



47th ANNUAL Gertrude E. Rush

CONFERENCE &
AWARDS GALA

March 11-13, 2027 | New Orleans, Louisiana

SPONSORSHIP GUIDE

Letter from the President

Dear Partners and Friends,

On behalf of the National Bar Association (NBA), I am pleased to invite you to partner with us for the 47th Gertrude E. Rush Conference & Awards Gala, taking place March 11–13, 2027, in New Orleans, Louisiana.

The 47th Gertrude E. Rush Conference & Awards Gala is one of the National Bar Association's signature gatherings, bringing together attorneys, judges, corporate counsel, legal scholars, and influential leaders from across the country. It is named in honor of Gertrude E. Rush, the first African American woman admitted to practice law in Iowa and one of the founders of the National Bar Association in 1925. Rush and her fellow founders built an institution to open doors that the profession had closed to them. More than a century later, that work continues, and this convening celebrates her example of excellence, service, and the advancement of justice.

This year, we gather under the theme "Meeting the Moment: A Continuing Legacy of Social Engineering and Empowerment." In New Orleans, we will bring that theme to life through meaningful dialogue, continuing legal education, professional development, and opportunities to strengthen relationships across the legal profession. The conference will culminate in the Gertrude E. Rush Awards Gala, where we will recognize distinguished individuals whose leadership, service, and contributions reflect the highest ideals of our profession.

Our partners are essential to making this work possible. Your investment extends beyond supporting a conference. It strengthens the National Bar Association's ability to develop the next generation of legal leaders, expand professional opportunities, advance access to justice, and build a more equitable future for the communities we serve.

We have designed a range of sponsorship opportunities that offer meaningful visibility, engagement with influential legal professionals, and alignment with an organization whose impact extends far beyond the courtroom. Whether you are a longstanding supporter or considering your first partnership with the NBA, we welcome the opportunity to build a relationship that reflects our shared values and commitment to lasting impact. Meeting this moment requires strong partnerships and a shared commitment to action.

Thank you for considering an investment in the 47th Gertrude E. Rush Conference & Awards Gala. We look forward to welcoming you to New Orleans and to working together to advance a tradition that continues to shape the future of the legal profession.

Sincerely,

James J. Carter

84th President

National Bar Association



Sponsorship Levels

PRESENTING SPONSOR

\$75,000

- Exclusive designation as a Presenting Sponsor of the 47th Gertrude E. Rush Conference & Awards Gala.
- Premier recognition as a leading institutional partner throughout the Conference, Gertrude E. Rush Awards Gala, and Heman Sweatt Awards Luncheon.
- Up to five (5) minutes of greetings or remarks by a company representative during a Presidential Showcase and Gala, coordinated with NBA leadership.
- Three panel/speaker spots during CLE sessions
- Fifteen (15) complimentary Conference registrations.
- Two (2) VIP tables of ten (10) with premium seating at the Gertrude E. Rush Awards Gala and the Heman Sweatt Awards Luncheon.
- Exclusive opportunity for a private networking engagement with NBA leadership and invited guests, subject to scheduling and availability.
- Opportunity to nominate up to two (2) attorneys for consideration as speakers or panelists during Conference programming, subject to expertise, program relevance, and availability.
- Prominent logo placement on the Conference step-and-repeat.
- One (1) full-page color advertisement with premium placement in the Conference program.
- One (1) full-page color advertisement with premium placement in the Gala program.
- Premier logo recognition on physical and electronic signage throughout the Conference and Gala.
- Premier branding on electronic and hard-copy Conference invitations and promotional materials.
- Featured sponsor recognition in Conference electronic communications and select NBA social media promotions.
- Premium Exhibit Space in Expo Hall
- Prominent logo recognition on the NBA website, social media and Conference registration materials.
- Opportunity to include branded handouts and/or promotional items in the Conference tote.
- Special acknowledgment by the NBA President during the Conference and Gertrude E. Rush Awards Gala.
- Post-Conference recognition in an NBA communication

PLATINUM SPONSOR

\$75,000

- Designation as Platinum Sponsor of the 47th Gertrude E. Rush Conference & Awards Gala
- Up to five (5) minutes of greetings or remarks by a company representative at a Conference event of choice
- Two (2) panel/speaker spot during CLE sessions
- Opportunity to nominate up to two (2) attorneys for consideration as speakers or panelists during Conference programming, subject to expertise, program relevance, and availability.
- One table of ten (10) with premium seating at the Gala and Heman Sweatt Awards Luncheon
- One (1) full-page color advertisement with premium placement in the Conference program
- One (1) full-page color advertisement in the Gala program
- Physical and electronic signage throughout the Conference and Gala
- Branding on electronic and hard-copy Conference invitations
- Premier placement on Conference electronic communications
- Premium Exhibit Booth in Expo Hall
- Opportunity to include handouts and/or product samples in the Conference tote
- Prominent logo recognition on the NBA website, social media and Conference registration materials.
- Post-Conference recognition in an NBA communication.

Sponsorship Levels

GOLD SPONSOR

\$30,000

- Designation as Presenting Sponsor of the Gertrude E. Rush Awards Gala on Saturday, March 13
- Up to five (5) minutes of greetings or remarks by a representative at the Gala
- One table of ten (10) with premium seating at the Gala and Heman Sweatt Awards Luncheon
- One (1) full-page color advertisement with premium placement in the Gala program
- Physical and electronic signage at the Conference and Gala, including promotional banner recognition
- Branding on electronic and hard-copy Gala invitations
- Premier placement on Gala electronic communications
- Exhibit Booth in Expo Hall
- Logo recognition during the Luncheon & Gala
- Logo recognition on the NBA website
- Opportunity to include handouts and/or product samples in the Conference tote
- Full-page color advertisement in the Conference program
- Five (5) complimentary Conference registrations

SILVER SPONSOR

\$20,000

- Designation as Sponsor of the Heman Sweatt Awards Luncheon
- Up to five (5) minutes of greetings or remarks by a representative at the Luncheon
- Two tables of ten (10) with premium seating at the Luncheon
- One (1) half-page color advertisement in the Conference program and Gala program
- Physical and electronic signage at the Conference and Heman Sweatt Awards Luncheon, including promotional banner recognition
- Branding on electronic and hard-copy Luncheon invitations
- Premier placement on Luncheon electronic communications
- Exhibit Space in Expo Hall
- Logo recognition during the Luncheon & Gala
- Logo recognition on the NBA website
- Opportunity to include handouts and/or product samples in the Conference tote
- Five (5) complimentary Conference registrations

Sponsorship Levels

BRONZE SPONSOR ————— \$10,000

- Designation as a Bronze Sponsor of the 47th Gertrude E. Rush Conference & Awards Gala
- Sponsor plaque presented during the event
- Special microphone recognition by the emcee
- One (1) half-page color advertisement in the Conference program and Gala program
- Placement on Conference electronic communications
- Physical and electronic signage at the Conference
- Logo recognition on the NBA website
- Exhibit Booth in Expo Hall
- Opportunity to include handouts and/or product samples in the Conference tote
- Three (3) complimentary Conference registrations

SUPPORTING SPONSOR ————— \$5,000

- Designation as a Supporting Sponsor of the 47th Gertrude E. Rush Conference & Awards Gala
- Opportunity to network with Gala or Luncheon attendees
- Exhibit Booth in Expo Hall
- One (1) half-page color advertisement in the Conference program and Gala program
- Special on-screen recognition during the Gala or Luncheon
- Physical and electronic signage at the Conference
- Logo recognition on the NBA website
- Two (2) complimentary Conference registrations

EXHIBIT BOOTH ————— \$3,000

- One (1) table for ten (10) at the Gertrude E. Rush Awards Gala
- Physical and electronic signage at the Conference
- Logo recognition on the NBA website
- One (1) complimentary Conference registration

Partner With the National Bar Association

The 47th Gertrude E. Rush Conference & Awards Gala offers partners an opportunity to support substantive legal programming, professional connection, and the celebration of a trailblazing legacy. We welcome the opportunity to work with sponsors to create a meaningful presence in New Orleans.

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Email: executivedirector@nationalbar.org for more information.



BENEFIT	PRESENTING \$75K	PLATINUM \$50K	GOLD \$30K	SILVER \$20K	BRONZE \$10K	SUPPORTING \$5K	EXHIBIT BOOTH \$3K
 Greetings or remarks (up to 5 minutes)	Presidential Showcase + Gala	Presidential Showcase + Luncheon	Presidential Showcase	—	—	—	—
 Complimentary conference registrations	15	10	5	5	3	2	1
 Gala / Luncheon seating	2 VIP tables of 10 at Gala & Luncheon	1 VIP table of 10 at Gala & Luncheon	1 VIP table of 10 at Gala & Luncheon	1 tables of 10 at Gala or Luncheon	—	—	—
 Color advertisement	Full page – Conference + Gala programs (premium)	Full page – Conference + Gala programs	Full page – Conference + Gala programs	Half page – Conference	—	—	—
 Physical and electronic signage	Conference, Gala + Luncheon	Conference, Gala + Luncheon	Conference, Gala + Luncheon	Conference + Luncheon	Conference	Conference	Conference
 Exhibit space in Expo Hall	Premium exhibit space	Premium exhibit booth	Exhibit booth	Exhibit space	Exhibit booth	Exhibit booth	Exhibit booth
 Handouts and/or product samples	Conference tote	Conference tote	Conference tote	Conference tote	—	—	—
 Logo on step-and-repeat	✓	✓	✓	—	—	—	—
 Logo recognition on the NBA website & social media	✓	✓	✓	✓	✓	✓	✓
 Logo / sponsor recognition during events	Premier recognition at Conference, Gala & Luncheon	—	Luncheon & Gala	Luncheon & Gala	—	—	—
 Special on-screen recognition	✓	✓	✓	—	—	—	—
 CLE panel / speaker opportunities	3 speaker spots + up to 2 speaker nominees	2 speaker spots + up to 1 speaker nominee	1 speaker spot + up to 1 speaker nominee	—	—	—	—
 Additional sponsor recognition	Recognition by the NBA President, post-Conference recognition	—	—	—	—	—	—