



46TH GERTRUDE E. RUSH CONFERENCE AND AWARDS GALA AND SPRING GENERAL COUNSEL INVITATIONAL

S A N D I E G O



SPONSORSHIP GUIDE 2026



ABOUT THE

National Bar Association

Founded in 1925, the National Bar Association (NBA) is a premier network representing the interests of more than 66,000 attorneys, judges, and legal professionals nationwide. As a trusted hub for the legal industry's top talent, the NBA connects firms and companies to decision-makers who drive legal strategy, oversee high-stakes litigation, and control outside counsel budgets across every sector of the economy. The NBA is not just a professional association—it is a competitive advantage for firms that understand the power of meaningful connection in an increasingly complex legal marketplace.

For law firms focused on growth, client development, and market positioning, the NBA offers a rare and direct path to cultivate relationships with senior legal executives, including General Counsels at Fortune 500 companies. Through exclusive events, curated roundtables, and strategic forums, our platform accelerates access to high-value prospects and elevates your visibility at the top levels of the profession. Partner with the NBA: This is more than a moment, this is a movement.



MEET OUR PRESIDENT

Ashley L. Upkins

Ashley L. Upkins, the 2025–2026 President of the National Bar Association, is redefining what leadership in the legal profession looks like. A fierce advocate, strategic thinker, and corporate litigator, President Upkins made history as the first woman from Tennessee to lead the NBA in its 100-year history.

By day, she leads litigation at Silicon Ranch Corporation, one of the country's largest independent power producers. By vision, she is building a bar year rooted in legacy, momentum, and impact—bringing fresh energy to the business of law.

President Upkins is unapologetically focused on results: empowering the next generation of legal leaders, scaling the NBA's reach, and creating real-time opportunities for firms to connect with clients, policymakers, and industry changemakers.

Under her leadership, the National Bar Association is stepping boldly into a new century—and a new dawn—not as a legacy institution, but as a commanding force—setting the agenda, expanding the table, and delivering the access and outcomes today's legal powerplayers demand.



ABOUT

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The Gertrude Rush Conference & Awards is one of the National Bar Association's most inspiring traditions. It honors the legacy of Gertrude Elzora Durden Rush, the first African American woman admitted to the Iowa bar and the only woman among the NBA's founders.

Each year, this signature event gathers visionaries, legal pioneers, and community leaders to celebrate those who carry forward Rush's spirit of excellence, resilience, and unyielding commitment to justice. Through thought-provoking sessions, powerful keynotes, and the prestigious Gertrude Rush Awards Gala, the conference uplifts today's champions of civil rights while preparing tomorrow's leaders of the profession.

Set against the backdrop of San Diego, the 2025 Gertrude Rush Conference will not only honor history, it will make history. Join us as we celebrate trailblazers, confront today's challenges, and chart a bold course for the future.

Platinum Sponsorship Package

\$30,000

The highest level of sponsorship, including top-tier benefits such as:

- Host or moderate a General Counsel Roundtable
 - Four (4) full access passes + invite to Executive GC Welcome Reception
 - VIP seating and Verbal Recognition at Gertrude Rush Conference & Awards
 - Logo placement on all major signage and in pre-event and event digital guides
 - Custom invite list for GC client engagement (subject to approval)
 - Recognition during opening reception
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Gold Sponsorship Package

\$15,000

Mid-level sponsorship with significant benefits such as:

- Sponsor recognition on one high-profile panel (e.g. Corporate Litigation, Ethics, or AI)
 - Three (3) full access pass + reserved seating at Gertrude Rush Conference & Awards
 - Inclusion in sponsor thank-you ads and printed program
 - Logo placement on all major signage and in pre-event digital guide
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Silver Sponsorship Package

\$10,000

Entry-level sponsorship with benefits such as:

- Logo placement on all major signage and in pre-event digital guide
- Two (2) full access pass + reserved seating at Gertrude Rush Conference & Awards

Customized sponsorship packages available, email
executivedirector@nationalbar.org for more information.