



# THE WILKIE D. FERGUSON, JR. BAR ASSOCIATION

www.wdfjba.org

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Miami, FL 33130

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*Continuing the Legacy*

February 24, 2017

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Dear Ferguson Bar Foundation Supporter:

Thank you for your continued support and dedication to our mission of raising funds for scholarship awards that are bestowed upon exceptional and deserving law students of color.

Due to the generous contributions of loyal sponsors and patrons like you, we are proud of the Foundation's ability to grant scholarships year after year. But we need your support once more.

I invite you to participate as a sponsor of our 39<sup>th</sup> Annual Scholarship & Awards Gala, which will take place on Saturday, April 15, 2017 aboard the South Beach Lady yacht docked at the Bayfront Park Marina located at 301 Biscayne Boulevard, Miami, Florida 33132 at 6:00 p.m.

This year's Gala promises to be an evening full of fun and flair—an occasion on which to celebrate and honor Miami's prominent legal, community and business leaders who best embody our 2017 Gala theme "*Dare to Embrace: Justice, Freedom and Inclusion*," and to recognize our scholarship award recipients.

Sponsorship is a one of a kind opportunity to align your organization with regional corporations, law firms, business leaders, community organizations and individuals who share our vision of fostering increased diversity in the legal profession and empowering our future legal leaders toward personal achievement and lifelong success. We ask that you consider joining the distinguished organizations that have pledged their support through sponsorship.

## ***Sponsorship Highlights***

- ◆ Recognition throughout the evening.
- ◆ Contribution to a marquee event raising funds for law students of color.
- ◆ Premier table(s) at the Gala - an extraordinary evening and celebration.
- ◆ Advertising space in the Gala program.
- ◆ Reach new professional partners through promotion on the WDFJBA website, newsletter, and social media outlets.

In the following pages of this sponsorship package, you will find detailed information about the Gala and how you, as a sponsor, can receive the maximum benefits, exposure and increased goodwill in the community.

If you have any questions or require our assistance, please do not hesitate to contact us. We sincerely appreciate your support.

Regards,

*Ian G. Ward II*

Ian G. Ward II, Esq.  
Chair, Wilkie D. Ferguson, Jr. Bar Foundation  
President, Wilkie D. Ferguson, Jr. Bar Association

# SPONSORSHIP OPPORTUNITIES

	Premier \$10,000 +	Diamond \$5,000	Gold \$3,000	Silver \$1,500	In-kind
<b>Gala Program Recognition:</b> Recognition during the Gala in various forms of media & presentations	Video	Logo	Logo	Name	Name
<b>Gala Souvenir Journal:</b> Recognition in Gala Souvenir Journal	Full-page, inside cover advertisement	Full page, Back cover advertisement (limited quantity)	Full page advertisement	½ page advertisement	
<b>Audio/Visual &amp; Sign Recognition:</b> Recognition on audio/visual displays & signage throughout the event	Promotional video Logo on screen	Logo on screen	Logo	Name	Name
<b>Direct Link on WDFJBA Gala Website:</b> Direct link to your company's website on the WDFJBA website	✓	✓	✓	✓	✓
<b>Print Media Representation:</b> Presentation on promotional materials leading to the event, save the date, poster, program	✓	✓	✓	✓	✓
<b>Website/Newsletter Recognition:</b> Recognition of your involvement featured on WDFJBA website & newsletter	✓	✓	✓	✓	✓
<b>Social Media Recognition:</b> Recognition integrated into WDFJBA's LinkedIn, Facebook, Twitter, YouTube & Flickr pages	✓	✓	✓	✓	✓
<b>Television/Radio Media:</b> Mention on all national, local TV & radio media alerts	✓	✓			
<b>Advertisement:</b> Recognition in ads published prior to & immediately following the Gala	✓	✓			
<b>Table Seating at Gala:</b> Exclusive seating for (10 attendees per table)	2 Premier Tables	1 Premier Table	1 Premier Table	1 VIP Table	2 Tickets
<b>Gala Attendee Gift:</b> Opportunity to include promotional materials/gift in Gala thank you gift bags	✓	✓			

## Commemorative Journal Advertising Opportunities\*

Cover Page Ad (8.5" x 11") B&W - \$750 Color - \$850 <i>(first come, first served)</i>	Full Page Ad (8.5" x 11") B&W - \$550 Color - \$650	1/2 Page Ad (8.5" x 5.5") B&W - \$400	1/4 Page Ad (4.25" x 5.5") B&W - \$250	Business Card (3.5" x 2") B&W - \$150
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\*Advertisements must be submitted in PDF or JPEG format, 300 dpi resolution, with a 1/8 inch bleed line. Advertisements must be transmitted via email to [info@wdfjba.org](mailto:info@wdfjba.org) no later than April 1, 2017. Ad templates are available upon request.

Wilkie D. Ferguson, Jr. Bar Association  
SPONSORSHIP RESERVATION FORM

Contact \_\_\_\_\_  
Company Name (if applicable) \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

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**Sponsorship Level Selection:**

- Premier \$10,000 +                       Diamond \$5,000+                       Gold \$3,000+  
 Silver \$1,500+                       In-Kind

**Commemorative Journal Ad Selection:**

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| Cover Page Ad (8.5 x 11)       | Full Page Ad (8.5 x 11)        | 1/2 Page Ad (8.5 x 5.5)        |
| <input type="checkbox"/> \$750 | <input type="checkbox"/> \$550 | <input type="checkbox"/> \$400 |
| <input type="checkbox"/> \$850 | <input type="checkbox"/> \$650 |                                |
| 1/4 Page Ad (4.25 x 5.5)       | Business Card (3.5 x 2)        |                                |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$150 |                                |

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**Payment Options:**

Please make checks payable/mail to: **Wilkie D. Ferguson, Jr. Bar Association** or **WDFJBA247 SW 8<sup>th</sup> Street, Mailbox 361, Miami, Florida 33130**.

To submit your payment via PayPal send to [wdfjba2@gmail.com](mailto:wdfjba2@gmail.com).

Reservations are not guaranteed without payment in full. Please complete this form and email to [info@wdfjba.org](mailto:info@wdfjba.org) along with confirmation of payment.

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**DONATE TO THE WILKIE D. FERGUSON, JR. BAR ASSOCIATION**

I am unable to attend, but I would like to fund scholarships for deserving law students of color.

Enclosed is my contribution of \$ \_\_\_\_\_

Last year's Gala sold out! Please confirm your participation early, but no later than **April 1, 2017**.