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2019-2020

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Dear Potential Sponsor:

On behalf of Black Women Lawyers Association of Los Angeles, Inc. ("BWL") I would like to personally invite you to be a part of our first ever virtual presentation of our 45th Annual Installation of Officers. While we are saddened that our annual dinner will not take place this year due to health concerns in the midst of the COVID-19 pandemic, BWL believes that the "show must go on." Therefore, this year we have assembled elements of our annual gala together in a video format, that we will disseminate to over 1000 of our contacts, as well as post to our social media accounts, where we have more than 4,000 followers, and live stream on Facebook and our YouTube Channel. Our trailblazing founders and past presidents as well as our dedicated officers and board members will be honored for their contributions and service to BWL. The incoming officers will be installed as BWL continues its legacy through our 2020-2021 theme: *Honoring Our Legacy of Resilience, Pride and Community Engagement*. Notwithstanding our inability to gather together, BWL looks forward to an impactful bar year that will showcase BWL's decades of commitment to the local community and the legal profession.

BWL's excellence in service and leadership is recognized by civic leaders, governmental entities, and other bar associations throughout the greater Los Angeles area. The generosity of supporters like yourself ensures BWL's continued success in achieving its goals to promote equal access and opportunity through education, social services, and career development. This next board year will be especially important as we take every opportunity to lend our voices to fight for social equality and justice.

I am very proud of BWL's accomplishments this year and wish to highlight some of BWL's service to the community. BWL partnered with a local organization to educate the community about voter suppression and held a screening and discussion of the film, *Suppressed: The Fight to Vote*, highlighting acts of voter suppression that impacted the 2018 midterm election in Georgia. We also provided CLE offerings on the updates in attorney professional conduct rules, substance use and mental health issues among attorneys, and wrongful convictions. Additionally, BWL participated in a speed mentoring event at USC, jointly with other bar associations, and BWL conducted a round table discussion with law students to support them while coping during the COVID-19 pandemic. Also, BWL continued our tradition of an annual joint symposium with the Association of Black Women Physicians about the health and legal implications of cannabis use.

Please do not let this request go unanswered. Sponsorship of the first video production of our 45th Annual Installation of Officers ceremony includes recognition in the video program, as well as in our souvenir commemorative book, and on BWL's website for the entire 2020-21 bar year. This year, the Legacy Level Sponsorship will include a 30 second video spotlight ad in addition to your logo being displayed prominently throughout the video.

Thank you in advance of for your consideration of our request. To learn more about BWL, please visit www.blackwomenlawyersla.org. If you have any questions regarding BWL's goals for the 2020-2021 bar year and sponsorship of the 45th Annual Installation video ceremony, please do not hesitate to contact me.

Sincerely,

Michelle L. Kazadi

Michelle L. Kazadi

President-Elect, Black Women Lawyers Association of Los Angeles, Inc.

* DECEASED



Legacy Sponsorship \$15,000

Thirty second video spotlight ad, prominent display of logo throughout the video, full page print ad in commemorative program book on inside front cover and logo displayed on BWL website for 1 full year.

Pride Sponsorship \$10,000

Fifteen second video spotlight ad, prominent display of logo throughout the video, full page print ad in commemorative program book on inside cover and logo displayed on BWL website for 1 full year.

Resilience Sponsorship \$5,000

3 second air-time ad or logo shown 2 times throughout the video. Full page ad in commemorative program book and name on BWL website for 1 full year.

Community Engagement Sponsorship \$3,000

3 second air-time ad or logo shown 1 time in the video. Full page ad in commemorative program book and name on BWL website for 1 full year.

Social Justice Sponsorship \$1,000

Logo shown along with other Community Sponsors in a combined frame in the video. Half page ad in the commemorative program book, and name on BWL website for 1 full year.

Friend Sponsorship \$500

Name listed with other Friend Sponsors in a combined frame in the video. Quarter page ad in the commemorative program book, and name on BWL website for 1 full year.

Print Advertisement in Program Book

- Full Page Ad (w/bleed 7.25 x 9.25, or w/o bleed 6x8): \$1000**
- Half Page Ad (6 x 3.75): \$500**
- Quarter Page Ad (2.75 X 3): \$250**
- Lifetime Member Ad (2.75 x 3): \$200**
- Past President Ad (6 x 3.75): \$100**



** September 2, 2020 is the deadline for purchasing an ad in the commemorative program book.

*Online Payment of Sponsorships/Ads are subject to a 3% fee

To purchase sponsorship or an ad, please return this form with payment information to:

Black Women Lawyers of Los Angeles, Inc.

c/o Michelle L. Kazadi
4640 Admiralty Way, Suite 500
Marina Del Rey, CA 90292

For additional information or questions please contact:

Jasmine Horton, BWLINSTALLATION2020@gmail.com

Camera-ready ads may be sent in PDF or JPEG format with high resolution images to:
Tangela Terry at tangelaterry@gmail.com.

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For questions or more information, contact Jasmine Horton (626)616-6423 or via email at BWLINSTALLATION2020@gmail.com.