



**CLEOinc.**  
COUNCIL ON LEGAL EDUCATION OPPORTUNITY, INC.

Council on Legal Education Opportunity, Inc.  
50th Anniversary Sponsorship Opportunities

# The CLEO EDGE

**50 Years of Championing Education, Diversity and Greater Equality  
In the Legal Profession  
1968-2018**

The Council on Legal Education Opportunity (CLEO), the oldest national pre-law organization, was founded in 1968 following the passage of the Civil Rights Act of 1964. National bar and legal education organizations united to create a vehicle to significantly impact the lack of diversity in the legal profession, which, at the time had less than three percent minority representation. Efforts began with the CLEO Pre-Law Summer Institutes, which provided a gateway for talented students from historically black colleges and universities to attend law schools across the country.

Education, diversity and greater equality have remained at the forefront of CLEO's mission. Today, CLEO serves minority and economically-disadvantaged students. More than 10,000 alumni have benefitted from CLEO programs, including judges, legislators, prosecutors, public defenders and other public servants; law professors and administrators; in-house counsel; private practitioners and more. And although substantial progress has been made – our work is far from done.

CLEO pre-law programs have evolved from the flagship Pre-Law Summer Institute residential workshops to include an array of seminars and online services designed to meet the needs of today's future lawyers. From blogs, to social networking, to videoconferencing and in-person weekend seminars, we provide an exceptional pre-law educational experience.

As CLEO continues executing its longstanding vision of *Training Tomorrow's Lawyers – Preparing Tomorrow's Leaders*, we urge you to renew your commitment to the pillars of "Education, Diversity and Greater Equality" in the legal profession by supporting our 50<sup>th</sup> Anniversary celebration!

## EVENT THEME & FORMAT

Building on the theme, "The CLEO EDGE - 50 Years of Championing Education, Diversity and Greater Equality," CLEO will host four celebrations in 2018:



The "EDUCATION" Reception:  
**HOUSTON, TX**  
(April 26, 2018)  
The Downtown Club of Houston



The "DIVERSITY" Reception:  
**SAN FRANCISCO, CA**  
(June 5, 2018)  
Google Downtown



The "GREATER EQUALITY" Reception:  
**NEW YORK, NY**  
(September 12, 2018)  
The New York Athletic Club



**The 50<sup>th</sup> Anniversary “CLEO EDGE” Gala:**  
**WASHINGTON, DC**  
(November 15, 2018)  
The Ritz Carlton Washington, DC



*For more specifics regarding each event, including how to RSVP, please visit us online at [CLEOinc.org](http://CLEOinc.org).*

**SHARING THE VISION &  
SPONSORSHIP OPPORTUNITIES**

We have no doubt that you share CLEO’s belief in furthering “Education, Diversity and Greater Equality” in the legal profession. We need your help to ensure that our much needed work will continue and catapult CLEO to even greater heights.

Please help us raise \$2.5 million through sponsorship of our three regional “Pillar” receptions and the culminating November 2018 anniversary Gala. All tax-deductible contributions will help ensure CLEO’s future as a more tech savvy, educationally-diverse organization with program capacity to reach individuals in every area of the country.

Please take a moment to review the enclosed sponsorship information and commit today. For more information about CLEO, Inc. please contact us by phone at 240-582-8600 or via email at [cleo@cleoinc.org](mailto:cleo@cleoinc.org).



1101 Mercantile Lane, Suite 294, Largo, MD 20774  
[cleoinc.org](http://cleoinc.org) | 240-582-8600 | [cleo@cleoinc.org](mailto:cleo@cleoinc.org)





## SPONSORSHIP LEVELS AND BENEFITS

### NATIONAL PARTNER

#### **\$100,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits afforded  
\$75,000 sponsorship level plus opportunity for:

- Company representative to provide remarks at 50th Anniversary Gala
- 30 guests to have VIP Reception Access at 50th Anniversary Gala
- 30 guests to have VIP Seating at 50th Anniversary Gala
- 20 guests to attend each of the three Regional Receptions (RR) in HOU, SF, and NYC
- Pre-Law Summer Institute Naming Rights

#### **\$75,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits afforded  
\$50,000 sponsorship level plus opportunity for:

- Premier Branding at 50th Anniversary Gala
- Creating a Video during the 50th Anniversary Gala for display on the CLEO, Inc. website
- 20 guests to have VIP Reception Access at 50th Anniversary Gala
- 20 guests to have VIP Seating at 50th Anniversary Gala
- 10 guests to attend each of the three Regional Receptions (RR) in HOU, SF, and NYC

#### **\$50,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits afforded  
\$25,000 sponsorship level plus opportunity for:

- 15 guests to have VIP Reception Access at 50th Anniversary Gala
- 15 guests to have VIP Seating at 50th Anniversary Gala
- 10 guests to attend each of the three Regional Receptions (RR) in HOU, SF, and NYC
- Company representative to provide remarks at RRs
- Full-page ad and feature organizational highlight in CLEO Edge Magazine

#### **\$25,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits plus opportunity for:

- 10 guests to have VIP Reception Access at 50th Anniversary Gala
- 10 guests to have VIP Seating at 50th Anniversary Gala
- 5 guests to attend each of the three Regional Receptions (RR) in HOU, SF, and NYC

### REGIONAL PARTNER

#### **\$15,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits afforded  
\$10,000 sponsorship level plus opportunity for:

- 50th Anniversary Gala Seats – 5 Guests
- 15 guests to attend one of the three Regional Receptions (RR) in HOU, SF, and NYC
- Premier Branding at 1 RR
- "Diverse Attorney Spotlights" on CLEO, Inc. website

#### **\$10,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits afforded  
\$5,000 sponsorship level plus opportunity for:

- 50th Anniversary Gala Seats – 2 Guests
- 10 guests to attend one of the three Regional Receptions (RR) in HOU, SF, and NYC
- Half-Page Ad in 50th Anniversary Gala Program Book
- Logo on RR Program in Designated City
- Full-Page Ad in CLEO Edge Magazine

#### **\$5,000 Level**

Receives all "Recognition" and "Marketing/Branding" benefits plus opportunity for:

- 50th Anniversary Gala Seats – 1 Guest
- 5 guests to attend one of the three Regional Receptions (RR) in HOU, SF, and NYC

#### **Recognition:**

- Signage at designated event (Digital and non-digital display ad)
- Full-page Ad in 50th Anniversary Gala Program Book
- Full-page Ad in CLEO Edge Magazine
- Official Acknowledgment from the Podium
- Photo Opportunities at Event Step and Repeat

#### **Marketing/Branding:**

- Prominent Branding at 50th Anniversary Gala
- Premier Branding at 3 RRs
- Logo on Step and Repeat at 50th Anniversary Gala
- Logo on Step and Repeat at RR
- Placement of Promotional Item in 50th Anniversary Gala Gift Bag
- Name and logo featured on CLEO, Inc. website
- "Diverse Attorney Spotlights" on CLEO, Inc. website
- AIE/ASAP Regional Seminar Naming Rights
- "Virtual" bricks in a to-be-built online wall on CLEO, Inc. website

#### **Recognition:**

- Signage at designated event (Digital and non-digital display ad)
- Listing in RR Program Book in Designated City
- Half-page Ad in CLEO Edge Magazine
- Official Acknowledgment from the Podium
- Photo Opportunities at Event Step and Repeat

#### **Marketing/Branding:**

- Prominent Branding at 1 RR
- Logo on Step and Repeat at RR
- Placement of Promotional Item in 50th Anniversary Gala Gift Bag
- Name and logo featured on CLEO, Inc. website
- "Virtual" bricks in a to-be-built online wall on CLEO, Inc. website



## SPONSORSHIP LEVELS

NATIONAL  
PARTNER

REGIONAL  
PARTNER

## SPONSORSHIP BENEFITS

\$100K \$75K \$50K \$25K \$15K \$10K \$5K

	\$100K	\$75K	\$50K	\$25K	\$15K	\$10K	\$5K
<b>Corporate Hospitality (# of Guests)</b>							
VIP Reception Access at 50th Anniversary Gala	30	20	15	10			
VIP Seating at 50th Anniversary Gala	30	20	15	10			
50th Anniversary Gala Seats					5	2	1
Regional Reception (RR) Attendees (Per city - HOU, SF and NYC)	20	10	10	5			
RR Attendees (In one city of your choice - HOU, SF or NYC)					15	10	5
<b>Recognition</b>							
Signage at designated event (Digital and non-digital display ad)	•	•	•	•	•	•	•
Full-Page Ad in 50th Anniversary Gala Program Book	•	•	•	•			
Half-Page Ad in 50th Anniversary Gala Program Book					•	•	
Logo on RR Program in Designated City (HOU, SF or NYC)					•	•	
Listing in RR Program in Designated City (HOU, SF or NYC)							•
Full-page ad and feature organizational highlight in CLEO Edge Magazine	•	•	•				
Ad in CLEO Edge Magazine (F=Full Page; H=Half Page)				F	F	F	H
Company Representative to Provide Remarks at 50th Anniversary Gala	•						
Company Representative to Provide Remarks at RRs	•	•	•				
Official Acknowledgement from the Podium	•	•	•	•	•	•	•
Photo Opportunities at Event Step and Repeat	•	•	•	•	•	•	•
<b>Marketing/Branding</b>							
Premier Branding at 50th Anniversary Gala	•	•					
Prominent Branding at 50th Anniversary Gala			•	•			
Premier Branding at 3 RRs	•	•	•	•			
Premier Branding at 1 RR					•		
Prominent Branding at 1 RR						•	•
Video during 50th Anniversary Gala for display on CLEO, Inc. website	•	•					
Logo on Step and Repeat at 50th Anniversary Gala	•	•	•	•			
Logo on Step and Repeat at RR					•	•	•
Placement of Promotional Item in 50th Anniversary Gala Gift Bag	•	•	•	•	•	•	•
Name and logo featured on CLEO, Inc. website	•	•	•	•	•	•	•
"Diverse Attorney Spotlights" on CLEO, Inc. website	•	•	•	•	•		
Pre-Law Summer Institute Naming Rights	•						
AIE/ASAP Regional Seminar Naming Rights	•	•	•	•			
"Virtual" bricks in a to-be-built online wall on CLEO, Inc. website	•	•	•	•	•	•	•

*More sponsorship opportunities available online at [cleoinc.org](http://cleoinc.org)*



## CLEO, INC. 50<sup>TH</sup> ANNIVERSARY HONORARY COMMITTEE

**The Honorable Nanette Diaz Barragán**  
Congresswoman (CA-44)  
U.S. House of Representatives

**Karen Roberts**  
General Counsel  
Wal-Mart Stores, Inc.

**Paul Tagliabue**  
Commissioner (Ret.)  
National Football League

**Clarissa Cerda**  
General Counsel  
Pindrop Security, Inc.

**Leo Romero**  
Emeritus Professor of Law  
University of New Mexico School of Law

**Kellye Y. Testy**  
President and CEO  
LSAC

**Paulette Dodson**  
Sr. VP, General Counsel, and Secretary  
PetSmart, Inc./PetSmart Charities

**Frank E.A. Sander**  
Bussey Professor of Law, Emeritus  
Harvard Law School

**Cleophus Thomas**  
Attorney

**Victor McTeer**  
Noted Civil Rights Attorney

**Bryan Stephenson**  
Founder and Executive Director  
Equal Justice Initiative

**Simone Wu**  
Sr. VP, General Counsel, Corporate Secretary  
& External Affairs  
Choice Hotels International, Inc.

---

## BOARD

**Angela Birch-Cox** (*Chair*)  
Houston Habitat for Humanity, Inc.

**The Honorable Denise Owens** (*Vice Chair*)  
Fifth Chancery Court, Mississippi

**Elizabeth A. Campbell**  
Andrews Kurth Kenyon LLP

**Yaneris M. Rosa**  
Honeywell International, Inc.

**Darryl L. Franklin**  
Marriott International, Inc.

**Pamela V. Rothenberg** (*Secretary*)  
Womble Carlyle Sandridge & Rice, PLLC

**Malcolm L. Morris** (*Treasurer*)  
Atlanta's John Marshall Law School

**Joyce Payne Yette**  
Promontory Financial Group

## ADVISORY COUNCIL

**Yvette Gatling**  
Littler Mendelson

**Wilhelm Joseph, Jr.**  
Legal Aid Bureau, Inc. (Maryland Legal Aid)

**Kevin Gooch**  
DLA Piper LLP (US)

**Roger Lowenstein**  
Los Angeles Leadership Academy

**Phyllis P. Harris**  
Wal-Mart Stores, Inc.

**Natalie Pierce**  
Littler Mendelson

**Harold Henderson**  
NFL Player Care Foundation

**Dennis Shields**  
University of Wisconsin-Platteville

## STAFF

**Cassandra Sneed Ogden**  
Chief Executive Officer

**Leigh R. Allen II**  
Vice President, Marketing and Development

**Bernetta J. Hayes**  
Director, Prelaw Program Operations

**Lynda Cevallos**  
Director, Prelaw Educational Activities

**Julie D. Long**  
Director, Finance and Administration