

2020 ACC National Capital Region Sponsorship Program

The Board of Directors of ACC National Capital Region is pleased to present the chapter's 2020 Sponsorship Program.

ACC NCR is the regional bar association for in-house counsel, serving the companies, non-profits, and other private-sector organizations in the District of Columbia, the Commonwealth of Virginia, and suburban Maryland. With approximately 2,500 members from more than 800 organizations, ACC NCR is among the largest chapters of the global Association of Corporate Counsel (ACC).

ACC NCR provides vital professional services to a vibrant in-house bar and is very proud to be the premier provider of continuing legal education and networking opportunities for the in-house legal community in our region. Annually, we offer 70-plus educational programs that provide in-house counsel with the tools they need to advise their clients, and to do their jobs better and smarter. In addition, we host numerous social, networking, pro bono, and community service events.

In 2017, ACC NCR launched its Leadership Academy – a nine-month cohort program designed to teach the participating Fellows the skills and competencies they need to become more valued by and valuable to their organizations. In 2018, the chapter launched its [LinkedIn account](#) and reinvigorated its [Twitter account](#); there you can find information on almost all events hosted in 2019.

The 2020 ACC NCR Sponsorship Program provides ways for your firm or company to effectively work with ACC NCR on our many programs, events, and initiatives. The Program serves both ACC NCR's needs for sponsorship support and our sponsors' interest in having strong visibility with our membership.

FEATURES OF THE 2020 SPONSORSHIP PROGRAM

The 2020 Sponsorship Program has a variety of levels of annual relationship sponsorships, each of which provides a robust bundle of benefits with excellent visibility for sponsors. In addition, ACC NCR offers several add-on options for annual relationship sponsors and for the first time, a range of a la carte sponsor options open to all. A chart summarizing the sponsorship options and the benefits associated with each is provided on pages 4 - 6. Explanations of the benefits can be found starting at page 7.

The features of this year's Sponsorship Program differ from the 2019 program in several significant ways:

- a reduced number of annual relationship sponsor tiers;
- in response to sponsor and member interest, a new Ruby tier that allows several sponsors to host three CLE or other programs in a year;
- in lieu of signature "tickets" that sponsors must ration over the course of the year, each annual relationship sponsor will be able to send two (2) representatives to every event open to sponsors with limited exceptions (i.e., there are specific ticket allocations to the Corporate Scholars Reception and the Corporate Counsel Awards Reception and the Diamond sponsor can send three (3) representatives to events open to sponsors); and
- the addition of new sponsor add-on options (page 5) and a la carte sponsor options (page 6), including sponsorships for key events (Corporate Counsel Awards Reception, Paralegal Institute, and a new multi-track conference) that are not tied to hosting CLE programs.

We will continue to explore new ways to ensure sponsors are maximizing the return on investment for their support. There is a modest price increase in most of the levels.

SPONSORSHIP PROGRAM GENERAL PROVISIONS

The term of an annual sponsorship under the 2020 Program is from January 1, 2020, through December 31, 2020.

All prospective sponsors must complete the Sponsorship Application Form. By completing and submitting the application form, you represent that: (1) You have carefully reviewed and fully understand the terms and provisions of the 2020 ACC NCR Sponsorship Program and that you are committed to working within the Program and its requirements, specifically the ACC NCR Sponsor Guidelines (found at page 23 of this document); (2) You are authorized to submit the sponsor application form on behalf of the sponsor applicant; and (3) You will pay the sponsorship fee to ACC NCR by the applicable deadline.

Payment in full of the sponsorship fee must be received by January 31, 2020, or within thirty (30) days of receipt of notification of the sponsorship award and an invoice for the fee, whichever occurs later, unless other arrangements are made with the ACC NCR Executive Director. Failure to pay in a timely fashion may result in immediate cancellation of the sponsorship and forfeiture of all sponsorship benefits. The sponsorship then will be reassigned to another interested firm/company. Please note that sponsorship fees are not refundable.

APPLICATION PROCESS

The Sponsorship Application will be available online. In the meantime, the questions are listed at the end of this guide, so that you can plan out your responses before entering them online.

Our timeline is as follows:

- **Thursday, August 22:** Release of the 2020 Sponsorship Program.
- **Aug. 29, 4:00 p.m. Eastern and Sept. 10, 1:00 p.m. Eastern:** ACC NCR will host a Q&A conference call to provide a brief overview and answer questions regarding the Sponsorship Program.
 - ***For this call, we will use the following conference bridge: 1-267-930-4000. Participant pass code: 562-777-708#***
 - Officers Jim Villa (President), Tamara Jack (President-elect), and/or Greg Watchman (Vice President – Programming), and Executive Director Shannon Graving will be on the call.
- **Friday, September 20:** Online application opens.
- **Friday, October 18, by 11:59 p.m. Eastern:** Deadline for submission of Sponsorship Application Form if your company or firm wishes to be included in the “first-round” selection of sponsors.
- **Monday, November 25:** Sponsorship applicants who met the October 18 submission deadline will be notified about the status of their applications.
- Based on past experience, we think it is highly likely that we will sell out all of the annual relationship sponsorships and many of the more popular add-on and a la carte options during the “first-round” selection process. While we welcome applications after October 18, opportunities are subject to availability. These later applications will be evaluated according to the criteria listed below on a first-come, first-served basis.

SPONSOR SELECTION CRITERIA

ACC NCR has been very fortunate to work with sponsors that are true contributors to 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 and assigning sponsorship levels for 2020, ACC NCR 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. We try to make sure that our sponsors are well aligned with the interests of our membership in terms of practice areas, industries represented, and sizes of firms/companies.
2. Seek sponsors that are able to provide information, services, ideas and expertise that are valuable to our members and conform to our guidelines (see page 23 of this document).
3. Consider, if applicable, the applicant's previous creativity in developing and presenting CLE programming for ACC NCR.
4. Consider the applicant's proffered or proven commitment to diversity and its ability to work closely and effectively with ACC NCR on CLE programs, events, and other chapter activities.

The ACC NCR President, President-elect, Vice President of Programming, Director for Legal Education, Director of Programming, Director of Greater Virginia, Senior Director, and Executive Director will comprise the ACC NCR Sponsorship Committee. The Committee will evaluate the Sponsorship Applications we receive based on the criteria stated above and determine the assignment of specific sponsorships to applicants.

ANNUAL RELATIONSHIP SPONSORS

	Diamond	NEW! Ruby	Emerald	Platinum	Gold	Bronze	Prof. Growth Partner (not available to law firms)	Business Partner (not available to law firms)
Details on page:	9	10	11	12	13	14	15	16
General Benefits:								
Fee	\$40,000	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$5,000
Programs (*one+ program at a conference or webinar only)	3*, plus 1 social and a live broadcast of ELRadio	3*	2*	2*	1	1*	1	0, attend 1 program (with approval of chapter and host sponsor)
Social Media	Pre- and Post-Event Posts							N/A
Banner ad on website	Yes	Yes	Yes	Yes	Yes	No, listing only	Listing on Career Dev webpage	No, listing only
News Alerts	6	2	2	1	1	0	1	0
News Alerts on social media	3	2	2	1	0	0	0	0
Directory Ad	Full-page (front cover)	Full-page (prime placement)	Full-page	Half-page	Half-page	Logo	Logo	Logo
Corp Scholars Contribution	\$6,000	\$3,500	\$3,000	\$2,500	\$2,000	\$1,500	\$500	\$1,000
Tickets to social with members and Corporate Scholars	6	4	3	2	1	1	1	2
Tickets to events open to sponsors, except CSP & CCA receptions	3	2	2	2	2	2	2	2
Awards Reception:								
Tickets	14	12	12	10	6	4	2	2
Program Ad	full page prime	full page	half-page	half-page	quarter- page	logo	logo	logo
WBJ Ad	full page prime	full page	half-page	half-page	quarter- page	logo	no	logo

ADD-ONS AVAILABLE ONLY TO ANNUAL RELATIONSHIP SPONSORS								
	Leadership Academy Champion	Leadership Academy Host	Leadership Academy Alumni Event		CLO Club Reception or Roundtable Lunch or Dinner, or Social, Community-Based, or GVA/MD CLE Program		NEW! Meeting Host	NEW! News Alert with Social Media Post
Details on page	17-18	17-18	17-18		19		19	19
Fee	\$5,000	\$3,000	\$3,000		\$2,500		\$500	\$500
Key Benefits	Hosting opening or closing module and reception with Fellows, Ad Board Members and Chapter Leaders	Hosting a module and opportunity to network with Fellows and Ad Board Member	Hosting an event for our 60/90 alums – up and coming leaders in the community.		Host signature event for key group of ACC NCR members or leaders OR Hosting event open to members ** see below for options		Host meeting of Executive Committee, Board of Directors or Other Leadership Team - provide welcome and introductory remarks	Added chance to display thought leadership
website	<i>Logo on Academy website</i>	<i>Logo on Academy website</i>	<i>Logo on Academy website</i>		N/A		N/A	N/A
Social Media	Pre- and Post-Event Posts						N/A	Post

**** Social, Community-Based, and Greater Virginia or MD CLE Options:**

- Social Events
- Affinity Events (e.g., Young Lawyers, LGBTQ+)
- Events in Greater Virginia or Suburban Maryland
- Pro Bono or Community Service Events

A LA CARTE SPONSOR OPTIONS

	NEW! Reception	NEW! VIP Reception	Reception Tickets for Non- Sponsor Nominators of Finalists	NEW! Conference Sponsor	CLO Club Reception or Roundtable Lunch or Dinner	Social, Community- Based, or GVA/MD CLE Program
Details on page	20	20	N/A	20 - 21	21	21
General Benefits:						
Fee	\$5,000	\$10,000	\$375	\$4,000	\$5,000	\$4,000
Key Benefits	Logo items and signage. Options may include: (1) bar sponsor; (2) dessert and cocktail napkins; (3) awards gifts bags/boxes; and (4) lounge area	Exclusive sponsor of pre-event for finalists, their nominators, and ACC NCR leaders – logo items, signage, and provide welcome	Attend largest gathering of in-house counsel and VIP reception beforehand	Sponsor of breakfast, lunch, or happy hour; logo items, signage, and provide welcome	Host signature event for key group of ACC NCR members or leaders	Host event open to members ** see above for options
Directory Ad	Logo	Logo	N/A	Logo	Logo	Logo
Social Media	Pre- and Post-Event Posts		N/A	Thank you post	Pre- and Post-Event Posts	
Awards Reception:						
Tickets	4	5	2	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)
Event Program Ad	Logo	Logo	No	No	No	No
WBJ Ad	Logo	Logo	No	No	No	No

PARALEGAL INSTITUTE SPONSORS

<i>Details on page 22</i>	Gold	Silver	Bronze
Fee	\$1,500	\$1,000	\$500
Number of Representatives that May Attend Paralegal Institute & Staff a Table	2	1	0
Distribute Materials & Logo Giveaways	Yes	Yes	Yes
Social Media	Pre- and Post-Event Posts	1 Post	0 Posts

Sponsorship Benefits - Details

The benefits included in each of the 2020 Sponsorship Program levels provide visibility for our sponsors and recognition of the valuable support that sponsors provide to ACC NCR:

CLE and Thought Leadership Opportunities: Among the most-valued aspects of this Program are the opportunities sponsors have to demonstrate their expertise by developing or presenting content for ACC NCR that will help our members do their jobs better and smarter.

- ❖ CLEs: ACC NCR prides itself on providing programs on cutting-edge topics and practical approaches that are of special value to in-house counsel. Programs are held in all the jurisdictions that we serve (D.C., the Commonwealth of Virginia, and suburban Maryland). Many of our programs are provided both in-person and by webcast to ensure easy accessibility for our membership. Sponsors are invited to network with attendees before and after their sponsored Program.
- ❖ News Alerts: We also provide opportunities for sponsors at certain levels and through an add-on option to share written updates and analyses with our members via our weekly e-newsletter and our social media accounts. Sponsors provide a link to a substantive article or client alert, along with contact information and a link to the sponsor's home page. Sponsors may author new content or repurpose recent thought leadership. ACC NCR staff sets the schedule and may decline to publish a news alert, in which case the sponsor will be given the opportunity to submit a different alert.

Other Ways to Get to Know ACC NCR Members Through Your Sponsorship: The Program also provides a variety of ways for our sponsors to get to meet and develop relationships with ACC NCR members:

- ❖ ACC NCR CORPORATE COUNSEL AWARDS RECEPTION: ACC NCR's annual reception for in-house counsel and sponsors is the premier networking event for in-house counsel in the region. At this event, we present the Corporate Counsel Awards to celebrate the accomplishments and contributions of the in-house bar and recognize some of the best in-house lawyers and legal departments in our region. The reception attracts attendees from the in-house, legal, and business communities, and is designed to maximize opportunities for networking. Each annual relationship 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. Date for the 2020 Reception – to be determined.
- ❖ GENERAL COUNSEL ROUNDTABLE LUNCHEON: Each year, ACC NCR brings together a panel of three to five General Counsel from leading companies and organizations, representing a variety of industries, sizes of companies, and sizes of departments, for a roundtable discussion. The discussion is always candid, and both in-house and outside counsel value the insights provided. All annual relationship sponsorship categories provide two tickets to this event (Diamond receives three). This is also one of our best-attended luncheon programs, which now includes a networking reception after the panel presentation.
- ❖ SIGNATURE PROGRAM TICKETS: In order to provide our sponsors with additional opportunities to network with our members, each sponsorship level may send two representatives to each of our ACC NCR signature programs (Diamond receives three).
- ❖ ADDITIONAL NETWORKING EVENTS: In 2020, we will hold two such events for sponsor representatives to meet and network with ACC NCR leaders.

- ❖ CORPORATE SCHOLARS RECEPTION: Sponsor levels that contribute to the Corporate Scholars Program will be able to send representatives to an informal social that ACC NCR will host for its members and the Corporate Scholars in 2020.

Sponsor ROI Benefits:

- ❖ SPONSOR ROI REPORTS: Each annual sponsor will receive periodic updates or reports summarizing its utilization of sponsorship benefits and opportunities, to help you better track the progress of the year.

Recognition Items:

- ❖ ACC NCR WEBPAGE: ACC NCR's webpage includes "banner" advertisements on its 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 webpage.
- ❖ ACC NCR DIRECTORY: Each year, ACC NCR publishes a membership directory with listings of all ACC NCR volunteer leaders, a guide to ACC NCR and ACC benefits, an alphabetical listing of all chapter members, and a listing of members by employer. The directory is an electronic document, set up like a "book," that members will be able to download. The directory is a resource that members retain and refer to all year long. All annual relationship sponsors get either an advertisement or other acknowledgement in the directory. (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.)

ACC NCR Corporate Scholars Program: ACC NCR created the Corporate Scholars Program in 2004 to expose students from the law schools in our area to in-house practice as a career option and develop a diversity pipeline of future in-house lawyers. Students chosen for the program hold paid internships in the legal departments of chapter-member organizations. So far, more than 100 students have been Scholars. Most levels of sponsorship include an amount that ACC NCR then remits to the charitable foundation that funds the scholarships, allowing our sponsors to play a role in this important program.

Diamond Sponsorship (\$40,000) – SOLD OUT!

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of three (3) ACC NCR CLEs or other programs, as well as one social event and a special event (live taping of Executive Leaders Radio).
 - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
 - Have a substantive article or news alert published six (6) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, three (3) of which will be shared via ACC NCR's social media accounts. Articles will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as the 2020 Diamond Sponsor of the Chapter, with link to sponsor's website.
- Full-page ad in ACC NCR 2020 Membership Directory – prime (inside-front-cover) placement.
- \$6,000 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Fourteen (14) tickets for attendees to the reception
- Full-page, inside-front-cover ad in the event program
- Prominent listing as Diamond Sponsor on slide show
- Logo on sponsor poster board
- Full-page, inside-front-cover ad in supplement in Washington Business Journal for Awards

Other Opportunities and Features

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Six (6) representatives may attend the Corporate Scholars Reception
- Three (3) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

NEW IN 2020! Ruby Sponsorship (\$30,000)

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of three (3) ACC NCR CLEs or other programs.
 - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
 - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, both of which will be shared via ACC NCR's social media accounts. Articles will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Listing on ACC NCR website as a 2020 Ruby Sponsor of the Chapter, with link to -sponsor's website.
- Full-page ad in ACC NCR 2020 Membership Directory – prime placement.
- \$3,500 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Twelve (12) tickets for attendees to the reception
- Full-page ad in the event program
- Prominent listing as Ruby Sponsor on slide show
- Logo on sponsor poster board
- Full-page ad in supplement in Washington Business Journal for Awards

Other Opportunities and Features

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Four (4) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend all other events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

Emerald Sponsorship (\$25,000)

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of two (2) ACC NCR CLEs or other programs.
 - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
 - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, both of which will be shared via ACC NCR's social media accounts. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as a 2020 Emerald Sponsor of the Chapter, with link to sponsor's website.
- Full-page ad in ACC NCR 2020 Membership Directory.
- \$3,000 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Twelve (12) tickets for attendees to the reception
- Half-page ad in the event program
- Prominent listing as an Emerald Sponsor on slide show
- Logo on sponsor poster board
- Half-page ad in supplement in Washington Business Journal for Awards

Other Opportunities and Features

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities
- Three (3) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

Platinum Sponsorship (\$20,000)

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of two (2) ACC NCR CLEs or other programs.
 - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
 - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as a 2020 Platinum Sponsor of the Chapter, with link to sponsor's website.
- Half-page ad in ACC NCR 2020 Membership Directory.
- \$2,500 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Ten (10) tickets for attendees to the reception
- Half-page ad 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 and Features

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - Corporate Scholars Reception
 - General Counsel Roundtable
 - signature events

Gold Sponsorship (\$15,000)

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of one (1) ACC NCR CLE or other program.
 - ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
 - Have a substantive article or news alert published one (1) time during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Listing on ACC NCR website as a 2020 Gold Sponsor of the Chapter, with link to sponsor's website.
- Half-page ad in the ACC NCR 2020 Membership Directory.
- \$2,000 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Six (6) tickets for attendees to the reception
- Quarter-page ad 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 and Features

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

Bronze Sponsorship (\$10,000)

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at and/or host of one (1) ACC NCR CLE or other program.
 - ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- Listing on ACC NCR website as a 2020 Bronze Sponsor of the Chapter, with link to sponsor's website.
- Acknowledgement of Bronze Sponsorship in the ACC NCR 2020 Membership Directory.
- \$1,500 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Four (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 ad in supplement in Washington Business Journal for Awards

Other Opportunities and Features

- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

Professional Growth Partner (\$5,000)

Note: This category is open only to firms that specialize in attorney staffing, career counseling and professional development skills, and/or attorney search/placement.

General Features

- CLE and Thought Leadership Opportunities:
 - Participate as a presenter at one (1) ACC NCR program on a career or professional development, women's, and/or diversity topic.
 - Have a substantive article or news alert published one (1) time during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will be linked to sponsor's webpage.
 - ACC NCR will work with our Professional Growth Partners to provide other opportunities to share their thought leadership with our membership.
- Logo in ACC NCR 2020 Membership Directory
- Listing on the ACC NCR website for the Career Development Forum (<http://www.acc.com/chapters/ncr/Career-Development.cfm>) with a link to the firm's webpage, and contact information for the firm's local point(s) of contact.
- \$500 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Two (2) tickets for attendees to the reception.
 - Professional Growth Partners may buy an additional two tickets to the reception.
- Logo in the event program.

Other Opportunities and Features

- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

Business Partner Sponsorship (\$5,000) – REDUCED FEE!

Note: This category is for non-law firm organizations that are interested in getting to know our chapter and members through attending events, but are either not interested in or not ready to provide CLE programming. Non-law firm organizations are welcome and invited to apply to sponsor at levels that offer CLE or other programming, but they may be required to present with a law firm sponsor to meet CLE requirements.

General Features

- Listing on ACC NCR website as a 2020 Business Partner Sponsor of the Chapter, with link to Sponsor's website.
- Acknowledgement of Business Partner Sponsorship in the ACC NCR 2020 Membership Directory.
- \$1,000 of the sponsorship fee shall be used to fund the ACC NCR Corporate Scholars Program scholarships.

At the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Two (2) tickets for attendees to the reception
- Logo (small) in the event program
- Logo as Business Partner Sponsor on slide show
- Logo on sponsor poster board
- Logo (small) in ad in supplement in Washington Business Journal for Awards

Other Opportunities and Features

- Two (2) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
 - ACC NCR Annual Meeting
 - sponsor appreciation networking events with members of the ACC NCR leadership
 - General Counsel Roundtable
 - signature events

SPONSORSHIPS FOR THE ACC NCR LEADERSHIP ACADEMY

The ACC NCR Leadership Academy provides the tools and skills in-house attorneys need to optimize their leadership potential and succeed at the highest levels of their organizations. The Academy consists of eight faculty-led sessions taking place over a nine-month period:

- Module 1 - Authentic Leadership & Personal Brand; Emotional Intelligence & Executive Presence
- Module 2 - Interpersonal Communication
- Module 3 - Developing and Leading a High Performing Team
- Module 4 - Creating Organizational Vision & Inspiring Stakeholders; & Managing Change
- Module 5 - Managing Difficult Conversations; Influencing Stakeholders
- Module 6 - Problem Solving & Decision Making
- Module 7 - Presentation Skills
- Module 8 - My Journey Toward Leadership Mastery

Each class of 30 distinguished in-house counsel – known as Fellows – is chosen through a selective application process. The Fellows participate in a highly interactive learning environment, both in the classroom and working, both inside and outside of the classroom, with a smaller cohort.

Nationally recognized faculty teach the Academy sessions. The faculty members were selected because of their expertise and ability to translate concepts into the practical takeaways that in-house counsel need.

The Academy is guided by a Board of Advisors, which is composed of chief legal officers and senior lawyers from a broad array of companies and organizations across the National Capital Region. The Board members are deeply committed to helping advance the next generation of in-house leaders. At least one Board member attends each Academy session. Members of the Board of Advisors also participate in various Academy events and interact with the Fellows.

The Leadership Academy Sponsorships provide avenues for your firm or company to support this valuable program, and interact with the Fellows, faculty, and members of the Board of Advisors.

Leadership Academy Champion Sponsors Add-On to an annual Sponsorship Level (\$5,000)

General Features

- Two (2) Leadership Academy Champion Sponsorship Add-Ons expected in 2020. These opportunities are available as “add-ons” for 2020 ACC NCR Sponsors only.
- Acknowledgement on the Leadership Academy website
 - Large logo on home page with link to sponsor’s website

Opportunities to Engage with the Leadership Academy Program

- Host either the closing one-day session (May 15, 2020) for the Class of 2020 or the first day of the opening two-day session (Sept. 2020) for the Class of 2021. Up to five (5) representatives of the sponsor may attend the breakfast and lunch during the program day.
- Up to ten (10) sponsor representatives may attend the cocktail reception at the end of the session.
- Hosting involves providing space for the session and cocktail reception that follows.
- Also, sponsor is responsible for all expenses for refreshments throughout the day (breakfast and lunch food and beverages, continuous coffee, soft drinks), and during the reception.

Leadership Academy Host Sponsorship Add-on to an annual Sponsorship Level (\$3,000)

General Features

- Only seven (7) host sponsorships are available in 2020. These opportunities are available as “add-ons” for 2020 ACC NCR Sponsors only.
- Acknowledgement on the Leadership Academy website
 - Logo on home page with link to sponsor’s website

Opportunities to Engage with the Leadership Academy Program

- Host a session of the Academy program.
 - Hosting involves providing space for the session, as well as breakfast and lunch food and beverages, and refreshments throughout the day (coffee, soft drinks).
 - Up to four (4) representatives of the sponsor may attend the breakfast and lunch during the program day.
- At the end of the day, host sponsor may hold a happy hour for Fellows, faculty and Board of Advisors member(s) to network with representatives of the sponsor. Sponsor is responsible for all expenses for refreshments provided at the happy hour.

Dates for hosting:

- Fri., Jan. 10 – Module 4
- Fri., Feb. 7 – Module 5
- Fri., March 6 – Module 6
- Thu., April 2 – Module 7
- September – Day 2 of Module 1
- October – Module 2
- November – Module 3

NEW IN 2020 -- Leadership Academy Alumni Event Host Add-on to an annual Sponsorship Level (\$3,000)

General Features

- Two (2) Leadership Academy Alumni Event Host Add-Ons expected in 2020. These opportunities are available as “add-ons” for 2020 ACC NCR Sponsors only.
- Acknowledgement on the Leadership Academy website
 - Logo on home page with link to sponsor’s website

Opportunities to Engage with the Leadership Academy Program

- Host an event for alumni of the Academy and its Advisory Board.
 - Sponsor may send representatives to the event, equal to the greater of four (4) or 20 percent of registration.
 - Hosting involves providing space for the event and providing refreshments.
 - Sponsor is responsible for all expenses for refreshments.

Dates for hosting: TBD by ACC NCR and sponsor

ADD-ON SPONSOR OPTIONS FOR ANNUAL RELATIONSHIP SPONSORS

Social, Community-Based, & Greater Virginia or MD CLE Program Sponsorship (\$2,500)

Features

- These sponsorships are available as optional “add-ons” for a discounted fee to annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.
- Opportunities include:
 - Social Events
 - Affinity Events (e.g., Young Lawyers, LGBTQ+)
 - CLE or Other Events in Greater Virginia or Suburban Maryland
 - Pro Bono or Community Service Events
- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- These sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).

NEW! Meeting Host (\$500)

Features

- Host sponsorships offer an exclusive opportunity to host a meeting of the ACC NCR Executive Committee, Board of Directors, or other leadership team and network with such leaders in a small group setting. They are available ONLY as optional “add-ons” for annual relationship sponsors.
- A sponsor representative may provide welcome and introductory remarks and a limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants) may attend the social/networking portion of the meeting, but may NOT attend the meeting.
- ACC NCR will thank the sponsor on its social media platforms after the program.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule the meeting and will be responsible for out-of-pocket costs associated with the event.

NEW! News Alert with Social Media Post (\$500)

Features

- News Alert sponsorships offer an opportunity to share written updates and analyses with our members via our weekly e-newsletter and our social media accounts and are available ONLY as optional “add-ons” for annual relationship sponsors. Please note, many sponsorship levels include news alerts; those sponsors may select this add-on for additional opportunities for exposure.
- Sponsors provide a substantive article or client alert with a link from the article to the sponsor’s home page. ACC NCR staff sets the schedule and may decline to publish a news alert, in which case the sponsor will be given the opportunity to submit a different alert.

NEW IN 2020! A LA CARTE SPONSOR OPTIONS

Corporate Counsel Awards Reception Sponsor (\$5,000)

Benefits at the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Publicity at the largest event for in-house counsel in the DMV!
- Logo items and signage at the event. Options may include:
 - bar sponsor;
 - dessert and cocktail napkins;
 - awards gifts bags/boxes; and
 - lounge area
- Four (4) 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 ad in supplement in Washington Business Journal for Awards

Other benefits:

- ACC NCR will publicize the sponsorship via its social media accounts, both before and after the reception, noting the sponsor and linking and tagging the organization as appropriate.
- Logo in ACC NCR 2020 Membership Directory

VIP Reception Before the Corporate Counsel Awards Reception Sponsor (\$10,000)

Benefits at the 16th Annual Corporate Counsel Awards Reception (date to be announced)

- Sponsor of pre-event for finalists, their nominators, and ACC NCR leaders. Sponsor representative may provide welcome.
- Publicity at the largest event for in-house counsel in the DMV!
- Five (5) tickets for attendees to the VIP reception and full reception
- Logo in the event program as a Reception Sponsor
- Logo as the VIP Reception Sponsor on slide show
- Logo on sponsor poster board
- Logo in ad in supplement in Washington Business Journal for Awards

Other benefits:

- ACC NCR will publicize the sponsorship via its social media accounts, both before and after the reception, noting the sponsor and linking and tagging the organization as appropriate.
- Logo in ACC NCR 2020 Membership Directory

Conference Sponsor (\$4,000)

Key Features

- Publicity at ACC NCR's first multi-track conference
- Sponsor of breakfast, lunch, or happy hour (sponsor is responsible for cost of refreshments).
- Provide logo items and welcome at event.
- Three (3) representatives may attend the sponsored event.
- Logo on sponsor poster board.

Other benefits:

- ACC NCR will thank you the sponsor via its social media accounts after the conference.
- Logo in ACC NCR 2020 Membership Directory
- May purchase two (2) tickets to the 2020 ACC NCR Corporate Counsel Awards Reception

CLO Club Reception or Roundtable Lunch or Dinner Host Sponsorship (\$5,000)**Features**

- Opportunities include:
 - Annual CLO Club Reception
 - President's Roundtable
 - Roundtable Lunches or Dinners
- ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- Host sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).
- Listed in the 2020 Membership Directory as host sponsors and may purchase two tickets to the 16th Annual Corporate Counsel Awards Reception (date to be determined).

Social, Community-Based, and Greater Virginia or MD CLE Program Host Sponsorship (\$4,000)**Features**

- These host sponsorships are available as optional “add-ons” in 2020 first to organizations selected as 2020 ACC NCR annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.
- Opportunities include:
 - Social Events
 - Affinity Events (e.g., Young Lawyers, LGBTQ+)
 - CLE or Other Events in Greater Virginia or Suburban Maryland
 - Pro Bono or Community Service Events
- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- Host sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).
- Listed in the 2020 Membership Directory as host sponsors and may purchase two tickets to the 16th Annual Corporate Counsel Awards Reception (date to be determined).

PARALEGAL INSTITUTE SPONSORS

The ACC NCR Annual Paralegal Institute brings together more than 100 in-house paralegals for a full day of educational programs. Sponsors of this event have the opportunity to network and/or promote their organization with these key members of legal departments. The options are:

Gold (\$1,500)

- Two (2) representatives may attend the Paralegal Institute and staff a table.
- Sponsor may distribute materials and branded giveaways.
- ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.

Silver (\$1,000)

- One (1) representative may attend the Paralegal Institute and staff a table.
- Sponsor may distribute materials and branded giveaways.
- ACC NCR will thank the sponsor via its social media accounts after the program, noting the sponsor and linking and tagging the organization as appropriate.

Bronze (\$500)

- Sponsor may distribute materials and branded giveaways.

ACC National Capital Region SPONSOR GUIDELINES

The ACC NCR Board of Directors has promulgated these guidelines to provide rules and procedures to be followed in connection with a successful relationship with sponsors.

Overall Guidelines:

1. ACC NCR selects sponsors who are able to furnish information, services, ideas, opportunities, and expertise that will provide value to our members.
2. In developing programs for ACC NCR, sponsors shall note and follow these guidelines.
3. ACC NCR works cooperatively with its sponsors to develop and refine programs, including the topics of CLE programs.
 - a. All program topics will be reviewed by an ACC NCR volunteer leader and staff member for the subject, content, and expertise demonstrated to ensure it is relevant and of interest to our members.
 - i. ACC NCR will favorably consider a sponsor's proposed programs, panels, speakers, topics, and methods of presentation that demonstrate not only substantive qualifications, but also the sponsor's commitment to diversity.
 - ii. Every panel program shall include an in-house counsel as a panelist, moderator, or speaker for the substantive portion of the program, in addition to the sponsor speaker(s), unless the circumstances are highly unusual.
 - b. ACC NCR will assign a volunteer leader to work on each program to ensure that the program is at an appropriate level and aligns with the vision the sponsor and ACC NCR have for the content, and to help the speakers.
 - c. Ultimately, ACC NCR makes the final determination as to whether an idea is of interest to its members. ACC NCR reserves the right to not accept program content, speakers, or presenters at its sole discretion.
3. Program dates will be jointly decided by the sponsor and ACC NCR.
4. Sponsor and ACC NCR will work together to choose a venue for live presentation of the program that is beneficial for both sponsor and ACC NCR members. In addition, ACC NCR CLE programs may be provided simultaneously by webinar, which will be recorded and available on an archive maintained by ACC NCR.
5. ACC NCR is an approved MCLE provider in Virginia and will handle the processing of all MCLE applications as part of organizing any ACC NCR MCLE program. Sponsor must adhere to the Virginia MCLE Board guidelines regarding written materials (see <http://www.vsb.org/site/members/mcle-opinion-14>) in assembling the program materials.
6. ACC NCR will handle promotion, invitations, registration, and check-in for all events.
7. Sponsors are welcome and are encouraged to invite in-house counsel clients who are not members of ACC NCR to ACC NCR programs sponsored by that sponsor. The sponsor can forward the ACC NCR invitation or ACC NCR will send the invitation to a list provided by the sponsor. All RSVPs for these guests should come to ACC NCR (either from the individual or the sponsor organization) so we can track participation in our events. These clients should register as "Guest of Presenter."
8. ACC NCR does not guarantee a minimum level of attendance at any program.

9. Sponsors will be provided with an attendance list for their programs (registrants' names, titles, and company names, but not email addresses or other contact information per ACC Global policy).
10. ACC NCR is a non-profit 501(c)(6) trade association and all fees paid through the Sponsorship Program are allocated to chapter operations. Admission prices for events, if any, will be set by ACC NCR, based on several factors. Sponsorship fees and admission fees are used by ACC NCR to subsidize the cost of a broad variety of ACC NCR programs and activities throughout the programming year. All ACC NCR financial activity is subject to and part of an annual accounting process.
11. ACC NCR is exceedingly grateful to its sponsors, whose strong support plays an integral role in the chapter's successful programs, events, and initiatives. Nonetheless, each year's sponsorship program stands on its own and is completely open to current and potential new sponsors. As a result, from one year to the next, sponsors are not guaranteed that they will continue in their sponsorship level or as sponsors.

Program Logistics:

1. Scheduling of all programs will take place through ACC NCR staff. Once a program is scheduled, the sponsor will work with ACC NCR staff on all logistics.
2. ACC NCR and sponsors will work together to select specific venues for programs.
 - a. Subject to ACC NCR agreement, sponsors that have adequate space at their offices may host programs at their office location, and will provide appropriate room set-up, catering, audio/visual technology and support, and other requirements.
 - b. If the sponsor's office is not the best place to hold the program, ACC NCR or the sponsor will arrange and/or book another venue, including contracting for the space and arranging appropriate catering, audio/visual technology, and support, etc. No sponsor may make booking arrangements, unless previously approved by ACC NCR.
 - c. For those programs held outside of the sponsor's offices and for which ACC NCR incurs out-of-pocket costs, the presenting sponsor(s) will be responsible for all food/beverage and venue costs.
 - d. Periodically and for various reasons, ACC NCR will organize a multi-session program around a particular topic(s) (e.g., half or full-day conference). Participation in one session of a multi-session program constitutes a sponsor's allotted CLE or other program. In addition, sponsors will share in the out-of-pocket costs, such as meals/refreshments.
3. ACC NCR will determine whether or not to charge a fee for a CLE and will collect and retain all fees.
 - a. Non-member in-house counsel will be charged a fee to attend or participate by distance-learning in ACC NCR programming (unless a specific membership promotion grants them free admission).
 - b. If a non-member is invited to participate in an ACC NCR program by a sponsoring organization, the fee for that attendee will be waived or arrangements will be made to bill the sponsor for the fee, provided that attendee registers as a "Guest of Presenter."
4. ACC NCR reserves the right to cancel, change times, and modify all aspects of the programming, including venue, for reasons of weather or other exigent circumstances. In the event of a venue-driven cancellation or change, ACC NCR reserves the right to reschedule the program. Generally, ACC NCR makes every effort to ensure that the show will go on.
5. If, after a program is scheduled, a sponsor's speaker is unable to participate in that program, for whatever reason, we expect that another qualified individual from the sponsor will fill in for that person. Otherwise, ACC NCR may be able to find a replacement speaker for that program. Programs

will not necessarily be canceled just because a speaker withdraws.

Program Content, Materials, and Procedures:

1. Sponsors are expected to prepare and provide all attendees with useful, informative, and practical written educational materials on the topic (which should, at a minimum, include a paper handout of any presentation slides), and to provide electronic versions to ACC NCR for sharing in electronic format on the ACC NCR website. Such materials must conform with the Virginia Bar MCLE guidelines (<http://www.vsb.org/site/members/mcle-opinion-14>).
 - a. Visual presentation materials, such as a PowerPoint® presentation, are encouraged for all CLEs and are required if the CLE will be presented by webinar. Creative formats to get across seminar subject matter are also encouraged.
 - b. Sponsors are strongly encouraged to provide forms, templates, agreements, checklists, and other practical guidance and resources in addition to presentation materials.
 - c. All program content and materials for the program must be reviewed in advance by the volunteer leader liaison and ACC NCR staff. Sponsors will provide program content and materials per the timetable specified by ACC NCR to allow adequate time for such review and sponsor speakers will make themselves available for conference calls with the volunteer leader liaison and ACC NCR staff to discuss the topic, content, and materials.
2. Presentation materials will be posted on the ACC NCR website (and, if applicable, the ACC NCR webinar site) for download by members. By returning the signed Sponsorship Application form, sponsor agrees to this sharing, use, and distribution requirement.
3. All hand-out materials and presentation materials must prominently display the ACC NCR logo, in addition to the sponsor(s) logo(s) and must clearly represent that the seminar is an ACC NCR event.
4. Program materials should include biographies for all speakers. They also may include brief promotional information on sponsor's firm, services, etc. Please note, however, that sponsor will not be permitted to make introductory comments about his/her firm and its services during the substantive presentation.
5. At the beginning of all programs, an ACC NCR representative will welcome attendees and introduce the program and speakers.

Marketing and Publicity:

1. ACC NCR will advertise and seek publicity for all chapter events at its expense. ACC NCR will share such materials with the presenting sponsor.
2. If a sponsor creates its own promotional materials (i.e. to send to the sponsor's clients and to post on the sponsors' website), any such promotional materials shall be submitted to ACC NCR staff for approval prior to their distribution or posting.
3. ACC NCR staff members handle all mailings and communications to ACC NCR members.

Rules of Conduct:

1. Sponsorship of ACC NCR events by outside counsel and vendors is not intended to and will not result in a member's organization (or its in-house attorney) being obligated to purchase the services of any sponsor.

2. Sponsorship fees are not intended as, and should not be considered as, an illegal, improper, or unethical gift or gratuity to a specific organization or in-house attorney.
3. Attendance at ACC NCR events is limited to ACC NCR members and their guests, sponsors and their guests, and prospective ACC NCR members.
4. Attendance by sponsor personnel, beyond the allotted number of invitees (if any), is not permitted. With the exception of signature and sponsor ROI programs, sponsors may not attend programs that they are not organizing/presenting, unless their attendance is approved in advance by ACC NCR.
5. ACC NCR reserves the right to refuse any sponsor, as well as the right to restrict or remove any presentation or exhibit that, in the opinion of ACC NCR, detracts from the general character of a program or event. This reservation applies to displays, printed matter, promotional materials, inappropriate conduct, and method of operation. In the event of such restrictions, ACC NCR will not be liable for any refunds or other program expenses.
6. As determined by the Board of Directors, failure to comply with any provision of the Sponsor Guidelines may lead to:
 - a. Warning to the sponsor; and/or
 - b. Sponsorship termination and forfeiture of all fees paid by the sponsor.

ACC NCR 2020 Sponsorship Application

The sponsorship application has the following parts to be completed:

All Applicants:

- Full contact information.
- Affirmation: By completing this form, you represent that:
 - You have carefully reviewed and fully understand the terms and provisions of the 2020 ACC NCR Sponsorship Program and that you are committed to working within the Program and its requirements, specifically the ACC NCR Sponsor Guidelines;
 - You are authorized to submit this sponsor application form on behalf of the sponsor applicant; and
 - You will pay the sponsorship fee to ACC NCR by the applicable deadline.
- Sponsorship applicants can rank up to 3 choices for sponsorship levels.
- Sponsors can specify if they would like one or more add-on or ala carte sponsorships.
- Questions (Required):
 - In one or two paragraphs, please state how your firm/company envisions having a successful relationship with ACC NCR and its members through sponsorship. If you have sponsored before, what have you found valuable about your sponsorship? If this would be your first time, what interests you about ACC NCR sponsorship?
 - If applicable, please indicate which practice area(s) or individual(s) at your organization are the stakeholders for this sponsorship (i.e., providing the funding for sponsorship). If the sponsorship is not tied to a specific practice area or individual, please type "General" in the box below.
 - ACC NCR is committed to supporting and increasing diversity in the legal community. Please describe your organization's policies and practices that support diversity and steps that will be taken to ensure diverse representatives of your organization will have the opportunity to be engaged with ACC NCR and its members.
 - If you are selected as an ACC NCR sponsor for 2020 that entails hosting program(s)/CLE(s), which practice area(s) would want to take advantage of the opportunities to present the program(s) that is/are provided by the sponsorship level(s) for which you are applying?
 - Please indicate any specific topics your organization would want to present on, ideas for events you would want to host, or chapter programs you would like to be part of (a conference, etc.)? Include as much details as possible, including noting priorities if you have multiple ideas.
 - Comments or information that you would like us to know.

New Applicants:

- Please indicate who will be the primary point(s) of contact for all administrative matters concerning the sponsorship (please include title, phone number, and email address). These communications include confirmation and invoice, as well as sponsor updates about benefits, deadlines, and deliverables.