



NBA COMMERCIAL LAW SECTION PIPELINE DEVELOPMENT PROGRAM

NATIONAL BAR ASSOCIATION

The
Business Journal
PHOENIX

DIVERSITY PIPELINE DIRECTORY

"Providing Access to"
Justice For All

Program
Partners:

ACC AMERICA
Association of Corporate Counsel
Arizona Chapter

MCBA
MARICOPA COUNTY BAR ASSOCIATION



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On March 30, 2006, The National Bar Association, Commercial Law Section launched its Diversity Pipeline Programs, which includes the following programs for Minority students attending ASU, U of A or Phoenix Law:

- Pre-Law Prep Course -
- 1st Year Trial Court Internship
- 2nd Year In-House Internship
- 2nd Year - Life as a Lawyer Career Development and Management Boot Camp Course
- 3rd Year "Give Back High School Advocates Program
 - Go to www.NBAPipeline.org for details regarding the program

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Pipeline Program Goals:

To increase the number of African-American, Asian-American, Latino, Native American and other lawyers of color graduating from law schools in order to better diversify the corporate and legal communities of Arizona.

Each year, the State Bar of Arizona asks lawyer to self-report their ethnicity of origin. The following reflects data reported on 2000 dues statements. The aim of the Pipeline Programs is to increase these numbers.

Total Number Per Group

Asian/Pacific

137

African American

161

Caucasian

11,354

Hispanic

586

Native American

113

Other

129

Unreported

6,940



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Why The Need To Provide Access To Justice!

- Need: "Arizona's incredible growth has created an environment where the need for legal services is growing at a pace that can't be met with current available legal aid sources... . The community needs to see that lawyers are committed to ensuring that everyone has access to justice."

Frank X. Gordon, Former Arizona Supreme Court Chief Justice

- In Arizona, nearly 14% of our citizens and over 23% of children live in poverty. Many more of our working families live at, or just above, the poverty level. These are the people, many of which are people of color, who are most vulnerable when legal emergencies occur. Whether facing eviction, emergency medical situations, domestic violence or unscrupulous predators who steal life savings from unwary seniors, legal assistance from well-trained professionals can be literally the difference between life and death. To ignore the unmet legal needs of our citizens leads to enormous human suffering and a loss of civility as a society. Reported by the State Bar of Arizona 2004.
- Solution: Diversity Pipeline Directory!



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- **Purpose:** Not only are the number of lawyers of color in Arizona dismal, based on Arizona's population, the availability of lawyers to service underserved communities and minority businesses is also low. The purpose of the Diversity Pipeline Directory is to connect diverse lawyers with diverse communities to provide underserved communities and businesses with access to justice.
- The directory will list lawyers of color licensed in Arizona by practice area, including their address and telephone number –plus provide advertisement for legal services.
- **Goal:** To provide a “one stop” lawyer locator for underserved communities and businesses.
- **Proposed Distribution:**
 - 10,000 plus Directories to be published
 - Insert in the Business Journal
 - Distributed to members of the Association of Corporate Counsel – Arizona
 - Proposed Distribution:
 - Community Churches
 - Urban League
 - Community Legal Services
 - Greater Phoenix Black Chamber of Commerce
 - Arizona Hispanic Chambers of Commerce
 - Asian Chamber of Commerce
 - American Indian Chamber of Commerce of Arizona
 - Greater Phoenix Chamber of Commerce
 - Other minority community groups
- **Cost:** Free to the community – cost of production covered by advertising

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The Diversity Directory Helping The Community

Increased Exposure For The Following Organizations:

- Advocates for the Disabled
- Arizona Capital Representation Project
- Community Legal Services
- Volunteer Lawyer's
- Farmworkers Program
- DNA – People's Legal Services
- William E. Morris Institute for Justice

Helping Your Business

Advertising in the NBA Diversity Directory helps your business:

- Target market minority communities, minority owned businesses, and community organizations
- Increase visibility in the community as a community leader in diversity
- Support client diversity initiatives
- Market the services of diverse lawyers within your firm to diverse communities
- Business lead generation



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READERSHIP DEMOGRAPHICS

Readership:

Total Circulation	15,797
Average readers per copy	4.70*
Total readers weekly	74,246

Demographics:

Average household income	\$232,000
Average net worth	\$1,690,000
Top management	55%
Owners/partners	52%
College grad/Advanced degree	71%
Influence purchase/lease of any service	81%
Influence purchase/lease of any product	79%
Company size: Less than 100 employees	72%
100-999 employees	14%
1000 or more employees	13%

* Media Audit 2005

Source: Readex Subscriber Study 2005, ABC Audit 2005

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ADVERTISING OPPORTUNITIES

Exclusive Advertising:

- Only sponsors of the NBA CLS Pipeline Development Program can place an ad
- Approx. 80% of the proceeds go to the Scholarship Fund and pays for the cost of hiring a professor for the Pre-law Prep Course and other consultants for training courses.

Sponsorship Levels:

Platinum \$10,000

Gold \$7,500

Silver \$5,500

Bronze \$2,500

Quartz \$1,500

Copper \$ 500

Patron \$ 200

Friend \$ 50

*See benefits attached.

The NBA Commercial Law Section Committee has established the Pipeline Development Scholarship Fund administered and monitored by the Arizona Community Foundation. Approx. 80% of sponsorship proceeds go into the following account:

NBA Commercial Law Section Pipeline
Development Scholarship Fund/AFC
2201 East Camelback Road, Suite 202
Phoenix, AZ 85016
(602) 381-1400

The Finance/Administration Department of AFC monitors all the financial activity of the scholarship fund, including financial reporting, investments, operating budgets, and tax filings. When donations are sent to the NBA Pipeline Development Scholarship Fund c/o of AFC, a certificate of donation will be sent to each donor for tax purposes.

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Platinum Level \$10,000

Only 4 Ad Opportunities Available

- Exclusive Front Cover Premier Space
- Plus, full page ad placed either in the inside front or back cover
- Featured in newsletter published twice a year
- Named as the 2007 exclusive sponsor for one of the NBA Diversity Pipeline Programs listed below:
 - Pre-law Prep Course Official Sponsor – Name branded on course materials
 - Judicial Internship Official Sponsor – Name branded on course materials
 - In-House Internship Official Sponsor – Name branded on course materials
 - Life As A Lawyer Official Sponsor – Name branded on summer career training programs
- Listed on website at www.NBAPipeline.org as the official program sponsor
- *First Right of Refusal to host 2 weeks of the 6 week Pre-law Prep Course Scheduled for June 25 to August 3, 2007. (See Course Schedule Attached) –
 - Pre-law Prep Course hosted at your firm for 2 weeks –Monday thru Friday from 7:30a.m –5:30pm.
 - Host lunch time speakers/in-house counsel at least once per week
 - Host 3 Career Development Training Courses on 3 Friday afternoons – 1 hour of free CLE credit

Note: Host is requested to cover the daily cost of lunch time meals.
- Listed as Platinum Sponsor at NBA Arizona Diversity Symposium

*If a Platinum sponsor chooses not to host the Pre-law Prep Course, the right is given to a Gold Sponsor



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GOLD Level \$7,500

- Full page ad
 - Named as an Exclusive Sponsor for the 2007 Summer Socials
 - Named in Newsletter published twice a year as the Summer Social Exclusive Sponsor
 - Listed on website at www.NBAPipeline.org as the Summer Social Exclusive Sponsor
 - Listed as a Gold Sponsor at NBA Arizona Diversity Symposium
 - Guaranteed speaker spot during the lunch time Pre-law Prep Course Program
 - *Second Right of Refusal to host 2 weeks of the 6 week Pre-law Prep Course Scheduled for June 25 to August 3, 2007. (See Course Schedule Attached):
 - Pre-law Prep Course hosted at your firm for 2 weeks –Monday thru Friday from 7:30a.m –5:30pm.
 - Host lunch time speakers/in-house counsel at least once per week
 - Host 3 Career Development Training Course on Fridays afternoon – 1 hour free CLE credit
- Note: Host is requested to cover the daily cost of lunch time meals.
- *This opportunity is only available if a Platinum Sponsor refuses to host.

SILVER LEVEL \$5,500

- 1/2 page ad
- Featured in Newsletter published twice per year
- Listed on website
- Guaranteed lunch time speaker spot during the Pre-law Prep Course program
- Named as Silver Sponsor at NBA Arizona Diversity Symposium
- Special invite to the 2007 Summer Socials
- Free participation in the 3 Career Development Training which includes 1 hour of free CLE credit



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BRONZE LEVEL \$2,500

- 1/4 page ad
- Featured in Newsletter published twice per year
- Listed on website
- Named as Bronze Sponsor at NBA Arizona Diversity Symposium
- Guaranteed lunch time speaker spot during the Pre-law Prep Course Program
- Special invite to the 2007 Summer Socials
- Free participation in the 3 Career Development Trainings, which includes 1 hour of free CLE credit

DRAFT

QUARTZ LEVEL \$1,500

- 1/8 page ad
- Featured in Newsletter published twice per year
- Listed on website
- Guaranteed lunch time speaker spot during the Pre-law Prep Course Program
- Named as Quartz Sponsor at NBA Arizona Diversity Symposium
- Special invite to the 2007 Summer Socials
- Free participation in the 3 Career Development Trainings, which includes 1 hour of free CLE credit

COPPER LEVEL \$500

- Business page ad
- Featured in Newsletter published twice per year
- Listed on website
- Named as Copper Sponsor at NBA Arizona Diversity Symposium
- Special invite to the 2007 Summer Socials



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PATRON LEVEL \$200

- Listed in Patron Section of Diversity Directory
- Listed in Newsletter published twice per year
- Named as Patron Sponsor at NBA Arizona Diversity Symposium and in program

FRIEND LEVEL \$50

- Listed in Newsletter published twice per year
- Named as a Friend at the NBA Arizona Diversity Symposium
- Note: The NBA requests that all participating firms request their lawyers to individually give \$50 to the scholarship fund to show their individual support.



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