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# **2010 Sponsor Opportunities And Information**

**For the program year  
January 2010 through December 2010**



## **Introduction**

The Board of Directors of the Association of Corporate Counsel Austin Chapter is pleased to present the 2010 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 ACC Austin is to provide exceptional networking, educational and leadership opportunities exclusively for in-house counsel serving the Austin community.

ACC Austin was recognized as Chapter of the Year in 2008, 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 Chapter of the Year, ACC Austin also received a 2008 Chapter Challenge Award, which is awarded to chapters exhibiting outstanding performance in membership recruitment and retention, specifically to chapters with a membership retention rate of 90 percent or higher.

ACC Austin is the first chapter to ever win both of these awards in the same year! Both awards are international awards granted by the Association of Corporate Counsel, which has 24,000 members in 81 countries and is employed by over 10,000 organizations.

### **Here's what the ACC had to say about the Austin Chapter in 2008:**

*“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 2010 ACC Austin Sponsorship Program is designed to enhance ways for our Sponsors to more effectively partner with the ACC Austin to support and provide the many programs, events and initiatives to our membership while increasing our Sponsors' visibility and interaction with our membership.



## **2010 Sponsorship Procedures**

Sponsors 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). Applications will be given priority based on when they are received and Sponsorship Levels will be awarded on a first-come, first-served basis.

Sponsors will be formally notified within one (2) weeks 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.

## **2010 Sponsorship Levels**

Levels of sponsorship and the associated fees are as follows:

<b>Sponsorship Level</b>	<b>Number Available</b>	<b>Fee</b>	
		<b>Through December 15, 2009</b>	<b>After December 15, 2009</b>
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

## **2010 Title Level Sponsorship Benefits**

### General Benefits

- Only one Title Sponsorship will be available in 2010.
- 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 2010 Title Sponsor 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 Austin Annual CLE/Golf/Spa Event

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

### ACC Austin Annual Pocket MBA Program

- 2 registrations to attend the ACC Austin Annual 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.

## **2010 Platinum Level Sponsorship Benefits**

### General Benefits

- Only four Platinum Sponsorships will be available in 2010.
- 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 a 2010 Platinum Sponsor 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 Austin Program from the Program Calendar attached.

### ACC Austin Annual CLE/Golf/Spa Event

- 2 golf and 2 spa registrations for the ACC Austin Annual CLE/Golf/Spa Event.

### ACC Austin Annual Pocket MBA

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

### 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.

## **2010 Gold Level Sponsorship Benefits**

### General Benefits

- Only four Gold Sponsorships are available for 2010.
- 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 2010 Gold Sponsor with link to Sponsor's Web site.
- Exclusive sponsorship of one ACC Austin Program from the Program Calendar attached.

### ACC-Austin Annual CLE/Golf/Spa Event

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



### ACC Austin Annual Pocket MBA Program

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

### 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.

## **2010 Silver Level Sponsorship Benefits**

### General Benefits

- Only eight Silver Sponsorships are available for 2010.
- Joint sponsorship of one of two of ACC Austin's signature events: the Annual CLE/Golf/Spa Event or the Pocket MBA Program.
- 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 selected signature event sponsored (if Sponsors have attorneys speaking at the CLE/Golf/Spa Event or the Pocket MBA Program, the speakers do not count as registrants).
- One registration to attend the Silver event not sponsored (e.g. if sponsoring the CLE/Golf/Spa Event, then 1 registration would be available to attend the Pocket MBA Program).

### 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 details:**

#### (a) Annual CLE/Golf/Spa Event Option

Our Annual CLE/Golf/Spa Event is one of ACC Austin's signature events. 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.

Each Silver Sponsor selecting the CLE/Golf/Spa Event Option will receive a 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); or



- Awards Reception Sponsor,

(b) **Pocket MBA Program Option**

The Pocket MBA Program is ACC Austin's other signature event. 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 2010 on a first-come, first-served basis.

Each Silver Sponsor selecting the Pocket MBA Program Option will receive:

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

## **2010 Bronze Sponsorship Benefits**

### General Benefits

- Only eight Bronze Sponsorships are available for 2010.
- Listing on ACC Austin Web page as a 2010 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 on slide show.
- Logo on Sponsor poster board.
- Listing in the event program.



## **Additional Information for 2010 Sponsorship Benefits**

In designing the 2010 Sponsorship Program, ACC Austin examined ways in which it could give Sponsors a package of benefits that would provide maximum visibility to our membership of the valuable support that ACC Austin gets from its Sponsors and would also increase the amount of time that our Sponsors 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 Sponsors 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 Levels include presenting a program/social for ACC Austin. The Silver level provides opportunities for Sponsors 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 Sponsors. In addition, there will be a general "Sponsor" page that will list all Sponsors, with a link to the Sponsors' Web page. Website Main Page Sponsors 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 Sponsors 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 will have the opportunity to publish a four-page article in the newsletter (or two 2-page articles), while Platinum Sponsors 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 Sponsors 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 Sponsors 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 Sponsors. Sponsors 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 Sponsors and members to get to know each other in a non-traditional setting.

### **2010 Sponsorship Guidelines**

1. **Term:** The term of a sponsorship under the 2010 Program is from January 1, 2010, through December 31, 2010. 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 Sponsors 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 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 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 Sponsors 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 or program coordinator will work closely with the Sponsor 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 Sponsors are entitled to an article on the main page of the ACC Austin Website for a month. ACC Austin will provide Sponsors with the applicable deadline and word-count at the time of notification of the award of the Sponsorship. ACC Austin and Sponsor will develop a mutually agreeable topic for the article.



## Proposed 2010 Calendar of Events

January	<b>Annual Kick-Off Event</b> <b>Member Appreciation/Participation Drive</b>
February	<b>CLE Lunch or CLE Social</b>
March	<b>Career Development/Networking Event</b>
April	<b>CLE Lunch or CLE Social</b>
May	<b>Annual CLE/Golf/Spa Event</b> <b>At Barton Creek Resort &amp; Spa</b>
June	<b>CLE Lunch or CLE Social</b>
July	<b>CLE Lunch or CLE Social</b>
August	<b>CLE Lunch or CLE Social</b>
September	<b>Pro Bono/Community Service Fair</b>
October	<b>Annual Pocket MBA Program</b>  <b>And 2011 Sponsorship Kick-off Event</b>
November	<b>CLE Lunch</b>
December	<b>Annual Meeting, General Counsel Roundtable</b> <b>and Sponsor Appreciation Reception</b>



## Association of Corporate Counsel Austin Chapter 2010 Sponsorship Application

Name of Sponsor: \_\_\_\_\_

Contact person: \_\_\_\_\_

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

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

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

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

**Sponsor 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 2010 ACC Austin Sponsorship Program as contained in this document and that you are committed to working within the Program and its requirements.**

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