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# **2009 Sponsor Opportunities And Information**

**For the program year  
January 2009 through December 2009**



## **Introduction**

The Board of Directors of the Association of Corporate Counsel - Austin Chapter is pleased to present the 2009 ACC-Austin Chapter Sponsorship Program.

ACC-Austin is a regional bar association for in-house counsel in the Austin Area with membership drawn from many of the major companies, non-profits, and private-sector organizations in the greater Austin area.

The Mission of the, ACC-Austin Chapter is: To provide exceptional networking, educational, and leadership opportunities exclusively for in-house counsel serving the Austin community.

This year *the Austin chapter was recognized as the 2008 Chapter of the Year* which is awarded to the Chapter and its leaders for outstanding efforts and achievements, specifically, for excellence in leadership and board development, membership, programs, special projects, and overall achievements.

*In addition to being awarded the 2008 Chapter of the Year Award, the Chapter was also awarded the Chapter Challenge Award* which is awarded to the chapter that exhibits outstanding performance in membership recruitment and retention, specifically, to the chapter with the highest number of new members and an average retention rate of 90 percent or higher.

*The Austin Chapter is the first chapter to ever win both of these awards in the same year!* Both awards are national awards granted the Association of Corporate Counsel, our parent organization, which has 24,000 members in 81 countries and is employed by over 10,000 organizations, connecting its members to the people and resources necessary for both personal and professional growth.

### **Here's what the National ACC Organization had to say about the Austin Chapter:**

*“Your chapter activities for the past year have contributed greatly to the continued growth of ACC. Your chapter provided members with outstanding networking opportunities and exemplary continuing legal education programs, and at the same time maintained a constant dialogue with members to successfully serve their needs. The Austin Chapter has set a standard of excellence for other ACC chapters to emulate.”*

The 2009 ACC-Austin Sponsorship Program is designed to enhance ways for our Sponsor Partners to more effectively partner with the ACC-Austin Chapter to support and provide the many programs, events and initiatives to our membership while increasing our Sponsors' visibility and interaction with our membership.



## **Enhanced Features of the 2009 Sponsorship Program**

The 2009 Sponsorship Program provides an even more robust bundle of benefits – providing our Sponsor Partners the increased visibility that they desire as follows:

- Each Sponsor Category is **annual** providing our sponsor Partners with increased opportunities to meet and interact with our members throughout the year.
- A Sponsorship Kick-Off Event has been added to our program of events in order to give existing and potential Sponsor Partners the opportunity to meet with our Chapter Board and members in an informal setting while exploring the benefits of Chapter sponsorship.
- Sponsor Partners will receive increased opportunities to contribute to Chapter publications such as our Web page, quarterly newsletter, and other materials which, according to our recent survey, are read or visited regularly by more than 80% of our membership.
- Increased opportunities for Sponsor Partners to engage with the Austin Chapter on pro bono and other community service opportunities while getting to know our members.

In order to provide these enhanced benefits, the Austin Chapter has restructured the benefits associated with our Silver level sponsorship, increasing the benefits provided at that level. In addition, Sponsor Partners who commit any time between now and December 15, 2008 will receive special discounted fees identical to last year's fees.

### **Procedure**

Sponsor Partners are required to complete and submit the Sponsorship Application form found at the end of this packet via e-mail to [accaustin@yahoo.com](mailto:accaustin@yahoo.com) or via fax to 512-233-5243. Applications will be given priority based on when they are received and Sponsorship Levels will be awarded on a first-come, first-served basis.

Sponsor Partners will be formally notified within one (1) week after their Sponsorship Application is received. Sponsor fees will be due in full within thirty (30) days of notification of the sponsorship award. Sponsor benefits will not be available until payment of sponsorship fees in full has been received.

## Sponsorship Levels

Levels of sponsorship and the associated fees are as follows:

Sponsorship Level	Number Available	Fee	
		Through December 15	After December 15, 2008
Title	1	\$15,000	\$17,000
Platinum	4	10,500	12,000
Gold	4	8,000	9,000
Silver	8	6,000	7,000
Bronze	8	1,000	2,000

## **Title Sponsorship**

Benefits:

- Only one (1) Title Sponsorship will be available in 2009.
- Ad on the ACC-Austin Web site home page, with link to the Sponsor's Web site.
- Prominent listing on ACC-Austin Web page as the 2009 Title Sponsor of the Chapter, with link to Sponsor's Web site.
- Opportunity to have 1 four-page or 2 two-page substantive articles published in an issue of ACC-Austin's quarterly newsletter, distributed to all ACC-Austin members, and posted on the ACC-Austin Web page.
- Exclusive sponsorship of one ACC Program from the Program Calendar attached.

### ACC Annual Golf/Spa/CLE Event

- 3 golf and 3 spa reservations for the ACC-Austin Annual Golf/Spa event

### ACC-Austin Pocket MBA

- 2 registrations to attend the ACC-Austin Pocket MBA Program.

### ACC-Austin Annual Meeting and General Counsel Panel

- 4 registrations to meeting and reception
- Prominent listing as Title Sponsor on slide show
- Logo on sponsor poster board
- Full-page, inside cover advertisement in the event program

## Platinum Sponsorship

### Benefits:

- Only four (4) Platinum Sponsorships will be available in 2009.
- Ad on the ACC-Austin Web site home page, with link to the Sponsor's Web site.
- Prominent listing on ACC-Austin Web page as the 2009 Platinum Sponsor of the Chapter, with link to Sponsor's Web site.
- Opportunity to have a two-page substantive article published in an issue of ACC-Austin's quarterly newsletter, distributed to all ACC-Austin members, and posted on the ACC-Austin Web page.
- Exclusive sponsorship of one ACC Program from the Program Calendar attached.

### ACC-Austin Annual Golf/Spa Event

- 2 golf and 2 spa registrations to attend the ACC-Austin Annual Golf/Spa event.

### ACC-Austin Pocket MBA

- 1 registration to attend the ACC-Austin Annual Pocket MBA

### ACC-Austin Annual Meeting and General Counsel Panel

- 3 registrations to meeting and reception
- Prominent listing as Platinum Sponsor on slide show
- Logo on sponsor poster board
- Full-page advertisement in the event program

## Gold Sponsorship

### Benefits:

- Only Four (4) Gold Sponsorships are available for 2009.
- Ad on the ACC-Austin Web site home page, with link to the Sponsor's Web site.
- Prominent listing on ACC-Austin Web page as the 2009 Gold Sponsor of the Chapter, with link to Sponsor's Web site.
- Exclusive sponsorship of one ACC Program from the Program Calendar attached.

### ACC-Austin Annual Golf/Spa Event

- 1 golf and 1 spa registration to attend the ACC-Austin Annual Golf/Spa event.

### ACC-Austin Annual Pocket MBA

- 1 registration to attend the ACC-Austin Pocket MBA



### ACC-Austin Annual Meeting and General Counsel Panel

- 2 registrations to meeting and reception
- Prominent listing as Gold Sponsor on slide show
- Logo on sponsor poster board
- Half-page advertisement in the event program

## **Silver Sponsorship**

### Benefits:

- Eight (8) Silver Sponsorships are available for 2009.
- Silver Sponsorships will jointly sponsor one of two of ACC-Austin's key day-long events: the Annual Golf/Spa Event and the Pocket MBA
- Prominent listing on the ACC-Austin Web site home page as a Silver Sponsor (as well as inclusion within the event-specific advertising), with link to the Sponsor's Web site.
- Two registrations to attend the program sponsored.
- One registration to attend the Silver event not sponsored (e.g. if sponsoring the Golf/Spa event, then 1 registration would be available to attend the Pocket MBA event).

### ACC-Austin Annual Meeting and General Counsel Panel

- 2 registrations to attend the meeting and reception
- Listing as Silver Sponsor on slide show
- Logo on sponsor poster board
- Quarter-page advertisement in the event program

## **Silver Sponsor event options:**

### (a) Annual Golf/Spa Event

Our annual Golf/Spa Event is ACC-Austin's signature event. It is a day-long event consisting of 2-3 hours of CLE credit, followed by either a round of golf or a visit to the spa. The day ends with our happy hour awards reception where we honor the top golf teams and award door prizes.

Choice of sponsoring one of the following program segments (awarded on a first come, first served basis):

- First CLE Hour Sponsor
- Second CLE Hour Sponsor (option for ethics focus)
- Lunch Sponsor (option for CLE Hour)
- Awards Reception Sponsor



## (b) Pocket MBA Program

New in 2008, our sold-out Pocket MBA program was very popular with members. It is a full-day of coursework focused on financial information relevant to in-house counsel. Four (4) Pocket MBA Event Sponsorships are available in 2009 on a first-come, first-served basis. Each sponsor will be given:

- A table or booth at the event
- An optional 10-minute sales presentation
- Logo and/or name included on all advertising related to the event

## **Bronze Sponsorship**

Benefits:

- Eight (8) Bronze Sponsorships are available for 2009.
- Listing on ACC-Austin Web page as a 2009 Bronze Sponsor, with link to Sponsor's Web site.
- Opportunity to have an article for one month on the main page of the ACC-Austin Web page (month to be determined in conjunction with ACC-Austin).

### ACC-Austin Annual Meeting and General Counsel Panel

- 1 registration to attend the meeting and the reception
- Logo as a Bronze Sponsor Partner on slide show
- Logo on Sponsor Partner poster board
- Listing in the event program

## **Explanation of Sponsorship Benefits**

In designing the 2009 Sponsorship Program, ACC-Austin examined ways in which it could give Sponsor Partners a package of benefits that would provide maximum visibility to our membership of the valuable support that ACC-Austin gets from its Sponsor Partners and would also increase the amount of time that our Sponsor Partners get to meet and interact with our membership. These include:

1. ACC-Austin Annual Meeting and General Counsel Panel: ACC-Austin holds an annual reception for in-house counsel and Sponsor Partners which has grown into a top networking event for in-house counsel. In addition, the event brings together a panel of 4-5 General Counsel from leading local companies and organizations that represent the diversity of ACC-Austin membership in terms of type of industry, size of company, and size of department, for a roundtable discussion of how they got to the CLO seat, what the hot-button issues are on their desks, how they recruit, manage and motivate their staff, and what they want and need from their outside counsel. Both in-house and outside counsel value the insights provided. The reception is designed to maximize opportunities for



networking and we believe that has been the key to its success. All sponsorship categories are provided tickets to this event.

2. Educational / Social Programs: ACC-Austin provides CLE programs geared to the practice needs and interests of in-house counsel. From January through December of each year, we put on CLE programs which provide Texas Bar MCLE credit and which may be eligible for CLE credit outside of Texas as a benefit for our members who are members of the bars of various other states. We also provide programs that include smaller, informal networking opportunities. The Title, Platinum and Gold level include presenting a program/social for ACC-Austin. The Silver level provides opportunities for Sponsor Partners to be part of a program event.
3. ACC-Austin Web Page: ACC-Austin's Web page will include advertisements on the home page for certain categories of Sponsor Partners. In addition, there will be a general "Sponsor Partner" page that will list all Sponsor Partners, with a link to the Sponsor Partners' Web page. Website Main Page Sponsor Partners will have an article on the main page for one month. The ACC Austin Chapter Sponsorship Committee and the Chapter Administrator will work closely with Sponsor Partners to coordinate topics and placement for the articles.
4. ACC-Austin Newsletter: Each quarter, ACC-Austin publishes a newsletter, which is sent to all ACC-Austin members. The Title Sponsor Partner will have the opportunity to publish a four-page article in the newsletter (or two 2-page articles), while Platinum Sponsor Partners will have the opportunity to publish a two-page article. The ACC-Austin Chapter Sponsorship Committee and/or the Chapter Administrator will work closely with Sponsor Partners to coordinate topics and placement of these articles. The newsletters will also be posted on the newsletter section of the ACC-Austin Website. Based on a recent survey of our members, the newsletter, webpage and monthly e-updates are read by more than 80% of our membership on a regular basis.
5. Pro Bono/Community Service Opportunities: In our recent Member and Sponsor surveys, both our members and Sponsor Partners indicated that they wanted more ways to get involved in the community. ACC-Austin answered by developing a Pro Bono/Community Service Committee and adding a Pro Bono/Community Service Chair on our board. The Pro Bono/Community Service Committee works to bring relevant and meaningful opportunities to our members and Sponsor Partners. Sponsor Partners will be invited to participate in existing opportunities or they may have the option to exclusively Partner with our Chapter on an opportunity of particular interest. Pro Bono/Community Service events provide an opportunity for Sponsor Partners and members to get to know each other in a non-traditional setting.



## **Sponsorship Guidelines**

1. **Term:** The term of a sponsorship under the 2009 Program is from January 1, 2009, through December 31, 2009. ACC Austin reserves the right to modify the sponsorship program at any time without notice.
2. **Sponsorship fee:** Sponsorship fees will be due in full within thirty (30) days of notification of the award. Sponsor benefits will not be available until payment of sponsorship fees in full has been received.
3. **Newsletter:** If the Sponsorship includes an article in the quarterly newsletter, ACC-Austin will provide Sponsor Partner with the applicable deadline and word-count at the time of notification of the award of the Sponsorship. ACC-Austin will work with the Sponsor Partner to develop a mutually agreeable topic for the article.
4. **Programs:**
  - a. If the Sponsorship includes presentation of a program, ACC-Austin will work with the Sponsor Partner to plan and present the selected program and will assist in identifying potential in-house panelist(s) to assist in the presentation.
  - b. ACC-Austin will be responsible for marketing the sponsored programs and events to its members, via, newsletters, e-mail notices, and its Web page. All Sponsor Partners are also strongly encouraged to market the programs and events they are presenting for ACC-Austin to their respective in-house clients.
  - c. In order to ensure that programs are marketed in a timely and effective manner, the ACC-Austin Sponsorship Committee, Chapter Administrator and/or program coordinator will work closely with the Sponsor Partner to ensure deadlines associated with the program requirements are met.
  - d. ACC-Austin handles RSVPs for all programs and, if appropriate, collects all fees. Fees collected by ACC-Austin remain the property of ACC-Austin.
5. **Main Webpage Articles:** Bronze Sponsor Partners are entitled to an article on the main page of the ACC-Austin Website for a month. ACC-Austin will provide Sponsor Partners with the applicable deadline and word-count at the time of notification of the award of the Sponsorship. ACC-Austin and Sponsor Partner will develop a mutually agreeable topic for the article.



**Proposed 2009 Calendar of Events**

January	<p><b>Annual Kick-Off Event</b>  <b>Member Appreciation/Participation Drive</b></p>
February	<p><b>CLE Lunch or CLE Social – IP Related</b></p>
March	<p><b>Career Development/Networking Event</b></p>
April	<p><b>CLE Lunch or CLE Social – Ethics</b></p>
May	<p><b>Annual CLE / Golf / Spa</b>  <b>Barton Creek Resort &amp; Spa</b></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> CLE Hour Sponsor</li> <li>• 2nd CLE Hour Sponsor (potential for CLE topic)</li> <li>• Lunch Sponsor (potential for CLE Hour)</li> <li>• Awards Reception</li> </ul>
June	<p><b>CLE Lunch of CLE Social – Legislative Update</b></p>
July	<p><b>CLE Lunch or CLE Social – TBD</b></p>
August	<p><b>CLE Lunch or CLE Social – TBD</b></p>
September	<p><b>Pro Bono/Community Service Fair – Family Event</b></p>
October	<p><b>Pocket MBA</b></p> <p><b>Sponsorship Kick-off Event</b></p>
November	<p><b>CLE Lunch (Antitrust/Compliance/Privacy)</b></p>
December	<p><b>Annual Meeting, General Counsel Roundtable</b>  <b>and Sponsor Appreciation</b></p>



## 2009 ACC-Austin Sponsorship Application

Name of Sponsor Partner<sup>1</sup>:

\_\_\_\_\_

Primary contact person:

\_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Alternate contact & title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Sponsor Partner agrees to be an ACC-Austin Sponsor in the following category:**

<input type="checkbox"/> <b>Title</b>	<input type="checkbox"/> <b>Platinum</b>	<input type="checkbox"/> <b>Gold</b>
<input type="checkbox"/> <b>Silver (indicate event &amp; sponsorship selection)*:</b> <input type="checkbox"/> Golf/Spa: <input type="checkbox"/> CLE Hour 1 <input type="checkbox"/> CLE Hour 2 (Ethics) <input type="checkbox"/> Lunch (optional CLE) <input type="checkbox"/> Awards Reception  <input type="checkbox"/> Pocket MBA		<input type="checkbox"/> <b>Bronze</b>  Month requested for Main Web Page article: 1 <sup>st</sup> preference : _____ 2 <sup>nd</sup> preference : _____ 3 <sup>rd</sup> preference: _____

\*In the event we receive two applications for the same event and sponsorship selection, we will contact you to request your alternate selection.

**Fee:** \_\_\_\_\_

**By submitting this application, you confirm that you have carefully reviewed and fully understand the terms and provisions of the 2009 ACC-Austin Sponsorship Program as**

\_\_\_\_\_

<sup>1</sup> Provide name exactly as you want it to appear on the ACC-Austin Web page, and in all publications, documents, and communications.



**contained in this document and that you are committed to working within the Program and its requirements.**

Please return this completed form to Bill Billingsley-Tierney, ACC-Austin Chapter Administrator. We strongly recommend that you submit it by e-mail attachment of a .PDF document ([accaustin@yahoo.com](mailto:accaustin@yahoo.com)). Applications may also be submitted by U.S. mail, courier, or FedEx/UPS to ACC-Austin, 13492 Research Blvd., Suite 120, PMB537, Austin, TX 78750-2254, or fax to 512-233-5243. All applications get priority based on when they are received. Sponsorships will be awarded on a first-come, first-considered basis.