The National Employment Lawyers Association (NELA)

NELA is the nation’s largest bar association – more than 2,000 strong – whose members exclusively or primarily represent workers. We deliver superior legal training to enhance workers’ rights attorneys’ knowledge and skills. And we work to protect and promote workers’ rights by advocating for a fair judiciary and laws and policies that level the playing field for workers.

35 and Thriving!

This year marks NELA’s 35th anniversary! Collaboration, collegiality, and camaraderie continue to be the foundation of everything we do. NELA would not exist, nor be the vibrant and powerful force for positive change we are today, without the commitment of our members and supporters. We hope you’ll partner with us in celebration of our 35th Anniversary to help ensure we continue to be a leader in the fight for workers’ rights for another 35 years and beyond!

For more information, please contact:
Leah A. Hofkin, Director of Development
lhofkin@employeerightsadvocacy.org
415.625.5421
NELA 35th Anniversary Campaign Recognition Opportunities

To showcase your generous commitment to NELA, we are pleased to offer a range of recognition opportunities.

Benefactor: $10,000 and above
- Full-page color ad with premiere placement in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- Benefactor listing with logo, including a live link, in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Recognition on the homepage of NELA’s 2020 Virtual Convention. Your logo with a link to your website will be included as part of a rotating slider visible to all Convention participants throughout the Convention.
- Benefactor listing with logo on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention
- Verbal acknowledgement during NELA’s 2020 Virtual Convention
- A Black Women’s History of the United States by Daina Ramey Berry and Kali Nicole Gross (2020)

Founder’s Circle: $5,000
- Full-page color ad with premiere placement in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- Founder’s Circle listing with logo, including a live link, in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Recognition on the homepage of NELA’s 2020 Virtual Convention. Your logo with a link to your website will be included as part of a rotating slider visible to all Convention participants throughout the Convention.
- Founder’s Circle listing with logo on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention
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PLEDGE BY JUNE 30
to receive visibility at NELA’s 2020 Virtual Convention on July 8-10, 2020.
Key Dates for Virtual Convention & E-Book Submissions

Your support may be tax-deductible as a business expense (advertising). To receive recognition as an early supporter during NELA’s 2020 Virtual Convention, we must receive your pledge, and your logo if applicable, no later than Tuesday, June 30, 2020.

The deadline to submit ads and logos for NELA’s 35th Anniversary Commemorative E-Book is Monday, September 28, 2020.

President’s Cabinet: $2,500
- Full-page color ad in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- President’s Cabinet listing with logo, including a live link, in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- President’s Cabinet listing on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention
- Verbal acknowledgement during NELA’s 2020 Virtual Convention

Advocate: $1,000
- Half-page color ad in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- Advocate listing with logo, including a live link, in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Advocate listing with logo on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention

Partner: $500
- Quarter-page color ad in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- Partner listing on in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Partner listing on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention

Supporter: $250
- Eighth-page color ad in NELA’s 35th Anniversary Commemorative E-Book. Your ad can include a live link to your website.
- Supporter listing in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Supporter listing on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention.

Friend: $125
- Opportunity to place a two-line greeting in NELA’s 35th Anniversary Commemorative E-Book
- Friend listing in NELA’s 35th Anniversary Commemorative E-Book and on NELA’s website
- Friend listing on the 35th Anniversary Campaign Donor Wall during NELA’s 2020 Virtual Convention.
35th Anniversary Commemorative E-Book

To acknowledge this important milestone, NELA is creating a commemorative e-book to reflect on how far our community has come and share our vision for the future. The online, interactive publication will feature:

- Timeline of key NELA milestones
- Highlights of NELA leaders past and present
- Photos and video of our members and events
- Achievements in workers’ rights advocacy
- Recognition, including advertising, of contributors to NELA’s 35th Anniversary Campaign
- Opportunities for full-color advertising, with live links to advertiser websites

E-Book Distribution

The Commemorative E-Book will be distributed to NELA’s members, attendees at CLE events in 2020, and followers on social media. It also will be featured prominently on the organization’s website, 35th Anniversary Campaign microsite, and The NELA Exchange, our members-only online community.
Ad Sizes & Specifications

FILE FORMATS
.png, .jpg, or .pdf (with fonts and images embedded)

RESOLUTION
The commemorative 35th Anniversary E-Book is an interactive publication with features such as zooming. High-quality artwork is required to ensure legibility when zoomed in.
Artwork must be 300 dpi high resolution.

AD HYPERLINKS
You may supply a website address/URL to which your ad will be hyperlinked (for example, www.yourfirm.com).

CONTACT
Alicia Battle
Events Coordinator
415.625.5403

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How To Join NELA’s 35th Anniversary Campaign

PLEDGE ONLINE
To pledge your support online, please visit
www.nela.org/thrivingat35.

YOUR BENEFITS PACKAGE
After we receive your commitment, we will send you an email confirmation with the details your specific benefits and instructions for submitting your materials.

EARLY SUPPORTER DEADLINE
Tuesday, June 30, 2020
To receive recognition as an early supporter during NELA’s 2020 Virtual Convention, we must receive your pledge, and your logo if applicable, no later than Tuesday, June 30, 2020.

E-BOOK ADVERTISING DEADLINE
Monday, September 28, 2020
The deadline to submit ads and logos, if applicable, for NELA’s 35th Anniversary Commemorative E-Book is Monday, September 28, 2020.
We will contact you with more information about how to submit your ad and logo.

Contact Information
To learn more about partnering with NELA for our 35th anniversary and beyond, please contact:
Leah A. Hofkin, Director of Development
lhofkin@employeerightsadvocacy.org
415.625.5421

VISIT US
www.nela.org/thrivingat35

FOLLOW US
LinkedIn
Twitter
Facebook