



December 10, 2010

Dear Sponsor:

On the weekend of June 23-26, the North American South Asian Bar Association (“**NASABA**”) will hold its Eight Annual Convention at the J.W. Marriott hotel in Los Angeles, California. This year, the theme of our Convention will be “Reaching for the Stars.” With that theme in mind, we are writing to you once again to ask you for your help and support in making this year’s Convention our most successful Convention yet. Your past sponsorship has been invaluable to NASABA and has been in critical in helping NASABA achieve its goals of improving diversity in the legal profession and of being an ever more significant resource for South Asians in the legal community. In these difficult economic times, we will rely more than ever on your sponsorship to make the Convention and our organization a success.

The 2011 Convention will be a three day event consisting of panel discussions, luncheons and networking programs that concludes with a gala banquet on Saturday, June 26th. We expect more than 600 attendees to join the NASABA leadership in Los Angeles next summer, along with a host of distinguished speakers, judges and elected officials.

The enclosed Sponsorship Packet discusses a variety of way in which you can support the 2011 NASABA Convention, and, as always, we are happy to discuss any specific sponsorship options with you. We ask that you direct any questions you may have to:

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We hope that we can count on you to continue your support of the NASABA Convention that you will join us next summer in Los Angeles.

Very Truly Yours,

Tarun J. Chandran
Mona R. Patel

Reaching for the stars



Sponsorship Package



NASABA OVERVIEW

Founded in 2003, the North American South Asian Bar Association (“NASABA”) is the umbrella organization for twenty seven regional South Asian bar associations and is the principal voice for legal issues in the South Asian community. NASABA chapters serve local communities in the United States and Canada, with their members leading and practicing in top law firms, government agencies, academia, and public interest groups. With over 6,000 members, NASABA provides a powerful support network for South Asians in the legal community. NASABA's Annual Convention (the “Convention”), now in its eighth year, has rapidly developed a reputation as the premier event for law firms, corporations, vendors, and legal organizations looking to gain exposure to the South Asian legal community.

NASABA IN LOS ANGELES

In this era of globalization, NASABA has become an international force, providing attorneys in North America and abroad an opportunity to forge connections, networks, and working relationships. With a convention theme of “Reaching for the Stars,” the NASABA 2011 Annual Convention will celebrate the significance that Los Angeles plays in highlighting NASABA’s growth to this day, as well as the contributions made by the South Asian community to Los Angeles and to North America as a whole. The Convention will be actively promoted in the United States, Canada and South Asia, and is expected to attract attendees from all of those regions. The Convention will be a global networking opportunity and a chance to meet with leaders of the South Asian legal community. In keeping with our past conventions, we will also have substantial programming aimed at the needs of our members, including panels on career planning, ethnic and gender diversity, international transactions, and other significant legal issues.

NASABA CHAPTERS

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|---|-----------------------|
| ★ Arizona | ★ Michigan |
| ★ Boston | ★ New Jersey |
| ★ British Columbia | ★ New York |
| ★ Chicago (IABA Chicago and PABA Chicago) | ★ Northern California |
| ★ Colorado | ★ Ohio |
| ★ Connecticut | ★ Oklahoma |
| ★ Dallas | ★ Ottawa |
| ★ Delaware | ★ Philadelphia |
| ★ District of Columbia | ★ Sacramento |
| ★ Florida | ★ San Diego |
| ★ Georgia | ★ Southern California |
| ★ Houston | ★ Toronto |
| ★ Las Vegas | ★ Washington |

2011 CONVENTION

Over the weekend of June 23-26, 2011, NASABA will hold its Eighth Annual Convention (“Convention”) themed “Reaching for the Stars” in Los Angeles, California. Los Angeles is a world center of business, international trade, entertainment, culture, media, fashion, science, technology, and education with a well-deserved reputation as sophisticated financial and legal center. The Convention will celebrate these varied aspects of the city.

The Convention will feature a variety of seminars, workshops, panel discussions, and networking opportunities, including a gala banquet honoring the legal community's most accomplished attorneys. Over the years, the Convention has averaged 400 plus attendees and given the large South Asian legal community on the West Coast, Los Angeles is poised to be the most successful Convention yet.

SPONSORSHIP

We invite you to become a sponsor of the 2011 Annual Convention. Opportunities include sponsoring a specific panel, reception or keynote event; a la carte options; or sponsoring the Convention as a whole. Sponsors are provided opportunities to establish and deepen relationships with firms and attorneys from across North America and South Asia. In addition to developing a cross border referral network for their clients, sponsors can also share information regarding their services with other professionals.

Sponsorship packages can be tailored to fit individuals, corporations, law firms, and small businesses. The Convention will provide a great opportunity for you to promote your company or law firm, not only to the Convention attendees, but also to the thousands of South Asian lawyers and law students across North America connected through the NASABA network and to gain visibility amongst this emerging community of leaders.

CONVENTION NOTES

INAUGURAL YEAR: Los Angeles

300 attendees

Keynote: Former Governor Michael Dukakis

SECOND YEAR: Washington D.C.

350 attendees

Keynote: Former British Columbia Attorney

General Wallace T. Oppal, Q.C.

THIRD YEAR: Atlanta

400 attendees

Keynote: Principal Deputy Solicitor General Neal

Katyal

FOURTH YEAR: San Francisco

750 attendees

Keynotes: U.S. Attorney for the Southern District of New York Preet Bharara; U.S. District Court for the Eastern District of Kentucky (and formerly the U.S. Attorney for the Eastern District of Kentucky)

The Honorable Amul Thapur

FIFTH YEAR: Chicago

600 Attendees

Keynotes: Acting General Counsel of Arcelor

Mittal Jay Lazar; U.S. Attorney for the Northern

District of Illinois Patrick Fitzgerald; and Hina Jilani

SIXTH YEAR: Vancouver

250 Attendees

Keynotes: Professor Vern Krishna;

Kansas State Representative Raj Goyle;

Minnesota Congressional candidate J. Ashwin

Madia

SEVENTH YEAR: Boston

450 Attendees

Keynotes: Executive Director of White House

Initiatives on AAPI Kiran Ahuja; former Asst.

Secretary of Treasury Neel Kashkari



REASONS TO SPONSOR THE EVENT

1. To promote your organization to South Asian legal professionals, an emerging community of talented, motivated and culturally diverse individuals.
2. To promote diversity in the legal community in a highly visible and prestigious forum.
3. To recruit high caliber employees.
4. To brand your organization with a specific legal expertise or cause.
5. To allow NASABA to offer the benefits of the Convention to its members at an affordable price and help fund NASABA events and activities throughout the year in support of diversity, business development, and community service, including through funding for the NASABA Foundation.
6. To support and foster the organizational goals and mission of NASABA.
7. To help promote minority retention, recruitment and networking, and to help NASABA provide these opportunities for junior lawyers.
8. To showcase your firm or company to attorneys from law firms and companies. In addition to attorneys from law firms, past attendees or speakers included general counsel or representatives from Apple, Cisco, Compucredit, Mass Mutual, Del Monte, Dupont, Sempra Energy, Walmart, Caterpillar, Pfizer, IBM, Arcelor Mittal, Freddie Mac, Microsoft, Motorola, General Electric, Accenture and many others.

NASABA invites you to share its commitment to enhancing opportunities in the legal profession for minority communities through your support for its Annual Convention.

EXCLUSIVE PANEL SPONSORSHIP FOR MAJOR CONVENTION SPONSORS

Panel sponsorship opportunities will be available in the following broad categories. Please contact us for additional information or if you desire to propose a panel.

- Litigation
- Transactional
- Intellectual Property and Technology
- Public Interest and Sustainability
- General Interest/Other

Accommodations will be made to suit preferences of early sponsors.



2011 NASABA Convention Sponsorship Opportunities

Level	Diamond \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000	Emerald \$7,500	Ruby \$5,000	Sapphire \$2,500
Title Sponsorship of Saturday Night Banquet; Special Recognition and Opportunity to Speak at Banquet	✓							
Sponsorship of Thursday Welcome Reception; Special Recognition at Event & Opportunity to Speak at Event		✓						
Sponsorship of One Plenary Lunch – OR – One Plenary Breakfast; Special Recognition at the Plenary	✓	✓	✓					
Sponsorship of a Panel; Special Recognition at Panel	✓	✓		✓				
Exhibit Space	✓	✓	✓	✓				
One Table (10 seats) at Saturday Banquet (<i>includes Convention Registrant seats</i>)	✓	✓	✓	½ table				
Advertisement in Convention Program	✓ (Full Page)	✓ (Full Page)	✓ (Full Page)	✓ (1/2 Page)	✓ (1/2 Page)	✓ (1/4 Page)		
Number of Convention Registrations included in package; Includes Admission to all Panels and Events (including banquet)	5	5	5	4	3	2	2	1
Recognition & Acknowledgments in Convention Publications	✓	✓	✓	✓	✓	✓	✓	✓
Website Logo on NASABA Convention Website	✓	✓	✓	✓	✓	✓	✓	✓



A LA CARTE SPONSORSHIP OPPORTUNITIES

Convention Bag: \$8,000

Convention T-Shirts: \$10,000

Convention USBs: 1GB and 2GB USBs containing Convention and Sponsor Content. Pricing to be determined based on size and customization of item.

Room Keys: Pricing to be determined.

Program Advertising:

- \$3,000 (full page)
- \$1,500 (1/2 page)
- \$750 (1/4 page)

Exhibit Space: \$3,000 (includes 1 convention registration)

Enduring Materials: \$1,750 (company or firm's marketing item included in convention bags)

Distribution of Materials at a Single Panel: \$1200: (company or firm's printed materials are distributed to attendees at one designated panel)

Printing: In-Kind Sponsor for printing for Convention materials including signage, programs, handouts, materials and all other collateral.

SPONSORSHIP OF SPECIFIC EVENTS

NASABA Foundation Event: The NASABA Foundation, a 501(c)(3) organization, will hold its annual fundraising event on Friday, June 24, 2011. Sponsorship of this event is tax deductible and exclusive, providing your company an excellent opportunity to showcase its support for the NASABA Foundation and its work.



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Reaching for the stars

Contributions to NASABA, a 501(c) (6) organization, are not deductible as charitable contributions. Please make check payable in US dollars to "NASABA" and send it to:

NASABA
c/o **Priya Marwah Doornbos**
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For further information pertaining to sponsorship opportunities, please contact a member of the NASABA Executive Committee or Co-Chairs of the 2011 Annual Convention Sponsorship Committee:

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