

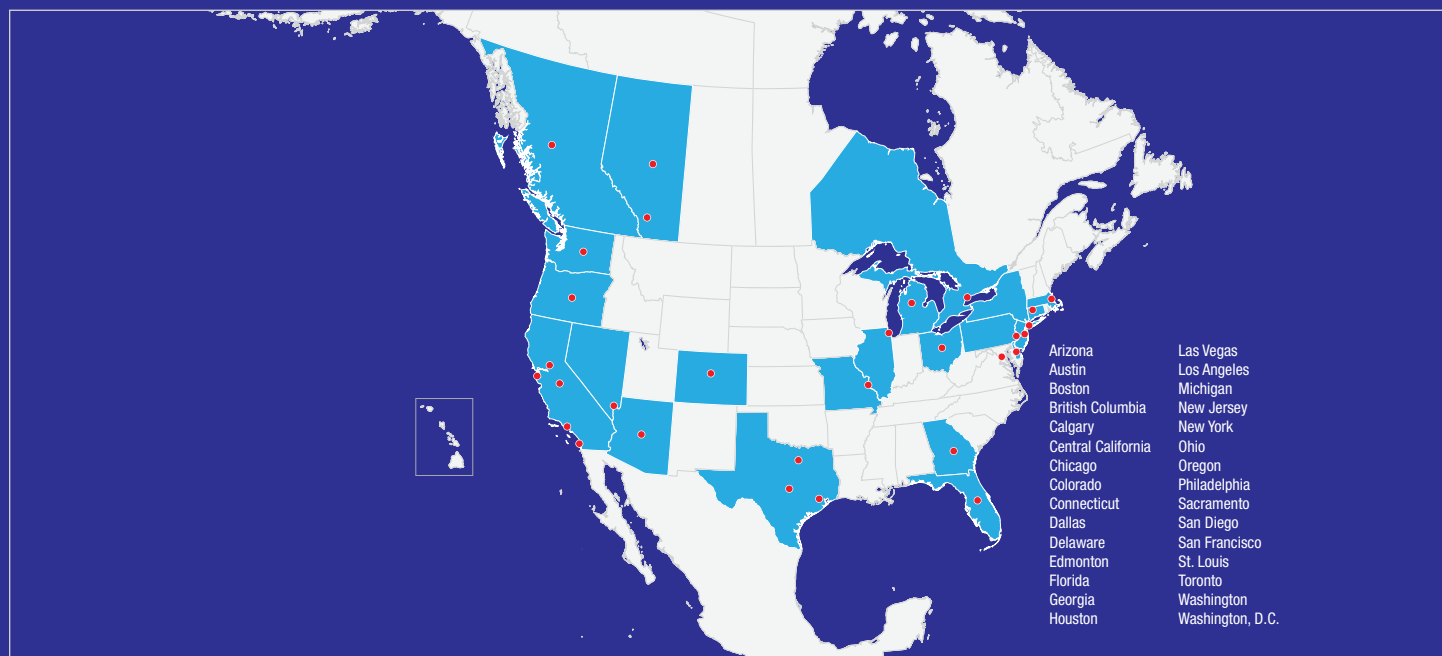
South Asian Bar Association of North America

2023-2024 EVENTS AND PROGRAMMING
PARTNERSHIP OPTIONS



WHAT IS SABA?

SABA is the largest bar association of South Asian attorneys outside of South Asia. With 30 chapters and thousands of Members throughout the United States and Canada, our attorneys work in all areas of the law, including at large law firms, in-house, academia, government and public service, as solo practitioners, and as entrepreneurs.



OUR MISSION

Our Mission is to strengthen the rapidly growing South Asian legal community with a recognized and trusted forum focused on: (1) Professional growth and development within our membership throughout an entire career path; (2) Promoting diversity and inclusion for South Asian attorneys and for the legal profession as a whole; (3) Promoting and supporting civil rights and combatting efforts to limit and marginalize South Asians, immigrants, and other diverse communities; and (4) Providing access to justice through educating the South Asian community with legal information and providing access to a network of pro bono services.



Charanjit Brahma
President
SABA Northern California



Keerthi Sugumaran
President Elect
SABA Greater Boston



Aaron Bains
VP – Annual Conference
SABA Toronto



Asker Saeed
VP – Sponsorship
SABA Connecticut



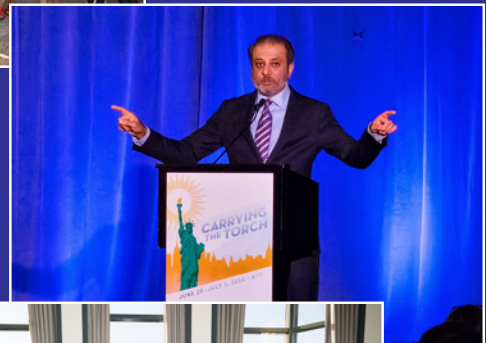
Mona Shah
Executive Director

SABA EVENTS AND PROGRAMMING

For 2023-2024 we are planning a diverse and meaningful set of events and programming including:

- SABA Annual Conference in Toronto, Canada from July 11-14, 2024
- SABA Corporate Counsel College (ongoing)
- SABA Corporate Counsel Retreat in Las Vegas, NV from January 28-30, 2024
- SABA Lobby Week (Spring, 2024)
- SABA Leadership Institute (Ongoing)
- SABA Virtual Programming (Ongoing)

As you decide to Partner with us, let us walk you through each of our Events and Programming in detail.



SABA 2024 ANNUAL CONFERENCE



Each year, SABA North America holds its Annual Conference to bring together attorneys from across its 30 chapters in the United States and Canada. Last year's 19th Annual Conference – the Next Revolution – was held in majestic Boston, and it was our most well-attended Conference ever, with over 800 participants. Over three days, we provide participants the chance to re-connect with old friends and make new ones, learn about cutting edge issues and celebrate each other's successes and accomplishments. In Boston, we heard from leading luminaries, like U.S. Attorney for the Southern District of Texas, Alamar Hamdani, General Counsel of the U.S. Federal Trade Commission, Anisha Dasgupta, General Counsel of leading global alternative investment firm Wafra, Sumana Setty, and Chief Appellate Counsel and Managing Attorney for the Sierra Club, Sanjay Narayan, to name just a few. We heard firsthand about the lessons learned from the apprehension and prosecution of the Boston Marathon bombers from former Assistant U.S. Attorneys Alope Chakravarty and George P. Varghese (ably moderated by former U.S. Attorney for the Southern District of New York, Preet Bharara). This year's conference also included a summit for corporate counsel, as well as SABA's first national pitch program pairing law firms and corporate clients considering new representation. We topped it off with a spectacular Gala featuring Madame Justice Renu Mandhane of the Ontario Superior Court of Justice (Brampton) and musical guests, Fateh and Simar!

Our planning for our 2024 Conference is well underway. SABA's 20th Annual Conference will be held at the premier Toronto Hilton from July 11-14, 2024 (**#passporttothefuture**). This will be a unique opportunity for SABA to showcase its largest Chapter, with over 1000 local members, and highlight talent, leadership, and SABA lawyers from both the U.S. and Canada. We anticipate our Toronto Conference to be our largest conference ever, and we are ecstatic to partner with new and established sponsors for another spectacular year.

LETTER FROM THE PRESIDENT

For over two decades, the South Asian Bar Association of North America has been the leading voice of the South Asian legal community. We are a not-for-profit, nonpartisan organization that brings together lawyers from 30 chapters across the United States and Canada who practice across the gamut of law firms, government agencies, academic institutions, the judiciary and public interest organizations. Each year, we offer this community opportunities to advocate for the broader interests of the South Asian community, work to improve diversity, equity and inclusion in the legal profession, network with peers and thought leaders, and learn about cutting-edge issues. And each year, we depend on our sponsors to help make that work happen.

In the following pages, we describe a variety of opportunities for your organization to sponsor and partner with SABA over the next year. As you will see, there are a number of different ways to support the South Asian legal community, and we encourage you to pick the opportunity that best meets your organization's goals. Through SABA, our sponsors gain prominent exposure to a network of over 10,000 attorneys and a pathway for targeted recruiting, client development, speaking opportunities, and partnering on key initiatives.

While this brochure describes some of the more common ways sponsors have partnered with SABA, we are always open to crafting bespoke opportunities for our organizations to work together, and we look forward to helping you make the most of your partnership with our vibrant, passionate and diverse community.

Please visit us at <https://sabanorthamerica.com/> to find out more about SABA, our chapters, and upcoming events and initiatives, and please contact me (president@sabanorthamerica.com), our VP of Sponsorship, Asker Saeed (asker@saeedconsulting.com) or our Executive Director, Mona Shah (executivedirector@SABAnorthamerica.com) to discuss partnering opportunities that are right for your organization.

We look forward to working with you in 2023-24.

Best Regards,

Charanjit (Charan) Brahma
President, SABA North America

PAST SPEAKERS AND AWARDEES



Kamala Harris
Vice President of the United States



Hon. Ritu Khullar
Justice, Court of Appeals of Alberta



Sen. Cory Booker
U.S. Senator from New Jersey



Gurbir Grewal
Director of Enforcement, United States
Securities and Exchange Commission



Vanita Gupta
U.S. Associate Attorney General



Stacey Abrams
Former Minority Leader of the
Georgia House of Representatives
Founder, Fair Fight for Georgia



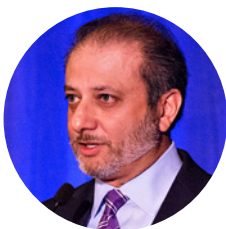
Rep. Pramila Jayapal
Member of the U.S. House of Representatives



Neal Katyal
Former U.S. Solicitor General



Sen. Mobina Jaffer
Canadian Senator from British Columbia



Preet Bharara
Former U.S. Attorney General for the Southern
District of New York, Partner, WilmerHale,
Professor, NYU Law, Author and Podcaster



Hon. Sri Srinivasan
Chief Judge, U.S. Court of Appeals for
the District of Columbia Circuit



Prakash Diar
Author, Activist and Consultant

PARTNERING OPTIONS

We hope that our Brochure gave you good cause to want to renew your support of SABA as a Sponsor, or to join on as a first-time Sponsor. We are excited to partner with your organization and have the opportunity to discuss our options with you. SABA would not have the past and present success it has had without our incredible partners who have sponsored us over the past years.

We are proud to work with our generous sponsors and look forward to continuing (or beginning) our work with you! If you would like a list of Our Recent Sponsors, please go to: <https://sabanorthamerica.com/2023-annual-conference/> and view the bottom of the page for a list of our 2022-2023 sponsors.

In 2023-2024, we offer several packages for sponsoring SABA.

SUSTAINING SABA SPONSORSHIP

We invite our Sponsors who wish to support SABA across-the-board to become a Sustaining SABA Sponsor in 2023-2024.

At \$100,000, Sustaining Sponsors will receive the following:

- Title sponsorship at the Annual Conference, Corporate Counsel College, Corporate Counsel Retreat, Lobby Week, and SABA Leadership Institute, including all associated perquisites with each.
- Recognition as a Sustaining Sponsor at all SABA virtual programming.

À LA CARTE OPTIONS

SABA ANNUAL CONFERENCE OPTIONS

In 2024, our à la carte Conference Sponsorship levels are as follows, along with associated perquisites:

					
Sponsor Partnership Level**	TITLE \$40,000	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$6,500
Number of Registrations	16	10	6	4	2
Recognition as Sponsor/Co-Sponsor of a premier event at conference	Y	Y	—	—	—
Admission to Corporate Counsel Reception	Y ¹	Y ²	—	—	—
Digital Program Ad	Full Page	Full Page	Full Page	Half Page	Quarter Page
Recognition on Website, Social Media, and Digital Content	Y	Y	Y	Y	Y
Pilot Pitch Program (PPP)	Y	Y	Y	Y	—

Please note that, in addition to tiered sponsorship opportunities, you can alternately or additionally act as a Sponsor of specific customizable receptions, events, programs, and experiences. Registrations can be transferred upon request or traded in for other offerings below.

For example, the Conference will feature a variety of intimate receptions hosted by Sponsors aimed at groups including:

- Corporate Counsel
- Intellectual Property
- Law Firm Partners
- Immigration Lawyers
- Public Interest and Government Attorneys
- Judges
- SABA Leadership Institute
- FinTech

Premier Events include our Welcome, First Timer, Corporate Counsel, IP, and Hub Receptions, our Plenary Sessions, and the Gala.

* Y¹ for All Attendees. Y² for 3 Attendees.

** All values are in USD.

ADD ON SPONSORSHIP OPTIONS*

A La Carte Offering	Value
App	\$10,000
Bar	\$15,000
Hub (Pillows, Charging Cubes)/Registration	\$8,500
Lanyards	\$5,000
Goodie Bag, including contents	\$10,000
Individual Exhibitor or Recruiting Space	\$3,000
FinTech Section Happy Hour [New]	\$15,000
Young Lawyers/First Time Attendee Happy Hour	\$10,000

VENDOR

Vendor Sponsorship	Value
Level	\$5,000
No. of Registrations	1
Digital Program Ad	Half Page
Recognition on Website, Social Media, and Digital Content	Y
Premium Exhibit/Recruiting Space	Y

SABA CORPORATE COUNSEL RETREAT

CORPORATE COUNSEL RETREAT 2023



THE SABA CCR FEATURES:

- A carefully selected audience of in-house counsel from diverse practice areas, geographic regions and level of seniority
- Presentation opportunities to highlight sponsor expertise and pair with relevant in-house speakers
- Breakouts, social events and small group dinners to maximize networking opportunities
- Strict limits on the number of sponsors

From January 28-30, 2024, SABA will host its annual Corporate Counsel Retreat (“CCR”) at the all-new SAHARA in Las Vegas, Nevada. The Retreat brings together a small group of mid to senior-level in-house counsel for a weekend focused on in-person professional development, networking, mentoring, and team building. Educational sessions are presented by “Retreat Faculty” selected from influential industry leaders and prominent sponsor representatives who have the opportunity to showcase their experience and thought leadership. The Retreat also gives a sponsoring law firms the chance to interact with Retreat attendees during curated small-group dinners. The Retreat also features a popular Golf Outing designed to pair up sponsors and Retreat attendees.

Please note that sponsorships for the Retreat are carefully limited, and Retreat attendees are carefully selected through an application process to ensure an appropriate mix of seniority and geographic and industry diversity. If you are interested in becoming a Retreat sponsor, please contact our Corporate Counsel Section Chairs, Bijal Shah (bijal.shah@averydennison.com), Lalitha Gunturi (lgunturi@aras.com), and Arun Krishnamurti (akrishnamurti@google.com), or speak with our VP of Sponsorship, Asker Saeed (asker@saeedconsulting.com).

2024 CORPORATE COUNSEL RETREAT SPONSORSHIP LEVELS

	T	F	C	V
Sponsor Partnership Level*	TITLE SPONSOR (1) \$40,000	LAW FIRM SPONSORS (6) \$25,000	CORPORATE SPONSORS \$20,000	VENDOR SPONSORS (4) \$10,000
Registrations	4	4	6	2
Recognition on Website, Social Media, and Digital Content	Y	Y	Y	Y
Speaking and/or Presenting Opportunities	Y ²	Y ¹	Y ²	Y ¹
Exclusive Dinner with subset of Corporate Counsel Attendees (upon election)	Y	Y	Y	Y

* All values are in USD.

Y¹ up to 2 speakers or presenters. Y² 1 speaker or presenter.

SABA LOBBY WEEK

Since 2017, SABA has conducted a Lobby Day or now more accurately Lobby Week that brings SABA attorneys to Washington, D.C., whether virtually or in-person¹, to meet with Congressional members and discuss pressing issues to SABA Members and our community. Lobby Week allows SABA to amplify its voice on behalf of the community, and to develop relationships with political leaders and staff.

During Lobby Week, SABA Members will participate in virtual advocacy meetings in Spring, 2024². Prior to Lobby Week, registered participants will attend training sessions to gain a deeper understanding of the issues that affect the South Asian community and how to effectively communicate them to Congressional offices.



SABA LOBBY WEEK SPONSORSHIP OPTIONS

In 2024, our à la carte Lobby Week sponsorship levels are as follows, along with associated perquisites:

	<div>T</div>	<div>P</div>
Sponsor Partnership Level*	TITLE \$10,000	PLATINUM \$5,000
Recognition at Lobby Week Training and Reception	<div>Y</div>	<div>Y</div>
Attendance at Lobby Week Reception	<div>Y</div>	<div>Y</div>
Keynote Speaking Opportunity	<div>Y</div>	—
Recognition on Website, Social Media, and Digital Content	<div>Y</div>	<div>Y</div>

* All values are in USD.

¹ During the COVID-19 pandemic, SABA North America conducted Lobby Week virtually. In 2024, SABA will conduct Lobby Week both in-person and virtually.

² SABA will select its dates for Lobby Week in February 2024 after Congress develops its schedule for the upcoming Congressional term.









SABA CORPORATE COUNSEL COLLEGE

Over the last few years, SABA has developed the Corporate Counsel College (“CCC”) aimed at developing relationships among in-house attorneys and ensuring their professional development, all while allowing select law firms the chance to support the initiative through speaking and engagement opportunities.

The CCC is a unique primarily virtual initiative specifically designed to meet the needs of our corporate counsel with a focus on the latest issues and trends faced by members of our in-house community. CCC events are limited in attendance to corporate counsel and members of sponsoring firms. The CCC’s mission is to focus on promoting and advancing a pipeline of South Asian attorneys towards senior level positions across companies throughout North America.

If you are at a corporation, we invite you and your legal team to become a part of our Corporate Counsel College. This forum provides a great way to develop your professional and legal skills, and to network with other in-house attorneys navigating similar challenges. If you are interested in attending CCC as one of our corporate counsel attendees, please contact our Corporate Counsel Section Chairs, Bijal Shah (bijal.shah@averydennison.com), Lalitha Gunturi (lalithagunturi@gmail.com), and Arun Krishnamurti (akrishnamurti@google.com).

In 2024, our à la carte CCC sponsorship levels are as follows, along with associated perquisites:

		
Sponsor Partnership Level*	TITLE \$15,000	SINGLE EVENT \$3,000
Recognition at CCC Events		Limited to Sponsored CCC Event
Attendance at CCC Events		Limited to Sponsored CCC Event
Speaking Opportunity		Limited to Sponsored CCC Event
Involvement in Program Development		Limited to Sponsored CCC Event
Recognition on Website, Social Media, and Digital Content		

* All values are in USD.

SABA LEADERSHIP INSTITUTE

Launched in 2021, the SABA Leadership Institute (“SLI”) is an innovative leadership program designed to “mind the gap” in leadership development for mid-career attorneys.

SLI brings together a fellowship class of diverse attorneys with 10-15 years of experience. Over a period of eight months, these fellows learn from each other, seasoned SABA attorney mentors, and experts in the field. The program provides tools, resources and education that will allow these fellows to excel in their careers, lead SABA, and serve in their communities.

SABA LEADERSHIP INSTITUTE (SLI)

In 2024, our à la carte SLI sponsorship levels are as follows, along with associated perquisites:

	T	E	S	C	P
Sponsor Partnership Level*	TITLE (OR PREMIER) \$20,000	ELITE \$15,000	SIGNATURE \$10,000	CHAMPION \$5,000	PLATINUM \$3,000
Logo recognition on SLI Website, program materials and on Social Media	Y	Y	Y	Y	Y
Recognition at Welcome Reception	Y	Y	Y	—	—
Recognition at SLI Conference Reception	Y	Y	Y	Y	Y
Speaking Opportunity at SLI Welcome Reception	Y	—	—	—	—
Speaking Opportunity at SLI Conference Reception	Y	Y	—	—	—
Tickets to SLI Conference Reception	6	2	2	1	—
Tickets to SLI Leadership Retreat Dinner and Service Activity	2	4	—	—	—
Leadership Development Session Sponsor	—	—	2 Sessions	1 Session	—
Attendance at Leadership Development Session and Opening Remarks	—	—	Y	Y	—

* All values are in USD.

