

MOVING AMERICA  
TOWARD  
JUSTICE



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**SPONSORSHIP OPPORTUNITIES**

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# In 2013, the Lawyers' Committee will celebrate the 50th anniversary of its founding in 1963.

We invite our partners in the legal, business and civic communities to join us in the Toward Justice Campaign, to celebrate the progress we have made together in the struggle for true racial and social equality in America over the last five decades, and highlight the challenges that remain.

This comprehensive national initiative will focus attention on the power and impact of the modern civil rights movement, and the opportunities we have going forward to fully realize the ideals enshrined in our Constitution.

The Campaign provides a full range of sponsorship opportunities, including premier Presenting Sponsorships, Signature Program and Activity Sponsorships, and engagement in the 2013 50th Anniversary Higginbotham Corporate Leadership Award Dinner. Your support will help fund critical programs as we build on the work of the past 50 years and continue Moving America Toward Justice. Details are provided within.

We are very proud that civil rights legend United States Representative John Lewis has agreed to serve as Grand Marshal of this important initiative, and excited about the potential of the Toward Justice Campaign to help inform Americans of the progress and promise of our shared quest for equal justice under the law for all.

## GRAND MARSHAL U.S. REP. JOHN LEWIS

“We are proud of the battles we have fought and won, the progress we have made. We also look to the future, to the ongoing struggle that will be borne by a new generation of activists and leaders, including those in the legal community who are mobilized so effectively by the Lawyers' Committee in the fight for racial and social justice in America.”

U.S. REP. JOHN LEWIS  
GRAND MARSHAL  
TOWARD JUSTICE COMMISSION



## EXECUTIVE DIRECTOR BARBARA R. ARNWINE

“The Lawyers’ Committee has helped to change our society for the better, through educational outreach, research and reporting, litigation and legal advocacy. With our partners throughout the legal community, we will continue to mobilize the power of the private bar to inspire people to stand up for civil rights and seek economic, social and racial justice for all Americans.”



BARBARA R. ARNWINE  
EXECUTIVE DIRECTOR, LAWYERS’ COMMITTEE  
FOR CIVIL RIGHTS UNDER LAW

“We at Qualcomm believed from the beginning that the Parental Readiness and Empowerment Program (PREP) had unbelievable potential. It was a wonderful opportunity to have an impact early, before students get lost in the system. In philanthropic matters, Qualcomm wants to leverage potential impact to get at the root cause of a problem. PREP resonated with us because of its ability to do just that.”

—Bill Sailer, Senior Vice President/Legal Counsel of Qualcomm Incorporated,  
a key sponsor of the Signature PREP Program



# BENEFITS AT A GLANCE

## PRESENTING SPONSORS

**\$750K/1 YEAR (IN-KIND AND FINANCIAL DONATIONS)**

- » Recognition as “Presenting Sponsor” category exclusivity
- » Recognition and presence at all key activities
- » Year-round visibility and engagement at all Toward Justice Campaign events
- » Recognition on regular visibility activities (e.g., PR/media, web, materials, events)

## SIGNATURE PROGRAM SPONSORS

**\$500K PER YEAR (IN-KIND AND FINANCIAL DONATIONS); 2-YEAR COMMITMENT (UP TO 3)**

- » Recognition and presence at Higginbotham Gala and other key activities
- » Year-round visibility and engagement at all Toward Justice Campaign events
- » Recognition on regular visibility activities (e.g., PR/media, web, materials, events)

## ACTIVITY SPONSORS

**\$10K—\$100K, DEPENDING ON ACTIVITY SELECTED (1–3 SPONSORS PER ACTIVITY)**

**INCLUDES EVENTS, PROGRAMS AND PUBLIC EDUCATION & AWARENESS ASSETS**

- » Recognition as “[Activity] Sponsor” of selected activity
- » Benefits and select recognition on relevant visibility activities surrounding selected activity (e.g., PR/media, web, materials, events)

## 50TH ANNIVERSARY HIGGINBOTHAM AWARD DINNER

**\$15K—\$100K (MULTIPLE SPONSORS)**

- » Premium table (seats 20)
- » On-screen and/or signage recognition at event
- » Recognition in event collateral
- » Linkage to additional Toward Justice Campaign events (Leadership Level Sponsors)

## SPONSORSHIP REACH

Through strategic communications and Toward Justice Campaign events, the Lawyers' Committee has the ability to reach a broad, influential audience across the country:

***Approximately 1,000 prominent lawyers, general counsel, civic and other opinion leaders*** at the top of their field will attend the 50th Anniversary Higginbotham Dinner, representing many of the top firms around the country as well as high-level corporate counsel representatives. In addition to the Higginbotham Dinner in New York City, ***the Toward Justice Campaign Events will reach hundreds more*** at the following Washington, D.C. events:

- » Call to Action Commemorative Event.
- » Premier Washington D.C. Cultural Event.
- » Legal Symposium with the top legal minds in our country attending.

***35,000 Member Email Distribution List*** which includes policymakers, nonprofit partners, Election Protection legal volunteers, and foundation and corporate representatives.

***265 Lawyers' Committee Board Members*** from high-ranking law firms and 20 fortune 100 companies.

***Approximately 25 Million Media Impressions*** per year currently, with expectations for dramatic increase from public relations activities surrounding our 50th Anniversary.

## THE LAWYERS' COMMITTEE

### A HIGH IMPACT LEGAL CIVIL RIGHTS LEADERSHIP ORGANIZATION

The Lawyers' Committee for Civil Rights Under Law, a nonpartisan, nonprofit organization, was formed in 1963 at the request of President John F. Kennedy to involve the private bar in providing legal services to address racial discrimination. We are celebrating our 50th anniversary in 2013 as we continue our quest of "Moving America Toward Justice."

The principal mission of the Lawyers' Committee is to secure, through the rule of law, equal justice under law. The Lawyers' Committee implements its mission through the following core project areas: Community Development, Educational Opportunities, Employment Discrimination, Fair Housing and Fair Lending, Legal Mobilization, Public Policy, and Voting Rights.

The Lawyers' Committee employs an exceptional pro bono co-counsel model, leveraging staff subject area experts and pro bono support from more than 200 law firms and corporate legal departments across the country.

# SIGNATURE PROGRAMS

## YOUNG LAWYERS' INITIATIVE

NATIONAL SPONSOR: \$500,000 PER YEAR; TWO YEAR MINIMUM

We provide a voice for today's emerging leaders bringing about change in the fight for civil rights. The forum offers progressive young lawyers the opportunity to share ideas, network with seasoned professionals, nominate their peers for awards and recognition, and discuss critical civil rights issues.

### BENEFITS INCLUDE:

- » recognition throughout online and social media platform and related tools;
- » 10 VIP tickets for the Young Lawyers Pre-Party Reception (before Higginbotham Gala);
- » mention on invitation, program, collateral and signage;
- » on-site presence and sampling opportunities;
- » outreach to participating young lawyers via mail up to two times per year;
- » ability to co-create and host local events in key markets;
- » right of first refusal to opt-up to "name" Prize for Emerging Leaders; and
- » full right of affiliation on all sponsor internal and external communications platforms.

## PARENTAL READINESS AND EMPOWERMENT PROGRAM (PREP) (NATIONAL SPONSORSHIP)

NATIONAL SPONSOR: \$500,000 PER YEAR; TWO YEAR MINIMUM

A proven success in the San Diego School System, this scalable program has recently expanded to northern Virginia and New York City. The program empowers parents by delivering practical, relevant and easy to understand information on education and civil rights laws and local education policies and procedures. The program generates key information that millions of parents can potentially access online and use to ensure their children are provided equal educational opportunities.

### BENEFITS INCLUDE:

- » logo/presence on PREP online and social media platforms, printed materials and other program collateral kit/materials;
- » ability to select specific markets of interest nationwide for awareness outreach;
- » ability to host local events and/or PREP trainings in key markets;
- » sampling opportunities; and
- » full right of affiliation on all sponsor internal and external communications platforms.

JOIN THE NATIONAL CAMPAIGN TO

# ACTIVITY SPONSORS

## SPECIAL EVENTS



JUNE 19th–21st, 2013 / WASHINGTON, D.C.

### CALL TO ACTION COMMEMORATIVE EVENT

\$15,000—\$50,000

A high-profile reception and presentation, commemorating President John F. Kennedy's original 1963 call to action for the private bar to engage in the fight for racial and social justices.

### PREMIER WASHINGTON D.C. CULTURAL EVENT

\$15,000—\$75,000

A high prestige cultural event at one of the Capital's top venues, celebrating 50 years of advancement in civil rights and providing inspiration for the future.

### SYMPOSIUM

\$15,000—\$50,000

A gathering of the top legal minds in the country to discuss important issues that impact justice and equal rights in America today.

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#### BENEFITS INCLUDE:

Logo/presence in event collateral and signage; speaking opportunity; VIP tickets; on-site presence and sampling opportunities; and complimentary tickets to other 2013 or 2014 event(s).

MOVE AMERICA TOWARD JUSTICE

# PUBLIC EDUCATION & AWARENESS

## TOWARD JUSTICE PSAs

\$25,000—\$100,000

Brief print and broadcast pieces that bring the Lawyers' Committee's mission to life, and highlight key achievements of the civil rights movement over the past 50 years and the role of the legal and business community in the struggle for racial and social justice.

## TOWARD JUSTICE TIMELINE (ONLINE)

\$25,000—\$100,000

A dynamic, interactive timeline that celebrates key civil rights milestones and accomplishments of the legal communities and the Lawyers' Committee.

## TOWARD JUSTICE DOCUMENTARY

\$25,000—\$100,000

An account of the accomplishments of the Lawyers' Committee over its first 50 years that will include stories by those at the forefront of change and highlight the contemporary civil rights challenges.

## TOWARD JUSTICE COMMEMORATIVE BOOK

\$15,000—\$50,000

Through words and photographs, a commemorative book that tells the story of the legal community and the Lawyers' Committee's fight for racial and social justice over the past 50 years.

## TOWARD JUSTICE COMMISSIONED ART

\$10,000—\$50,000

A commissioned piece depicting the civil rights struggle, and celebrating the role of the Lawyers' Committee in creating positive changes for the rights of every American.

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### BENEFITS INCLUDE:

Co-creation opportunity; logo/presence; online, display, broadcast and customized distribution rights; VIP/hospitality opportunities at premier/launch event(s); and more.

# HIGGINBOTHAM

## 50TH ANNIVERSARY AWARD DINNER



MAY 23, 2013 / BLACK-TIE / NEW YORK, NY

### HONOREE



### J.P.Morgan Chase

JP MORGAN CHASE INVESTMENT BANK  
& CO-CEO, MICHAEL J. CAVANAGH

The Higginbotham Gala has been our signature event for the past 13 years. Projected to attract more than 1,000 prominent lawyers, general counsel, civic and other opinion leaders, the 2013 Higginbotham Gala will present your company or firm with exciting new opportunities to be recognized as an innovator and committed leader in promoting diversity and social justice.

### DINNER TABLE(S) LEVELS

» Underwriter	\$100,000
» Champion	\$50,000
» Leader	\$35,000
» Benefactor	\$25,000
» Advocate	\$15,000

## CONTACT

There are numerous opportunities to sponsor the Toward Justice Campaign, including financial support, in-kind donations and volunteer opportunities. To explore areas of alignment, please contact:

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LAWYERS' COMMITTEE FOR  
CIVIL RIGHTS  
U N D E R L A W

Lawyers <sup>Truth</sup> *Restore*  
Health <sup>Race</sup> *United* **Liberty**  
*Together* *Strength* *Power*  
**Social Justice** <sup>Future</sup>  
*Fight* **Leadership** <sup>Protect</sup>  
*Recover* **Equality** <sup>Peace</sup>  
**Freedom** <sup>Diversity</sup> *Forward*  
*Rule of Law* <sup>Democracy</sup>  
**Civil Rights** *Fairness*  
*Ethics* **Inclusion** <sup>Advance</sup>

Lawyers' Committee for Civil Rights Under Law  
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