



2010 WMACCA Sponsorship Program

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2010 WMACCA Sponsorship Application

Introduction

The Board of Directors of WMACCA is pleased to present the 2010 WMACCA Sponsorship Program.

WMACCA is the largest regional bar association for in-house counsel in the United States and the largest chapter of the Association of Corporate Counsel (ACC). With more than 1,700 members from more than 700 corporations and private-sector organizations, WMACCA provides vital professional services to a rising in-house bar in the District of Columbia, the entire Commonwealth of Virginia, and suburban Maryland. Our membership is drawn from the major companies, non-profits, and private-sector organizations in our service area. WMACCA is very proud to be the premier provider of continuing legal education and networking opportunities for the in-house legal community. Annually, we offer more than 60 educational programs that provide in-house counsel with the tools needed to advise their clients. The Appendices to this document list WMACCA's 2009 leaders and notable programs from 2008-09.

WMACCA's parent organization, ACC, is the "in-house bar association," with nearly 20,000 members in more than 70 countries around the world.

The 2010 WMACCA Sponsorship Program provides ways for your firm or company to effectively partner with WMACCA and support our many programs, events, and initiatives. The Program serves both WMACCA's needs for sponsorship support and our sponsors' interest in having strong visibility with our membership.

Significant Features of the 2010 Sponsorship Program

The 2010 Sponsorship Program provides a robust bundle of benefits with excellent visibility for sponsors. The program also includes some new benefits. Specifically:

- Most categories of sponsorship are annual sponsorships, rather than being tied to a particular event or program.
- We give our sponsors high-profile recognition by utilizing our Web page, quarterly newsletter and weekly e-newsletter, Forum listservs, and membership directory, as well as the publications and other collateral associated with the Corporate Counsel Awards Reception.
- New Benefit: WMACCA will host a sponsor appreciation reception for sponsor representatives and members of the WMACCA leadership in January 2010.
- In order to provide sponsors with additional opportunities to meet our members, each sponsor will receive a certain number of "tickets" they can use to attend WMACCA signature monthly luncheons.
- Diamond, Emerald and Platinum sponsors will be invited to a breakfast meeting WMACCA leaders and leading WMACCA members in a small-group ("focus group") setting.
- One category of sponsorships is designed solely to support our monthly signature luncheons. This category is open only to non-law firm vendors and service providers who are first-time WMACCA sponsors.

- Sponsorship fees include a specific donation to the WMACCA Corporate Scholars Program charitable foundation.

Full details about the levels of sponsorship and the benefits associated with each are provided in the pages that follow.

In light of the current economic situation, we have maintained the prices for the 2010 sponsorship year. We believe that our sponsorships offer great value in light of the significant benefits we offer. Given our status as the largest regional in-house bar association, we believe that we are the “best deal in town” for reaching in-house counsel in our service area.

Procedure

All sponsorship applicants are required to complete a Sponsorship Application form. We strongly urge you to either FAX (301-881-2065) or e-mail (Ilene.Reid@WMACCA.com) a PDF-attachment of the Application form.

Our projected timeline is as follows:

- October 1: Roll-out of the 2010 Sponsorship Program.
- October 5, 11 a.m. Eastern: WMACCA will host a Q&A conference call to answer questions regarding the Sponsorship Program.
- October 22, by 5 p.m. Eastern: Deadline to PDF or FAX completed Sponsorship Application Forms if your company or firm wishes to be included in the sponsor selection process. Applicants who submit their forms after this date will be awarded sponsorships on an as-available basis.
- November 1: Prospective sponsors who met the October 22 deadline will be notified about the status of their applications.
- January 1: WMACCA 2010 Sponsorship Program year begins.

Based on past experience, we expect to sell out all of the sponsorships this year.

If the Sponsorship level you are interested in includes recognition in the 2010 WMACCA membership directory, we must have your Sponsorship Application no later than January 11, 2010, in order to make our publication deadline.

Payment in full of the sponsorship fee must then be received by January 31, 2010, or within thirty (30) days of notification of the Sponsorship award, whichever occurs later, unless other arrangements are made with the WMACCA Executive Director. Sponsors that do not submit payment for their sponsorship by the date due shall forfeit the sponsorship awarded and the sponsorship will be reassigned to another interested sponsor. Please note that sponsorship fees are not refundable.

Sponsor Selection Process

WMACCA has been very fortunate to work with sponsors that are true partners in our efforts to be the premier professional resource for our members. We greatly value our sponsors' dedication to helping us achieve our mission.

In selecting sponsors for 2010, WMACCA will:

1. Attempt to select a mix of sponsors that will offer a variety of information, services and/or products to our members to assist them in providing the highest level of service to their clients.
2. Seek sponsors that are able to provide information, services, ideas and expertise that are valuable to our members and conform to our guidelines for programming (see Appendix 3 to this document).
3. Consider, if applicable, the applicant's previous creativity in developing and presenting a CLE program(s) for WMACCA.
4. Consider the applicant's proffered commitment and/or proven ability to work closely and effectively with WMACCA on CLE programs, events and other chapter activities.

The WMACCA President, President-elect, Vice President/Programming, Vice President/External Relations, and Executive Director will evaluate the Sponsorship Application Forms based on the criteria stated above and determine the assignment of specific sponsorships to applicants.

After the initial selection of sponsors is announced on November 1, WMACCA will respond to subsequent applications as received. They will be evaluated according to the criteria listed above on a first-come, first-served basis.

Diamond Sponsorship (\$35,000)

General Features

- Only one (1) Diamond Sponsorship will be available in 2010.
- Ad on the WMACCA Web site home page, with link to the Sponsor's Web site.
- Prominent listing on WMACCA Web site as the 2010 Diamond Sponsor of the Chapter, with link to Sponsor's Web site.
- Opportunity to have a four-page substantive article published in an issue of WMACCA's quarterly newsletter *FOCUS*, distributed by e-mail to WMACCA members, and posted on the WMACCA Web page.
- Opportunity to have a substantive article or news alert published eight times during the year in the WMACCA e-newsletter, distributed weekly by e-mail to our membership. Article will be linked to sponsor's web page.
- Full-page advertisement in WMACCA 2010 Membership Directory – prime (back-cover) placement, which is distributed by mailed hard-copy to all WMACCA members.
- Get to participate in one WMACCA signature luncheon program in 2010 (topic and panel to be determined in conjunction with WMACCA) and to present program at one breakfast/tea in 2010 (topic to be determined in conjunction with WMACCA).
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$7,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception:

- 15 tickets for attendees to the reception
- Full-page, inside-cover advertisement in the event program
- Prominent listing as Diamond Sponsor on slide show
- Logo on sponsor poster board
- Full-page, inside-cover advertisement in supplement in Washington Business Journal for Awards

Other opportunities:

- Seven "tickets" for representatives to attend WMACCA signature programs during the year.
- Sponsorship presence at additional WMACCA networking event or community service/outreach event.
- Two private breakfast or happy-hour meetings with WMACCA leaders in a small-group ("focus group") setting during the year.

Emerald Sponsorship (\$25,000)

General Features

- Only two (2) Emerald Sponsorships will be available in 2010.
- Ad on the WMACCA Web site home page, with link to the Sponsor's Web site.
- Prominent listing on WMACCA Web site as a 2010 Emerald Sponsor of the Chapter, with link to Sponsor's Web site.
- Opportunity to have a two-page substantive article published in an issue of WMACCA's quarterly newsletter ***FOCUS***, distributed by e-mail to all WMACCA members, and posted on the WMACCA Web page.
- Opportunity to have a substantive article or news alert published four times during the year in the WMACCA e-newsletter, distributed weekly by e-mail to our membership. Article will be linked to sponsor's web page.
- Full-page advertisement in WMACCA 2010 Membership Directory – prime placement, which is distributed by mailed hard-copy to all WMACCA members.
- Get to present program at one breakfast/tea in 2010 (topic to be determined in conjunction with WMACCA).
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$5,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 10 tickets for attendees to the reception
- Full-page advertisement in the event program
- Prominent listing as an Emerald Sponsor on slide show
- Logo on sponsor poster board
- Full-page ad in supplement in Washington Business Journal for Awards

Other opportunities:

- Five "tickets" for representatives to attend WMACCA signature programs during the year.
- Sponsorship presence at additional WMACCA networking event or community service/outreach event.
- One private breakfast or happy-hour meeting with WMACCA leaders in a small-group ("focus group") setting during the year.

Platinum Sponsorship (\$18,000)

General Features

- Only four (4) Platinum Sponsorships will be available in 2010.
- Ad on the WMACCA Web site home page, with link to the Sponsor's Web site.
- Prominent listing on WMACCA Web site as a 2010 Platinum Sponsor of the Chapter, with link to Sponsor's Web site.
- Full-page advertisement in WMACCA 2010 Membership Directory, which is distributed by mailed hard-copy to all WMACCA members.
- Opportunity to have a substantive article or news alert published twice during the year in the WMACCA e-newsletter, distributed by e-mail to our membership. Article will be linked to the sponsor's web page.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$4,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 8 tickets for attendees to the reception
- Half-page advertisement in the event program
- Prominent listing as a Platinum Sponsor on slide show
- Logo on sponsor poster board
- Half-page ad in supplement in Washington Business Journal for Awards

Other opportunities:

- Sponsorship presence at additional WMACCA community service/outreach event in 2010
- Three “tickets” for representatives to attend WMACCA signature programs during the year.
- One breakfast or happy-hour meeting with WMACCA leaders in a small-group (“focus group”) setting for all Platinum sponsors during the year.

Gold Sponsorship (\$12,000)

General Features

- Only six (6) Gold Sponsorships will be available in 2010.
- Ad on the WMACCA Web site home page, with link to the Sponsor's Web site.
- Prominent listing on WMACCA Web site as a 2010 Gold Sponsor of the Chapter, with link to Sponsor's Web site.
- Half-page ad in the WMACCA 2010 Membership Directory, which is distributed by mailed hard-copy to all WMACCA members.
- Opportunity to have a substantive article or news alert published once during the year in the WMACCA e-newsletter, distributed by e-mail to our membership. Article will be linked to the sponsor's web page.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$3,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 6 tickets for attendees to the reception
- Quarter-page advertisement in the event program
- Listing as a Gold Sponsor on slide show
- Logo on sponsor poster board
- Quarter-page ad in supplement in Washington Business Journal for Awards

Other opportunities:

- Sponsorship presence at additional WMACCA community service/outreach event in 2010
- Two "tickets" for representatives to attend WMACCA signature programs during the year.

Silver Sponsorship (\$10,000)

General Features

- Only eight (8) Silver Sponsorships will be available in 2010.
- Listing on WMACCA Web site as a 2010 Silver Sponsor of the Chapter, with link to Sponsor's Web site.
- Quarter-page ad in the WMACCA 2010 Membership Directory, which is distributed by mailed hard-copy to all WMACCA members.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$2,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 5 tickets for attendees to the reception
- Logo (large) in the event program
- Listing as a Silver Sponsor on slide show
- Logo on sponsor poster board
- Logo (large) in advertisement in supplement in Washington Business Journal for Awards

Other opportunities:

- Two “tickets” for representatives to attend WMACCA signature programs during the year.

Bronze Sponsorship (\$7,500)

General Features

- Only ten (10) Bronze Sponsorships will be available in 2010.
- Listing on WMACCA Web site as a 2010 Bronze Sponsor of the Chapter, with link to Sponsor's Web site.
- Acknowledgement of Bronze Sponsorship in the WMACCA 2010 Membership Directory, which is distributed by mailed hard-copy to all WMACCA members.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$1,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 4 tickets for attendees to the reception
- Logo (small) in the event program
- Logo as Bronze Sponsor on slide show
- Logo on sponsor poster board
- Logo (small) in advertisement in supplement in Washington Business Journal for Awards

Other opportunities:

- One “ticket” for representatives to attend WMACCA signature programs during the year.

Corporate Counsel Awards Reception Sponsorship (\$8,500)

General Features

- Only five (5) Corporate Counsel Awards Reception Sponsorships will be available in 2010.
- Listing on WMACCA Web site as a 2010 Corporate Counsel Awards Reception Sponsor, with link to Sponsor's Web site.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$1,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 5 tickets for attendees to the reception
- Logo in the event program as a Reception Sponsor.
- Logo as Reception Sponsor on slide show
- Logo on sponsor poster board
- Logo in advertisement in supplement in Washington Business Journal for Awards
- Recognition at the event as one of the following:
 - a. Trophies Sponsor
 - b. Event Program Sponsor
 - c. Dessert Sponsor
 - d. Libations Sponsor
 - e. Event Photography Sponsor

Other opportunities:

- One "ticket" for representatives to attend WMACCA signature programs during the year.

Forum Sponsorships (\$15,000)

General Features

- Seven (7) Forum Sponsorships will be available in 2010 – Corporate and Securities, Global Issues, Government Contractors, IT/IP, Employment and Labor, Non-Profits and Associations, and Litigation.
- Listing on WMACCA Web site as a 2010 Forum Sponsor, with link to Sponsor's Web site.
- Listing on WMACCA Web page for the Forum/Initiative sponsored as the 2010 sponsor of that Forum/Initiative, with link to Sponsor's Web site.
- Get to present two programs for the Forum/Initiative sponsored in 2010 (topics to be determined in conjunction with WMACCA).
- Opportunity to have a substantive article posted on the Web page for the Forum sponsored. WMACCA also will circulate that article via the listserv of those involved in the Forum sponsored.
- Opportunity to have a news alert distributed once each month during the year via the listserv for the Forum sponsored.
- If the Forum sponsor presents a Web seminar in the practice area(s) within the sponsored Forum's mission, WMACCA will promote the Web seminar opportunity to its membership (via fliers, e-newsletters and Forum listserv messages).
- Opportunity to hold a networking roundtable luncheon or afternoon reception for WMACCA members, geared to the interests of that Forum/Initiative.
- Acknowledgement in WMACCA 2010 Membership Directory as sponsor of that Forum/Initiative.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$3,500 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 5 tickets for attendees to the reception
- Logo in Event Program as a Forum Sponsor.
- Logo as Forum Sponsor on slide show
- Logo on sponsor poster board
- Logo in advertisement in supplement in Washington Business Journal for Awards

At the outset of the sponsorship year, Forum chair(s) and/or chapter leaders will meet with the Forum sponsors to develop a plan of action to allow the Forum sponsors to partner most effectively with WMACCA and the Forum.

Other opportunities:

- Three "tickets" for representatives to attend WMACCA signature programs during the year.

Webstreaming Sponsorship (\$20,000)

General Features

- Only one (1) Webstreaming Sponsorship will be available in 2010.
- Listing on WMACCA Web site as the 2010 sponsor of our Webstreaming service, with link to Sponsor's Web site.
- Acknowledgement of Webstreaming Sponsorship in the WMACCA 2010 Membership Directory, which is distributed by mailed hard-copy to all WMACCA members.
- Get to present program at two breakfast/tea programs in 2010 (topic to be determined in conjunction with WMACCA), which will be made available through the Webstreaming service and archived on that site.
- Can archive two additional programs on the site (topics to be determined in conjunction with WMACCA).
- Logo/Banner Advertisement on the Webstreaming service homepage, with link to the Sponsor's Web site.
- Two representatives may attend the sponsor appreciation reception with members of the WMACCA leadership in January 2010.
- Two representatives may attend the WMACCA June Luncheon Program – The General Counsel Forum.
- \$4,000 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

At the Sixth Annual Corporate Counsel Awards Reception in 2010:

- 6 tickets for attendees to the reception
- Logo in the event program
- Logo on slide show
- Logo on sponsor poster board
- Logo in advertisement in supplement in Washington Business Journal for Awards

Other opportunities:

- Four "tickets" for representatives to attend WMACCA signature programs during the year.

Signature Program Sponsors (\$4,000)

Category open only to (non-law firm) vendors and providers of law-related services who have not previously sponsored WMACCA

General Features

- Only eight (8) Signature Program Sponsorships will be available in 2010.
- Recognition in printed WMACCA program newsletter as sponsor of the signature program.
- Recognition on WMACCA calendar listing for sponsored program with link to sponsor's Web site.
- Two representatives of sponsor may attend the sponsored signature program.
- Sponsor may have a display of giveaways or promotional literature at the sponsored program.
- Sponsor will be introduced and make brief welcoming remarks at the sponsored signature program.
- \$500 of the sponsorship fee shall be used to fund the WMACCA Corporate Scholars Program scholarships.

Descriptions of Sponsorship Benefits

The 2010 Sponsorship Program is designed to give Sponsors a package of benefits that provides maximum visibility of the valuable support that WMACCA gets from those Sponsors. These include:

1. **WMACCA Corporate Counsel Awards Reception:** Since 1999, WMACCA has held an annual reception for in-house counsel and sponsors which has blossomed into the top networking event for in-house counsel in the region. In celebration of WMACCA's 25th anniversary in 2005, we inaugurated the Corporate Counsel Awards to help us celebrate the accomplishments and contributions of the in-house bar and recognize some of the best in-house lawyers and departments in our region. The reception has been even more successful than we had hoped, attracting record attendance from the in-house, legal, and business communities, and the Awards have become the premier honor for in-house counsel. Our sponsors have been an especially good source of nominations for the awards (which have allowed them to recognize the accomplishments of their in-house clients). The reception is designed to maximize opportunities for networking and we believe that has been the key to its success. Each sponsorship category includes a number of tickets for attendees to the reception, as well as inclusion in the various sponsor recognition features we produce in conjunction with the Reception. The date and location of our Sixth Annual reception will be determined shortly.

2. **General Counsel Forum Luncheon:** Since 1997, WMACCA has brought together a panel of 4-5 General Counsel from leading local companies and organizations that represent the diversity of WMACCA 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. The discussion has been candid, and both in-house and outside counsel value the insights provided. All sponsorship categories provide two tickets to this luncheon program. This is also one of our best-attended luncheon programs, providing valuable networking opportunities. The luncheon will take place in June 2010.

3. **Educational Programs:** WMACCA is the preeminent provider in this region of CLE programs geared to the practice needs and interests of in-house counsel. From September through June of each year, we put on more than 60 CLE programs, most of which provide Virginia Bar MCLE credit. Programs are held in all the jurisdictions that we service in D.C., Virginia and Maryland, and are also provided by "distance-learning" methods to ensure the broadest possible accessibility for our membership. Our monthly schedule includes one signature program (either at breakfast or lunch) on a topic of broad interest to our membership, featuring a high-level panel. All of our sponsors will receive a certain number of "tickets" that can be used to attend a monthly signature luncheon, to provide additional opportunities for sponsors to meet our members informally. We also hold breakfast or late-afternoon programs on topics of more focused interest. In addition, our specialty substantive committees – the WMACCA Forums – present programs on issues of significant and immediate concern to their constituencies. WMACCA prides itself on providing programs on cutting-edge topics and practical approaches that are of special value to in-house counsel. Please note: There are many

opportunities for organizations sponsoring WMACCA to present programs, even though their sponsorship level may not include a guarantee of a program. (See Appendix 3.)

4. Other Programs and Events: WMACCA is constantly innovating new programs and events to get more members involved. Below, we list the programs or types of programs that are included in some of the Sponsorship levels:

- Smaller, informal networking opportunities.
- WMACCA Mini-Executive MBA.
- WMACCA Community Service or Outreach Event. For the past four years, WMACCA has participated in the National Public Lands Day park clean-up event at Great Falls Park in Virginia. In 2009, we participated in a number of other service projects (Potomac River Watershed Cleanup Day, Lawyers Have Heart 10k Run). In fall 2009, we will have our first Habitat for Humanity “build day.” We will continue to provide public service or outreach opportunities for our sponsors to join our members, as a way of giving back to the community and providing informal opportunities to get to know one another.

5. WMACCA Directory: Each year, WMACCA publishes a membership directory that is a valuable resource for our members. The easy-to-use desk book is mailed to all members of WMACCA. It contains listings of all WMACCA volunteer leaders, an alphabetical listing of all chapter members, and a listing of members by employer. WMACCA sends out monthly updates of changes and new members to ensure that the book remains current and useful. It is a resource that members retain and refer to all year long. **Please note:** We cannot provide a copy of the directory to sponsors because it contains proprietary membership data. This is a strict policy set forth by ACC.

6. WMACCA Web Page: WMACCA’s Web page will include advertisements on the home page for certain categories of sponsors. In addition, there is a general “Sponsors” page that lists all sponsors, with a link to each sponsor’s Web page. Forum sponsors also receive recognition on the Web page for the Forum they sponsor.

7. WMACCA Focus Newsletter: Each quarter, WMACCA publishes an e-newsletter that is e-mailed to WMACCA members. (Previously, this newsletter was distributed as a hard-copy mailing. We have changed to e-distribution in an effort to be more “green.”) The Diamond sponsor will have the opportunity to publish a four-page article in the newsletter, while the Emerald sponsors will each have the opportunity to publish a two-page article. Sponsors are expected to work closely with the WMACCA Executive Director when preparing these articles. The articles also will be posted on the WMACCA Web page.

8. WMACCA E-Newsletter: WMACCA publishes a weekly e-newsletter providing frequent updates on programs, events, and other items of interest to our members. The Diamond, Emerald, Platinum and Gold sponsorship levels include publication of a substantive article or client alert in our e-newsletter with a link from the article to the sponsor’s home page.

9. Forum Listservs: In 2008, WMACCA established listservs for the members who participate in the Forums as a way to encourage them to share best-practices and other

information. In 2010, the Forum sponsors will be able to publish a news alert once each month during the year via the listserv for the Forum sponsored.

10. WMACCA Leadership “Focus Groups”: Diamond, Emerald and Platinum sponsors will have the opportunity to meet with members of the WMACCA leadership and others to discuss issues of common interest. In 2009, these provided a very valuable opportunity for sponsors to discuss matters of mutual interest with our leadership and get information about how – in the current economy – in-house counsel were utilizing outside law firms and consultants.

11. Sponsor Appreciation Reception: This informal reception, held one evening in January, will provide another opportunity for sponsorship representatives to meet and network with WMACCA leaders.

The Sponsorship Program provides significant funding for the WMACCA Corporate Scholars Program. WMACCA created the Corporate Scholars Program in 2004 to introduce students from the law schools in the D.C. metro area to in-house practice as a career option and to develop a “diversity pipeline” of future in-house lawyers. The Corporate Scholars Program provides summer internship opportunities to law school students at WMACCA-member companies and organizations. In addition, it provides a scholarship grant to the students. Seed money for the program was provided in 2004 and 2005 by grants from the Minority Corporate Counsel Association, supplemented by proceeds from WMACCA’s sponsored networking events. Since 2004, the Scholars Program has placed 40 students in rewarding summer experiences. We have built into each sponsorship a specific donation to the charitable foundation that funds the scholarships, allowing our Sponsors to play a role in this important program.

Sponsorship Guidelines

1. Term: The term of a sponsorship under the 2010 Program is from January 1, 2010, through December 31, 2010.
2. Sponsorship fee: Each Sponsor shall pay the applicable fee for the Sponsorship awarded by January 31, 2010, or within thirty (30) days of notification of the award, whichever is later. The fee is non-refundable. Failure to pay in a timely fashion will result in immediate cancellation of the Sponsorship and forfeiture of all Sponsorship benefits.
3. Directory: If the Sponsorship includes listing or an advertisement in the 2010 WMACCA directory, the Sponsorship must be secured by no later than January 11, 2010, and the necessary logo or ad must be received by no later than January 22, 2010. If these deadlines are not met, the Directory benefit of that Sponsorship will be forfeited with no adjustment in the Sponsorship fee, while all other benefits will remain in full force and effect. WMACCA will provide the specifications for all camera-ready art for advertisements and/or logos needed.

4. *Focus* Newsletter: If the Sponsorship includes an article in the quarterly newsletter, WMACCA will provide Sponsor with the applicable deadline and word-count at the time of notification of the award of the Sponsorship. WMACCA and Sponsor will develop a mutually agreeable topic for the article.
5. Weekly E-Newsletter Articles: WMACCA will establish a schedule at the beginning of the year for sponsor articles to be published in our weekly e-newsletter.
6. Programs:
 - a. See the Programming Guidelines at Appendix 3.
 - b. Note: WMACCA handles RSVPs for all programs and, if appropriate, collects all fees. Fees collected by WMACCA remain the property of WMACCA.

Appendix 1: 2009 WMACCA Leaders

Officers:

President: Manik K. Rath, LMI
President-elect: Curtis L. Schehr, DynCorp International
Vice President/External Relations: Robert E. Gans, CSC
Vice President/Programs: Stephen Dwyer, American Staffing Association
Secretary: Anne L. Milem, Sallie Mae
Treasurer: Michael F. Finn, General Dynamics AIS
Past-President: Kevin S. Lapidus, SunEdison

Board of Directors:

Vanessa L. Allen, Altria Client Services Inc.
Charles E. DeLeon, GTSI Corporation
Carol Rick Gibbons, Capital One
David Kessler, Symantec
Jennifer McGarey, RCN Corporation
Mollie D. Roy, Freddie Mac
Judith S. Sapir, APCO Worldwide Inc.
Andrew E. Shipley, Northrop Grumman Corp.
Joseph Titlebaum
James E. Williams, Liquidity Services Inc.

Forum Chairs and Initiative Leaders:

Career Development Forum: Christopher Ryan, K12 Inc.
Afsaneh Ambrose, Acumen Solutions Inc.
Harold McCombs, Sprint Nextel

Corporate and Securities Forum: James E. Williams, Liquidity Services Inc.
Deborah Fox, QinetiQ North America
Paul Mamalian, Apptis Inc.
Richard Dodd

**Diversity Initiative/Corporate
Scholars Program:** Vanessa L. Allen, Altria Client Services Inc.
Brandon Fitzgerald, MCCA

Employment and Labor Forum: Rachel M. Teipe, General Dynamics AIS
Valerie A. Fant Custer, General Dynamics IT
Christian Hansen, American Red Cross
Gordon Klepper, Marriott International

Global Issues Forum: Tamara Jack, LMI
Kristine Kassekert, immixGroup Inc.

Government Contractors Forum: David Kessler, Symantec Corporation
Cory Blumberg, Lockheed Martin Corp.
Arleigh V. Closser, Juniper Networks
Jonathan Spear, Verizon Business

IT/IP Forum: Karen Guthrie, Sprint Nextel Corp.
Karen Litsinger, Mirixa Corp.

Litigation Forum: Bernard A. Joseph, Marriott International
Evan Stolove, Fannie Mae
Nicolas Jafarieh, Sallie Mae

**Non-Profits and
Associations Forum:** Rob Falk, Human Rights Campaign
Janine Greenwood, Nat'l Student Clearinghouse
Roberta Aronson, NRUCFC

Appendix 2: WMACCA PROGRAM HIGHLIGHTS 2008-09

1. **March 2008 Signature Monthly Program:** CORPORATE COUNSEL IN THE CROSS HAIRS – LESSONS FOR IN-HOUSE COUNSEL AT PUBLIC AND PRIVATE COMPANIES AND NON-PROFITS. Presented by: Theodore Sonde, Patton Boggs LLP; Dixie L. Johnson, Fried, Frank, Harris, Shriver & Jacobson LLP; Christopher Conte, Associate Director, Securities and Exchange Commission, Division of Enforcement; Gordon “Tad” Glenn, former General Counsel of The Mills Corporation.
2. **April 2008 Employment & Labor Forum:** INSIGHTS FROM THE NLRB DEPUTY GENERAL COUNSEL. Presented by John E. Higgins, Jr.
3. **April 2008 Monthly Signature Program:** CRISIS MANAGEMENT: IS YOUR COMPANY PREPARED FOR A CRISIS? Panelists: Wendy Kelley, Senior VP, General Counsel and Secretary, Biovail Pharmaceuticals; Robert S. Lavet, former Senior VP & General Counsel, Sallie Mae, Inc.; Alan W. Adamson, Vice President and General Counsel, Carl M. Freeman Companies; Ilene Merdinger, Managing Director, Marsh McLennan, Inc.
4. **May 2008 Monthly Signature Program:** THE ART OF THE WASHINGTON BASEBALL DEAL: NEGOTIATING LESSONS FROM BRINGING BACK BASEBALL. Presented by William N. Hall of Winston & Strawn LLP, Mark H. Tuohey of Vinson & Elkins LLP, and Bruce S. Wilson of Covington & Burling LLP.
5. **May 2008 Richmond Program:** THE ANATOMY OF A CORPORATE INVESTIGATION. Presented by John West and David Anthony of Troutman Sanders LLP; Brian Whisler, Assistant US Attorney. Moderated by Joe Hutchinson, Deputy General Counsel, MeadWestvaco.
6. **May 2008 Employment & Labor Forum:** 2008 WMACCA EMPLOYMENT CONFERENCE. Presented by Morgan, Lewis & Bockius LLP. Keynote by Ronald S. Cooper, General Counsel, EEOC.
7. **May 2008 Richmond Program together with NACD:** REPRISE – NOT JUST A SCRIVENER: THE ROLE OF THE CORPORATE SECRETARY IN GOVERNANCE TODAY. Panelists: Michael Beverly, SVP, Associate General Counsel and Corporate Secretary, LandAmerica Financial Group; Luke Kissam, VP, General Counsel and Secretary, Albemarle Corporation; Mollie Roy, Associate General Counsel and Assistant Secretary, Freddie Mac; Dave Meyers, Partner, Troutman Sanders Richmond Office. Moderator: George Massih, General Counsel and Corporate Secretary, Corporation Service Company.
8. **June 2008 Signature Monthly Program:** THE GENERAL COUNSEL FORUM. Presented by Deborah Fox, QinetiQ North America Operations LLC; Steve Gannon, Capital One Financial Corporation; Sherri Sampson, Graduate Management Admission

Council; Michael Wu, Rosetta Stone; Simone Wu, XO Holdings Inc. Moderated by Stephen Dwyer, American Staffing Association.

9. **June 2008 Global Issues Forum: THE BRAVE NEW WORLD OF FOREIGN INVESTMENT REVIEWS – TIPS AND STRATEGIES FOR NAVIGATING CFIUS’S NEW EXON-FLORIO REGULATIONS.** Presented by Senator Don Riegle, Chairman, Government Relations Team, APCO Worldwide; Congressman Don Bonker, Executive Vice President, APCO Worldwide; Scott M. Flicker and Tara K. Giunta of Paul, Hastings, Janofsky & Walker LLP; and Steve Harris, Senior Vice President and Special Counsel, APCO Worldwide.
10. **June 2008 Tea: WHAT EVERY IN-HOUSE COUNSEL NEEDS TO KNOW ABOUT U.S. EXPORT CONTROLS.** Presented by Matthew S. Borman, Deputy Assistant Secretary of Commerce for Export Administration, U.S. Department of Commerce; Giovanna M. Cinelli of Patton Boggs, LLP; Gaert Sime, Executive Director, Corporate Export Control, ManTech International Corporation; and David C. Trimble, Director, Office of Defense Trade Controls Compliance, U.S. Department of State.
11. **November 2008 Signature Monthly Program: WHY EVERY INSIDE COUNSEL SHOULD CARE ABOUT PRIVACY PROTECTION.** Moderated by Jennifer M. Kashatus of Womble Carlyle Sandridge & Rice PLLC. Panelists: Donald C. Lampe of Womble Carlyle Sandridge & Rice PLLC; Allen Brandt, Corporate Counsel, Data Protection & Privacy, GMAC; Rebecca E. Kuehn, Assistant Director, Division of Privacy & Identity Protection, Bureau of Consumer Protection, Federal Trade Commission; Edward J. Palmieri, Senior Counsel-Privacy, Sprint Nextel Corporation, Inc.; and Christina Ayiotis, Group Counsel – E-Discovery and Data Privacy, CSC.
12. **January 2009 Signature Monthly Program and Annual Meeting: THE ROBERTS COURT AS A BUSINESS COURT – THE VIEW FROM THE MIDDLE OF OCTOBER TERM 2008.** Keynote Speaker: Paul D. Clement, Former Solicitor General of the United States.
13. **February 2009 Signature Monthly Program: BUSINESSES AND THE ATTORNEYS GENERAL IN DC, VIRGINIA AND MARYLAND – RELATIONSHIP AND REGULATION.** Featuring Peter Nickles, Attorney General for the District of Columbia, Robert F. McDonnell, Attorney General for the Commonwealth of Virginia and Douglas F. Gansler, Attorney General for the State of Maryland.
14. **February 2009 Richmond Program together with Corporate Counsel Section of the Richmond Bar Association: TONE FROM THE TOP – THE FUTURE OF IN-HOUSE CORPORATE LEGAL DEPARTMENTS.** Panelists include Denise Keane, Exec. VP and General Counsel, Altria Group, Inc.; Steve Gannon, Deputy General Counsel, Capital One; Doug Callaway, General Counsel, StellarOne Corporation; Eric Margolin, General Counsel, Carmax; James Stutts, General Counsel, Dominion Resources.

15. **February 2009 Litigation Forum:** LANDING IN THE ROCKET DOCKET – LITIGATION STRATEGIES AND TECHNIQUES. Presented by Anthony T. Pierce and Andrea T. Vavonese of Akin Gump Strauss Hauer & Feld LLP; and Magistrate Judge John F. Anderson, U.S. District Court for the Eastern District of Virginia.
16. **February 2009 Government Contractors Forum:** SELLING ABROAD? AN OPEN FORUM WITH EUROPEAN PRACTITIONERS ON THE INTERNATIONAL PROCUREMENT MARKET. Presented by Drew A. Harker of Arnold & Porter LLP; Michael Bowsher, Monckton Chambers, London; Jérôme Grand d'Esnon, Landwell & Associés, Neuilly-sur-Seine, France; Berthold F. Mitrenga, BEITEN BURKHARDT Rechtsanwaltsgesellschaft mbH (Germany); Stephan Rechten, BEITEN BURKHARDT Rechtsanwaltsgesellschaft mbH (Germany); Ohad Soudry, Hammonds LLP Brussels, Christopher R. Yukins, Associate Professor of Government Contracts Law; Co-Director, Government Procurement Law Program, The George Washington University Law School.
17. **February 2009 Employment and Labor Forum:** A Dialogue with EEOC Commissioner Constance S. Barker.
18. **February 2009 – By invitation only luncheon presented in conjunction with the Women's Bar Association of the District of Columbia:** Proven Strategies for Winning a Seat on a Corporate Board. Panelists: Julie Jacobs, Sr. VP and Deputy GC of AOL LLC, Margery Kraus, President and CEO of APCO Worldwide, and Karen Hastie Williams, Retired Partner/Senior Counsel at Crowell & Moring LLP.
19. **March 2009 Corporate and Securities Forum Symposium in 3 Acts (1/2 day program):** CONDUCTING BUSINESS IN A DISTRESSED ENVIRONMENT. Presented by DLA Piper and in-house panelists, including James Williams, VP, General Counsel and Secretary of Liquidity Services, Inc.
20. **April 2009 Employment & Labor Forum together with National Capital Area and Montgomery County SHRM Chapters:** 2009 WMACCA EMPLOYMENT LAW CONFERENCE *CHANGE YOU MUST MANAGE*. Presented by Littler Mendelson P.C.
21. **September 2009 Signature Luncheon:** Managing the Company in Crisis – A Primer for the Board, Executive Team and Legal. Presented by Bill Deckelman, VP and General Counsel, CSC; Suzanne Hopgood, Director of Board Advisory Services for NACD; and Mike Tankersley, Inspector General of the Export-Import Bank of the United States. Moderated by Sharie Brown of DLA Piper LLP.

Appendix 3: WMACCA PROGRAMMING GUIDELINES FOR SPONSORS

Forum Sponsors:

- We will meet with each Forum sponsor in January to discuss the sponsorship year, including the Forum sponsor's tentative presentation schedule for the year and potential program topics. The meeting will include members designated by each sponsor firm, the Forum's volunteer leaders, WMACCA Executive Director Ilene Reid, and WMACCA Program Manager Robin Hayutin.
- Note that each Forum sponsor is guaranteed two programs during the year, one of which can be combined with a networking session.

All Other Sponsors:

- We try to have all sponsors that are interested in presenting CLE programs get that opportunity during the year.
- If there are particular topics on which your firm is interested in presenting, or practice areas that you want to showcase, please contact us as early as possible. We will run your ideas by the appropriate WMACCA volunteer leader to see if the topic is something that would interest in-house counsel in the area. We will make every effort to find a topic that your firm would like to present that meets WMACCA criteria.
- Non-Forum sponsors can present to one of our Forums, at a general breakfast or tea, in our Central/Southern Virginia region, or in some cases at a Signature Lunch. Our Forums are: Career Development Forum; Corporate and Securities Forum; Employment and Labor Forum; Global Issues Forum; Government Contractors Forum; IT/IP Forum; Litigation Forum; Non-Profits and Associations Forum.
- We will not set up individual meetings with the non-Forum sponsors. In some cases, WMACCA may reach out to someone in the firm directly to present (in which case we will notify our sponsorship contact). However, we strongly recommend that - if you are interested in presenting a CLE program - you contact us as follows with your ideas:
 - For D.C. Metro area (including Northern Virginia and suburban Maryland), contact WMACCA Program Manager Robin Hayutin, at robin.hayutin@wmacca.com or 703-242-8773.
 - For Central or Southern Virginia, contact WMACCA Regional Coordinator Frost Telegadas at frost.telegadas@wmacca.com or 804-282-7212.

General Program Procedures:

- **Program Topics:**
 - We welcome your suggestions on program topics. We know there are practice areas you would like to highlight. We also know that, from time to time, the attorneys will find themselves fielding clusters of questions from clients that point to a particular issue of interest. We would be interested to learn of those topics.
 - Among the categories of programs that our members respond well to are:
 - “101-level” surveys of basics.
 - Programs providing context and analysis of current trends or a particularly important change in the law.

e-vite, but because there are fewer programs in this area per month, the schedule for these e-vites is more flexible.

- **Tips on Location, and Other Issues:**

- For D.C. Metro programs other than programs for the Non-Profits and Associations Forum, we have best attendance in Northern Virginia. For Non-Profits and Associations programs, we get a good response in D.C.
- As a general rule, we strongly recommend that - if you want to present in D.C. - we will need to include a distance-learning component (webcast or teleconference) to ensure good participation.
- When programs are presented at the firm, we try to offer them live and by distance learning. When they are at a venue outside of the firm, they will in most cases be presented live only.
- CLE credit is a major draw for our members. WMACCA applies for the credit; the firm need only commit that it can provide appropriate materials. The regulations describing what is sufficient will be attached to the Program Worksheet.
- Please include your firm name and contact information on your materials.



2010 WMAACCA Sponsorship Application

Name of Sponsor¹: _____

Contact person: _____

Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail address: _____

Sponsor applies to be a WMAACCA Sponsor as follows: (Please state category or categories you are willing to take)

First choice: _____ **Fee:** _____

Second choice: _____ **Fee:** _____

Third choice: _____ **Fee:** _____

Fourth choice: _____ **Fee:** _____

In 150 words (or less), please state how your firm/company envisions having a successful partnership with WMAACCA through sponsorship.

¹ Provide firm/company name exactly as you want it to appear on the WMAACCA Web page, and in all publications, documents, and communications.

Please return the completed form to Ilene G. Reid, WMACCA Executive Director. We strongly recommend that you submit it by fax (301-881-2065) or e-mail attachment of a .PDF document (Ilene.Reid@WMACCA.com). Applications may also be submitted by U.S. mail, courier, or FedEx/UPS to WMACCA, 6928 Race Horse Lane, Rockville, MD 20852. Sponsorships will be awarded according to the criteria set forth in the Sponsorship Program document.

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms and provisions of the 2010 WMACCA Sponsorship Program as contained in that document and that you are committed to working within the Program and its requirements.

Signed

Dated