



**NATIONAL BAR
ASSOCIATION®**

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**Partner With Us:
Powering Justice, Building Legacy.**

National Bar Association Sponsorship Guide | 2025–2026



www.nationalbar.org

For Law Firms – Building Legacy and Visibility

Why Partner with the NBA as a Law Firm?

The National Bar Association connects your firm directly with thousands of in-house counsel, decisionmakers, attorneys, and judges shaping American law. Your sponsorship helps advance the mission of the NBA while positioning your firm as a leader in talent pipelines and high-impact business development.

Top Reasons Firms Sponsor the NBA

- Engage directly with General Counsels and Chief Legal Officers through the *Spring General Counsel Invitational* and Gertrude E. Rush Conference (San Diego, March 2026)
- Strengthen community visibility at the Ctrl the Narrative Legal Media, Influencer & Technology Symposium (Atlanta, GA, April 2026) legal professionals, media voices, tech innovators, and digital strategists for a high-impact summit exploring how lawyers can shape public narratives, master media tools, and lead in the future of legal tech
- Connect firm leaders and maximize your prospect client pool while convening with corporate decision-makers through targeted CLE and policy sessions during the *National Bar Association 101st Annual Convention* (Nashville, July 2026)
- Need a global reach? As a separate add on, join the NBA–AfCFTA Global Justice & Trade Delegation, Egypt & Kenya | May 2026, *See* page 6.

Suggested Sponsorship Levels

Level	Contribution	Key Benefits
Presenting Sponsor	\$150,000	Premium branding across all events, 2 panel placement for firm leader, co-host reception, webinar, recognition in all press releases, 20 VIP passes to key events
Underwriter	\$100,000	Co-host an event reception, full-page ad in program book, 15 VIP passes, logo on digital materials
Benefactor	\$50,000	Co-branding of CLE track or reception, half-page ad, 10 VIP passes to key events
Champion	\$25,000	Recognition on website and signage, 5 tickets to key events
Patron	\$10,000	Listing in event programs and NBA magazine, 2 tickets to key events

All packages include year-round digital visibility, customizable branding options, and priority access to future NBA partnership opportunities.

For Corporate & In-House Counsel – Driving Change Inside the Boardroom

Why Partner with the NBA as a Corporate Legal Leader?

Your support empowers the next generation of diverse legal talent and positions your department as a model for equity and innovation in law and business.

Corporate Visibility and Engagement

- Exclusive invitations to the *General Counsel Invitational Series* (San Diego 2026)
- Strengthen community visibility
- Lead policy and leadership roundtables on AI, ESG, and global compliance through the NBA *Code Black Initiative*
- Recognition as a featured partner at the NBA Presidential Showcase and *CTRL the Narrative* (April 2026)
- Direct access to top outside counsel to meet your legal advisement needs

Corporate Impact Opportunities

Level	Contribution	Impact Highlights
Legacy Leader	\$150,000	Presenting Sponsor of the GC Invitational; dedicated talent spotlight in NBA magazine and LinkedIn campaign; 20 VIP passes to key events
Equity Champion	\$100,000	Underwrite NBA's Leadership & AI Roundtable (CTRL the Narrative); 15 VIP passes to key events
Innovation Partner	\$50,000	Sponsor panel or fellowship in the Code Black Program; receive digital branding and on-stage mention; 10 VIP passes to key events
Empowerment Supporter	\$25,000	Sponsor law student scholarship or pipeline initiative; featured on NBA website and social media; 5 VIP passes to key events
Justice Advocate	\$10,000	Sponsor a local chapter event or CLE; receive listing in NBA magazine; 2 tickets to key events

Corporate sponsors gain exclusive access to GC summits, talent referrals, and a national network committed to justice and innovation.

For Government Lawyers & Judges – Honoring Service and Justice

Join the NBA to Strengthen the Bench and Bar.

As a public servant or member of the judiciary, your partnership with the NBA builds capacity for legal education, policy advocacy, and citizen empowerment.

Sponsorship Benefits Include:

- Feature in NBA Magazine under *Government Lawyers & Judicial Leadership Spotlights*
- Recognition during *Gertrude Rush Conference* (March 2026) and the *National Bar Association 101st Annual Convention* in Nashville, TN (July 2026)
- Participation in NBA's policy and civic education initiatives including *Constitution Day + Vote 16 Campaign*
- Visibility at the *National Expungement Challenge* and community legal clinics
- Support for judicial fellows and scholarships for public-interest law students
- Support Government Lawyers and Judicial Council Division initiatives

Government & Judicial Sponsorship Tiers

Level	Contribution	Key Recognition
Justice Legacy Partner	\$50,000	Presenting partner for Gertrude Rush Conference Government Roundtable, Thurgood Marshall Luncheon Sponsor; Article in NBA Magazine - 15 tickets to key events
Equity in Action Supporter	\$25,000	Support National Expungement Challenge or Vote 16 Campaign; Thurgood Marshall Luncheon Sponsor; Article in NBA Magazine; branding in programs – 10 tickets to key events
Community Champion	\$10,000	Fund local clinics or scholarships; recognition on NBA website and reports – 5 tickets to key events

Your support keeps justice accessible and visible in every community.

For Exhibitors – Connect with Thousands of Legal Professionals

Why Exhibit at NBA Events?

The NBA’s annual and regional events attract thousands of attorneys, judges, corporate counsel, and policy leaders.

Exhibiting provides direct access to a diverse, influential legal audience in person and online.

Key Opportunities:

- Showcase products and services at the *National Bar Association 101st Annual Convention Expo Hall* (Nashville, July 2026)
- Connect with decision-makers from law firms, corporate legal departments, and government agencies
- Exhibit at regional events like *Gertrude Rush Conference* and *General Counsel Invitational* (San Diego, March 2026) or the *Ctrl the Narrative Legal Media, Influencer & Technology Symposium* (Atlanta, GA, April 2026)
- Receive digital listing on the NBA Vendor Directory and member portal

Exhibitor Packages

Package	Rate	Includes
Premier Exhibitor	\$15,000	20’x10’ booth, full-page program ad, four registrations, logo on website; 3 tickets to key events
Standard Exhibitor	\$7,500	10’x10’ booth, two registrations, half-page ad; 2 tickets to key events
Small Business Booth	\$3,500	6’ table, one registration, directory listing; 1 ticket to key events

Add-on opportunities: branded charging stations, refreshment zones, CLE session sponsorships.

NBA–AfCFTA Global Justice & Trade Delegation

Egypt & Kenya | May 2026

Join the National Bar Association on an historic legal and economic mission connecting lawyers, judges, and business leaders across Africa and the United States.

This 10-day delegation, spanning **Cairo and Nairobi**, is part of the *NBA–AfCFTA Global Justice & Trade Platform*, advancing inclusive trade, investment, and policy partnerships.

Sponsorship Opportunities

- **Presenting Partner (\$50,000)** – Host plenary sessions in Cairo & Nairobi, receive top billing in all delegation materials, and join the official U.S. legal trade mission.
- **Global Justice Sponsor (\$25,000)** – Support legal fellows and small-business workshops; receive branding on reports and press coverage.
- **Delegate Scholarship Sponsor (\$15,000)** – Underwrite participation of young lawyers and law students in the Global Justice Fellowship.

Impact:

Your sponsorship strengthens cross-border legal collaboration, supports underrepresented enterprises, and expands economic power on a global scale.



NBA Impact Initiatives for Mission-Focused Partners

If your organization prefers to support a specific cause rather than an event, the NBA offers a portfolio of initiatives from the 2025-2026 *Impact Agenda*:

Initiative	Purpose	Partnership Opportunities
Home for Justice	Establish a permanent NBA headquarters in Washington, D.C.	Naming rights, capital gifts (\$25K–\$1M+)
10K Strong	Grow NBA membership by 10,000 members to expand advocacy and reach.	Chapter sponsorship, digital campaign underwriting
NBA Bequest Program	Encourage legacy giving and estate planning within the legal community.	Underwrite “Leave a Legacy of Justice” education series
National Expungement Challenge	Mobilize lawyers to clear records and restore rights for underserved communities.	Clinic funding (\$10K – \$100K)
From the Court to the Courtroom	Boost literacy and college access for kids through AAU basketball mentorship.	“Book & Ball” City Sponsorships (\$25K+)
Code Black	Empower the next generation of professionals in AI and technology law through fellowships and bootcamps.	Corporate partnerships with tech and innovation leaders
NBA–AfCFTA Global Justice & Trade Platform	Connect lawyers across Africa and the U.S. for trade and economic empowerment.	Delegate or exchange sponsorships
Seeds of Justice	Expand the pipeline of law students through HBCU Pre-Law Summit and NBLSA collaboration.	Scholarship funds and mentorship support

Together, these initiatives position the NBA as the premier driver of legal leadership, wealth, and justice for the next century.