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2012 Sponsor Opportunities And Information

**For the program year
January 2012 through December 2012**



Introduction

The Board of Directors of the Association of Corporate Counsel Austin Chapter is pleased to present the 2012 ACC-Austin Chapter Sponsorship Program

The Association of Corporate Counsel is an international organization that has 24,000 members, employed by over 10,000 organizations in 81 countries. The ACC has 51 chapters in the United States, including one here in Austin.

ACC Austin is the regional bar association for in-house counsel in the Austin Area with over 200 in-house counsel members from over 50 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, with the help of our Sponsors.

As we have continued to grow and improve, you will find the 2012 ACC Austin Sponsorship Program has been re-designed. The changes are a direct result of Sponsor feedback, with an eye to greater simplicity, enhancing ways for our Sponsors to more effectively partner with ACC Austin membership, and increasing our Sponsors' visibility and interaction with our membership.



2012 Sponsorship Procedures

Sponsors are required to complete and submit the Sponsorship Application form found at the end of this packet via e-mail to admin@acc-austin.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 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.

2012 Sponsorships

Sponsorship Type	Pricing
Signature Event: CLE/Golf/Spa Event	\$12,000
Signature Event: Pocket MBA	\$12,000
Signature Event: General Counsel Panel	\$12,000
Annual Sponsor	\$5,000 + costs of event

CLE/Golf/Spa Sponsorship Benefits

The Annual CLE/Golf Spa Program is one ACC Austin signature events. It is a day-long event consisting of 3 hours of CLE credit, followed by either a round of golf or a visit to the spa. The day ends with a happy hour reception.

- Only 1 CLE/Golf/Spa Sponsorship is available for 2012.
- Exclusive sponsorship of the event, including involvement in and placement of desired speakers at the program and Sponsor’s logo/name included on all advertising related to the event.
- Sponsor named on the ACC Austin web site Home page as a Signature Sponsor, linked to the Sponsor’s Web site. Sponsor’s logo, indicating Signature status, on the ACC Austin Sponsor page, linked to the Sponsor’s Web site.
- Contact information for consenting attendees at the sponsored event.
- 8 complimentary golf or spa registrations (Sponsor choice) to attend the ACC Austin Annual CLE/Golf/Spa Event (a \$2,400 value).
- 4 complimentary registrations to attend the ACC Austin Annual Pocket MBA Program (a \$4,000 value). (Click [HERE](#) to see the costs associated with a comparable program.) These registrations can be used by members of your firm or your clients.
- 4 complimentary registrations to attend the ACC Austin General Counsel Panel. These registrations can be used by members of your firm or your clients.
- A minimum of 8 invitations to the 2012 Sponsor Appreciation Night (details on page 6).



2012 Pocket MBA Sponsorship Benefits

The Pocket MBA Program is one of ACC Austin's signature events. It is up to two days of coursework focused on business information relevant to in-house counsel.

- Only 1 Pocket MBA Sponsorship is available for 2012.
- Exclusive sponsorship of the Pocket MBA Program, including involvement in and placement of desired speakers at the program and Sponsor's logo/name included on all advertising related to the event.
- Opportunity to provide 1 hour of ethics CLE during the Pocket MBA.
- Contact information for consenting attendees at the sponsored event.
- 4 complimentary golf or spa registrations (Sponsor choice) to attend the ACC Austin Annual CLE/Golf/Spa Event (a \$1,200 value).
- 8 complimentary registrations to attend the ACC Austin Annual Pocket MBA Program (an \$8,000 value). (Click [HERE](#) to see the costs associated with a comparable program.) These registrations can be used by members of your firm or your clients.
- 4 complimentary registrations to attend the ACC Austin General Counsel Panel. These registrations can be used by members of your firm or your clients.
- A minimum of 8 invitations to the 2012 Sponsor Appreciation Night (details on page 6).

2012 General Counsel Panel Sponsorship Benefits

ACC Austin holds an annual reception for in-house counsel and Sponsors which has grown into a top networking event. The event brings together a panel of 3-4 General Counsel from leading local companies and organizations for a panel discussion of how they got to the chief legal officer seat, what 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.

- Only 1 Signature Social/CLE Event Sponsorship is available for 2012.
- Exclusive sponsorship of the General Counsel Panel, including involvement in developing an event that provides the greatest exposure for the Sponsor. More about the Panel is in the Additional Information section on page 5.
- Sponsor named on the ACC Austin web site Home page as the General Counsel Panel Sponsor, linked to the Sponsor's Web site. Sponsor's logo, indicating sponsorship status, on the ACC Austin Sponsor page, linked to the Sponsor's Web site.
- Contact information for consenting attendees at the sponsored event.
- 4 complimentary golf or spa registrations (Sponsor choice) to attend the ACC Austin Annual CLE/Golf/Spa Event (a \$1,200 value).
- 4 complimentary registrations to attend the ACC Austin Annual Pocket MBA Program (a \$4,000 value). (Click [HERE](#) to see the costs associated with a comparable program.) These registrations can be used by members of your firm or your clients.
- Unlimited registrations to attend the ACC Austin General Counsel Panel. These registrations can be used by members of your firm or your clients.
- A minimum of 8 invitations to the 2012 Sponsor Appreciation Night (details on page 6).



2012 Annual Sponsorship Benefits

New for 2012 is a “cost plus” category that allows the Sponsor great flexibility. Under this category, the Sponsor would pay an initial fee of \$5,000. Then, the Sponsor could host a CLE or social event at whatever location and with whatever food and beverage option the Sponsor might choose. Your final sponsorship cost would be entirely within your control.

- Sponsor named on the ACC Austin web site Home page, linked to the Sponsor’s Web site. Sponsor’s logo on the ACC Austin Sponsor page, linked to the Sponsor’s Web site.
- Exclusive sponsorship of one ACC Austin CLE, Pro Bono, or Social Event Program from the Program Calendar attached. ACC Austin can only reserve a month for a program following receipt of payment for sponsorship. (i.e. month assignments are on a first-come first-served basis).
- Contact information for consenting attendees at the sponsored event.
- 4 complimentary golf or spa registrations (Sponsor choice) to attend the ACC Austin Annual CLE/Golf/Spa Event (a \$1,200 value).
- 2 complimentary registrations to attend the ACC Austin Annual Pocket MBA Program (a \$2,000 value). (Click [HERE](#) to see the costs associated with a comparable program.) These registrations can be used by members of your firm or your clients.
- 4 complimentary registrations to attend the ACC Austin General Counsel Panel. These registrations can be used by members of your firm or your clients.
- A minimum of 8 invitations to the 2012 Sponsor Appreciation Night (details on page 6).



Additional Information for 2012 Sponsorship Benefits

ACC Austin's annual programming structure seeks to give Sponsors a package of benefits that provides maximum visibility to our membership regarding our Sponsor's valuable support and areas of expertise. The structure includes:

1. **ACC Austin Annual Sponsor Appreciation Night:** ACC Austin will host its second Casino Night Event where Sponsors and members can interact in a sophisticated yet fun atmosphere. A YouTube slideshow of the 2011 Casino Night can be found [HERE](#). All Sponsors are provided 8 invitations to this event. (Spouses/significant others are welcome to use any of the allotted invitations. More tickets may become available if other Sponsors are unable to use their allotment.)
2. **Term and Fee:** The term of a sponsorship under the 2012 Program is from January 1, 2012 through December 31, 2012. Sponsorship fees are requested within thirty (30) days of notification of the award. ACC Austin reserves the right to add additional sponsorship categories but will only do so only after consulting with our existing Sponsors.
3. **Un-sponsored Events:** If one of our Signature Events (CLE/Golf/Spa, General Counsel Panel or Pocket MBA) is not sponsored, ACC Austin reserves the right to cancel such event. If such cancellation occurs, ACC Austin will offer to refund 15% of each Sponsor's fee or give a 15% credit towards a 2013 sponsorship. (For Annual Sponsors, the refund applies to the initial fee.)
4. **Programs:**
 - a. 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 e-mail notices and its web page. All Sponsors are also strongly encouraged to market their events to their respective in-house clients.
 - c. In order to ensure that programs are marketed in a timely and effective manner, the ACC Board and Chapter Administrator 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.
 - e. ACC will assist each Sponsor with the paperwork and fees associated with applying for Texas CLE credit.



On behalf of the nearly 200 plus in-house counsel members of the chapter, the Board of ACC Austin thanks you for your support in 2012.

If you have any questions about these sponsorship guidelines, please do not hesitate to contact us at admin@acc-austin.com.

Sincerely,

The Board of Directors, ACC Austin

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Proposed 2012 Calendar of Events

January	Sponsor Appreciation Night
February	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
March	General Counsel Panel Event
April	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
May	Annual CLE/Golf/Spa Event
June	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
July	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
August	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
September	Annual Pocket MBA Program
October	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
November	CLE Lunch or After Work Social/Networking Event (Sponsor's choice)
December	No event



Association of Corporate Counsel Austin Chapter 2012 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:

___ **CLE/Golf/Spa Event (\$12,000) (May)**

___ **Pocket MBA Sponsorship (\$12,000) (September)**

___ **General Counsel Panel Event (\$12,000) (March)**

___ **Annual (Initial Fee of \$5,000. Costs of the event will be billed after the event.)**

(What month you would like your event to take place? _____)

Please return this completed form to the ACC Austin Chapter Administrator at admin@acc-austin.com. We recommend you submit it as PDF e-mail attachment. Applications may also be submitted by mail, courier, or FedEx/UPS to ACC Austin, 13492 Research Blvd., Suite 120, PMB537, Austin, TX 78750-2254. Applications will receive priority based on when they are received. Sponsorships will be awarded on a first-come, first-considered basis.