAL DATES TO REMEMBER

**December 20, 2024**

Sponsorship registration must be completed.

**January 5, 2025**

All complimentary registrations must be completed to participate in the Law Firm Expo.

**January 10, 2025**

Any substitutions to registered attendees must be submitted. Requests for substitutions after this date is subject to a non-refundable administrative fee of \$100 and will be considered on a case by case basis.

**January 17, 2025**

No substitutions of any kind will be permitted

### **ALL CHECKS ARE TO BE MADE PAYABLE TO:**

**National Bar Institute (NBI)**

Attn: Frank Seales Jr.

c/o National Bar Institute

1816 12th Street NW

Washington, DC 20009

**For questions regarding this sponsorship brochure or general inquiries,  
please email us at [info@nbacls.com](mailto:info@nbacls.com).**

# THANK YOU

[info@nbacls.com](mailto:info@nbacls.com)  
[www.nbacls.com](http://www.nbacls.com)