



## **2021 SPONSORSHIP PROGRAM**



September, 2020

Dear Current or Prospective Sponsor:

The **Association of Corporate Counsel – Greater Philadelphia Chapter** is proud to serve as the premier professional association for attorneys working in corporate and other private and public sector legal departments in the **greater Philadelphia area**, including **Southern New Jersey**, all of **Delaware** and the **Lehigh Valley** areas. **With over 1,640 in-house members, we are one of the largest Chapters** of the Association of Corporate Counsel (ACC), the global organization dedicated solely to in-house attorneys, with over 45,000 members in over 85 countries, employed by over 10,000 companies, including the legal departments of every Fortune 100 company.

2020 has been a challenging year both for our members and for our sponsors. While our hope is that we can return to “normal” for 2021, we anticipate some impact to our programming at least in the first quarter of the year. In light of this potential impact and in recognition of the financial strain that the global pandemic has placed on many of our valued sponsors and potential sponsors, we are very pleased to offer our 2021 sustaining sponsor pricing at a **10% discount**. We are also pleased to announce that we have held *A la Carte* pricing steady as compared to the pricing for 2020. Also new for 2021, we are offering a new level of Sustaining Sponsor: **Platinum** with three slots available. The **Platinum** level will have all of the benefits of the **Gold** sponsorship with some valuable additions, including speaking roles at our popular **Corporate Counsel University** and our brand-new full day **Diversity Summit**. It is our hope that, by reducing our (already low) Sustaining Sponsorship fees and providing more flexibility in terms of sponsorship tiers, we can maintain the wonderful partnerships we have enjoyed over the last 30+ years with our valued sponsors. Some highlights for 2021 include:

### **Education**

As we all learned to work remotely and engage virtually, our 2020 **educational** programming remained (with the help of our sponsors) high quality and better attended than previous in-person events. Additionally, in 2020, the Chapter became certified by the Pennsylvania CLE Board as an Accredited Distance Learning Provider, an eCLE provider in Delaware, and we have made investments in technology platforms for remote delivery of both substantive and social programming. We have exciting plans to engage our membership in 2021, including our **13<sup>th</sup> Annual In-House Counsel Conference (IHCC)**, which in 2020 offered two full days of CLE programs presented by our sponsors, including a General Counsel/CLO-only track. In 2020, this premiere event went **virtual** and was attended by **over 750 in-house counsel**.

We will also again offer our **General Counsel/Chief Legal Officer Summit** in 2021, during which our sponsors and GC/CLO members can network and participate in educational programming specifically tailored to the needs of our members who are leaders in their legal organizations. We will of course continue our **Institute Series**, with our various Practice Groups offering CLE programs comprising seminars presented by our sponsors focused on a specific substantive area of law. Our **Corporate Counsel University** and **Business Skills Institute** offer additional CLE opportunities for our members. **These CLE**

events give our sponsors an unparalleled platform to display their firm's expertise to the in-house counsel of the Greater Philadelphia region.

### **Social/Networking**

We will also continue (or in some cases bring back) our signature social offerings, including (but not limited to) our ever-popular **Spring Fling** (in May) and **Fall Gala** (in November) as well as our **Meet Your Counterparts (MYC)** networking series of events both in Philadelphia and in other regions (like Bucks County, Lehigh Valley, Wilmington and South Jersey). We look forward to taking our members out to the ballgame once again with our family-friendly **Charity Softball Game and Member Appreciation Night** (open to in-house counsel, all of our sustaining sponsors, and their family and friends). **Our social events provide our top-tier sponsors the chance to network with members.**

### **Diversity/Inclusion**

As ACC Global President, Veta T. Richardson, recently noted, ACC and our Chapter will “work with our members and partners to establish opportunities for the in-house community to discuss and develop best practices and resources to promote racial understanding and diversity.” We encourage all our sponsors to continue to develop programming that addresses equity, diversity, and inclusion that will offer solutions that will enable our members and their companies to act and lead for change in our profession. To that end, the Chapter will provide the opportunity for our ***Diamond, Emerald and Platinum*** Sponsors to participate in a first-ever **ACC Greater Philadelphia Diversity Summit** in 2021. This Diversity Summit will consist of substantive programming and we will encourage our members to invite their Chief Human Resource Officers and Diversity and Inclusion leads to attend the Summit as well. Our plan is to conclude the Diversity Summit with a cocktail reception.

Given the success of our **Golf Outings in 2019 and 2020**, we will again have a Golf (and tennis!) outing in 2021 where once more you will have the opportunity to impress your in-house clients or prospective clients with a new skill. The ACC Greater Philadelphia Golf and Tennis Outing benefits the chapter's diversity initiatives, including our flagship **Diversity Corporate Summer Internship Program**. For the past thirteen years, this program has provided summer employment to law students who have overcome substantial obstacles in the pursuit of a legal career or who are members of groups traditionally underrepresented in the legal profession. In 2019, our Golf Outing raised **over \$13,000** for the diversity program and, in 2020, ACC Greater Philadelphia, with the help of our sponsors, provided **15 paid summer internships** for diverse law students.<sup>1</sup>

In 2021, we will host our exciting new programming addition: **The Women Lawyers Summit**. This Summit will consist of substantive programming, and career and development workshops with a focus on issues unique to women in-house counsel, concluding with a cocktail party. Individual women lawyer events will continue to be available to the Chapter's Diamond, Emerald and Platinum sustaining sponsors.

We hereby encourage past and prospective sponsors to consider **supporting our Chapter** for the 2021 programming year, which covers the period from January 1<sup>st</sup> through December 31<sup>st</sup>, 2021. As always, there is no better way to show your support for your clients and potential clients within the corporate law departments that you serve – and there is no better place to get direct access to the in-house **legal decision**

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<sup>1</sup> Read more here: <https://www.law.com/corpcounsel/2020/07/20/philadelphia-acc-chapter-continued-diversity-in-house-internship-despite-covid-19>

**makers** in the Greater Philadelphia area. In a recent survey of our members, more than **four fifths** (81.52%) of members utilized one or more ACCGP sponsor law firms and **more than one third** (33.62%) indicated that their decision to hire or retain these firms was due to their involvement in the ACC Greater Philadelphia chapter.

**2021 sponsorship applications are due by Monday, October 19, 2020.** All applications submitted by the filing deadline will be reviewed and evaluated based on responsiveness to the Sponsor Selection Criteria listed in these guidelines. Sponsorship packages are not awarded on a first come, first serve basis and we hope to announce sponsor awards by mid-late November. Sponsorship payments are not due until January 11, 2021. **We will host a Sponsor Reception Meeting on October 1, 2020 via Zoom to answer any questions you may have and to offer tips from sponsors and ACC GP members on ways to engage with the Chapter.**

On behalf of the Officers and Board of Directors, **I look forward to working with you in the upcoming programming year.**

*Michael Eckhardt*

*President-Elect and Chair, Council of Practice Groups*

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## II. 2021 SPONSORSHIP LEVELS & PRICING

SPONSORSHIP LEVEL	NUMBER AVAILABLE	SPONSORSHIP FEE
<b>SUSTAINING SPONSORSHIPS</b>		
<b>DIAMOND</b>	1	<del>\$50,000</del> <b>\$45,000</b> (10% discount for 2021 only)
<b>EMERALD</b>	2	<del>\$35,000</del> <b>\$31,500</b> (10% discount for 2021 only)
<b>PLATINUM</b>	3	<del>\$30,000</del> <b>\$27,000</b> (10% discount for 2021 only)
<b>GOLD</b>	8	<del>\$22,500</del> <b>\$20,250</b> (10% discount for 2021 only)
<b>SILVER</b>	10	<del>\$15,000</del> <b>\$13,500</b> (10% discount for 2021 only)

### 1. Submission Due Date

**APPLICATION PACKAGES ARE DUE BY MONDAY, OCTOBER 19, 2020.** Please complete the application on page 39 and return to ACC Greater Philadelphia, c/o Ms. Christine Stewart, Chapter Administrator, P.O. Box 38, Fairless Hills, PA 19030 or email to [chrisstewart@accglobal.com](mailto:chrisstewart@accglobal.com) or [ccstewart@comcast.net](mailto:ccstewart@comcast.net).

### 2. Payment

**Accepted sponsors will be required to submit payment by January 11, 2021.** Prospective Sponsors who do not submit payment for their sponsorship by that date may be deemed to have forfeited their bid and their sponsorship may be reassigned to another interested organization. Please note that **sponsorship fees are not refundable**. Checks should be made payable to ACC Greater Philadelphia and submitted to ACC Greater Philadelphia, c/o Ms. Christine Stewart, Chapter Administrator, P.O. Box 38, Fairless Hills, PA 19030.

### III. 2021 Chapter Sponsorship Package Summary

Details for the sponsorship packages are contained on the following pages. There are five tiers: Silver, Gold, Platinum, Emerald and Diamond sponsorships.

**SILVER sponsorships** are our base level sponsorship and provide various promotional opportunities, including your firm/company logo on the Chapter's website, and an opportunity to present **TWO** CLE seminars directly to Chapter members during the year (one each at the In-House Counsel Conference and at a Practice Group Institute), giving your firm/company **TWO opportunities** to be directly in front of the local in-house community. Silver sponsors also receive four tickets to both our Fall Gala and our Charity Softball Game and Member Appreciation Night.

**GOLD sponsorships** also provide an opportunity to present **TWO** CLE seminars (one each at the In-House Counsel Conference and at a Practice Group Institute), and one webinar directly to Chapter members during the year **plus** a Meet Your Counterparts networking event and a program or workshop at the Women Lawyers Summit, **giving your firm/company FIVE opportunities** to be directly in front of the local in-house community. In addition, Gold sponsors receive tickets to the Spring Fling, Fall Gala our Charity Softball Game and Member Appreciation Night event, and the Women Lawyers Summit cocktail reception. **Gold sponsors** are also given enhanced promotion (larger/more prominent placements in Chapter materials).

**PLATINUM sponsorships are new in 2021!!!** Platinum sponsorships provide an opportunity to present **FOUR** CLE seminars (one each at the In-House Counsel Conference, Diversity Summit, and Corporate Counsel University, and a Practice Group Institute), and one webinar directly to Chapter members during the year, **plus** a Meet Your Counterparts networking event, **plus** one program or workshop at the Women Lawyers Summit, **giving your firm/company SEVEN opportunities** to be directly in front of the local in-house community. In addition, Platinum sponsors receive tickets to the Spring Fling, the Fall Gala, our Charity Softball Game and Member Appreciation Night event, the Women Lawyers Summit cocktail reception *and* the Diversity Summit cocktail reception. **Platinum sponsors** are also given enhanced promotion (larger/more prominent placements in Chapter materials). Finally, Platinum sponsors will have one twosome (one firm lawyer and one ACC Member) at the Chapter's Golf and Tennis Outing.

**EMERALD sponsorships** provide the opportunity to present **FIVE** CLE seminars (two at the In-House Counsel Conference – one general track program and one GC/CLO only track program; one at the Diversity Summit; one at the General Counsel/Chief Legal Officer Summit; and one at a Practice Group Institute) and one webinar directly to Chapter members during the year, plus one Meet Your Counterparts networking event, one Women Lawyers networking event, one program or workshop at the Women Lawyers Summit, and a CLE presentation at the Corporate Counsel University, **giving your firm/company TEN opportunities to be directly in front of the local in-house community**. In addition, Emerald sponsors get tickets to both the Spring Fling and Fall Gala, our Charity Softball Game and Member Appreciation Night, the Women Lawyers Summit cocktail reception and the Diversity Summit cocktail reception. Emerald sponsors are also given enhanced promotion (larger/more prominent placements in Chapter materials) and given preference as to which committees/topics presented at our educational events. Finally, Emerald sponsors also have one foursome (two firm lawyers and two ACC Members) and one tennis player in the Chapter's Golf and Tennis Outing.

**Our DIAMOND sponsorship provides the premier level of access/support.** Like Emerald sponsors, our Diamond sponsorship provides the opportunity to present **SIX** CLE seminars directly to Chapter members during the year (three at the In-House Counsel Conference – one general track program and **two** GC/CLO only track program; one at the Diversity Summit; one at the General Counsel/Chief Legal Officer Summit; and one at a Practice Group Institute) plus **two** Meet Your Counterparts networking events (one in center city and one regional), one Women Lawyers networking

event (with preference to the date/time/location), one program or workshop at the Women Lawyers Summit, a CLE presentation at the Corporate Counsel University, one career management event, and the opportunity to present **two** webinars to the Chapter's membership, **giving your firm/company FOURTEEN opportunities to be directly in front of the local in-house community**. Our Diamond Sponsor also gets the most tickets to the Spring Fling, the Fall Gala, our Charity Softball Game and Member Appreciation Night, the Women Lawyers Summit cocktail reception and the Diversity Summit cocktail reception. Our **Diamond sponsor** also includes the Chapter's premier promotional opportunities (larger/more prominent placements in Chapter materials), including being the lead sponsor of the Charity Softball Game and Member Appreciation Night. Our Diamond sponsor will also have one foursome (two firm lawyers and two ACC Members) and one tennis player in the Chapter's Golf and Tennis Outing.




**SPONSORSHIP PACKAGE SUMMARY TABLE**

	<b><u>DIAMOND</u></b>	<b><u>EMERALD</u></b>	<b><u>PLATINUM</u></b>	<b><u>GOLD</u></b>	<b><u>SILVER</u></b>
<b>In-House Counsel Conference CLE Presentation</b>	● (+ Preferred Area of Law)	● (+ Secondary Preference)	● (+Tertiary Preference)	●	●
<b>In-House Counsel GC/CLO Track CLE Presentation</b>	2	●			
<b>CLE Practice Group Institute</b>	●	●	●	●	●
<b>CLE Webinar</b>	2	●	●	●	
<b>General Counsel/Chief Legal Officer Summit</b>	●	●			
<b>Corporate Counsel University</b>	●	●	●		
<b>Stand-Alone Women Lawyers Event</b>	●	●			
<b>Stand-Alone Career Management Event</b>	●				
<b>MYC</b>	2	●	●	●	
<b>Spring Fling</b>	6 Tickets	5 Tickets	4 Tickets	2 Tickets	
<b>Fall Gala</b>	10 Tickets	8 Tickets	6 Tickets	5 Tickets	4 Tickets
<b>Women Lawyers Summit</b>	● Preferred Time and Topic for Workshop or Program  8 Reception Tickets	● Secondary Time for Workshop or Program  6 Reception Tickets	● Workshop or Program  4 Reception Tickets	● Workshop or Program  2 Reception Tickets	
<b>Diversity Summit</b>	● Preferred Time and Topic for Workshop or Program  8 Reception Tickets	● Secondary Preferred Time and Topic for Workshop or Program  6 Reception Tickets	● Topic for Workshop or Program  4 Reception Tickets		
<b>Charity Softball Game and Member Appreciation Day</b>	10 Tickets	8 Tickets	6 Tickets	5 Tickets	4 Tickets
<b>Chapter Golf and Tennis Outing</b>	● (Foursome and Tennis player)	● (Foursome and Tennis player)	● (Twosome)		
<b>ACC Sponsor Logo</b>	●	●	●	●	●

	<u>DIAMOND</u>	<u>EMERALD</u>	<u>PLATINUM</u>	<u>GOLD</u>	<u>SILVER</u>
<b>IHCC Promo</b>	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page
<b>Charity Softball Game and Member Appreciation Night Promo</b>	Premium Signage	Premium Signage	Signage	Signage	Signage
<b>Website Banner Ad</b>	•	•	•	•	•
<b>Newsletter Article</b>	•	•	•		
<b>Logo in Newsletter</b>	•	•	•	•	•

## IV. Sponsorship Package Descriptions

SUSTAINING SPONSORSHIP	
	
<b><u>DIAMOND</u> (1 Sponsorship Available)</b>	
<b>Programs</b>	<ol style="list-style-type: none"> <li>1. One (1) general CLE seminar at the <b>In-House Counsel Conference</b> (and Exhibitor Table) (<b>and first choice of topic and time slot</b>)</li> <li>2. Two (2) <b>General Counsel/Chief Legal Officer track CLE</b> seminars at the In-House Counsel Conference (<b>first choice of topic and time slot</b>)</li> <li>3. One (1) <b>Practice Group CLE</b> seminar (Institute Series) (<b>and first choice of Practice Group</b>)</li> <li>4. One (1) CLE seminar at the <b>Corporate Counsel University</b> (and Exhibitor Table)</li> <li>5. One (1) CLE seminar at the <b>General Counsel/Chief Legal Officer Summit</b></li> <li>6. One (1) CLE seminar or workshop at the <b>Women Lawyers Summit</b></li> <li>7. One (1) CLE seminar or workshop at the <b>Diversity Summit</b></li> <li>8. One (1) Career Management Event</li> <li>9. Two (2) <b>CLE Webinars</b></li> </ol>
<b>Networking Events</b>	<ol style="list-style-type: none"> <li>1. Two (2) <b>Meet Your Counterparts</b> (One in Philadelphia or your other geographic preference and one regional) (includes 4 tickets to each)</li> <li>2. <b>Spring Fling</b> (6 tickets)</li> <li>3. <b>Fall Gala</b> (10 tickets)</li> <li>4. <b>Charity Softball Game and Member Appreciation Night</b> (one player/captain of the <b>in-house</b> team <b>plus</b> 10 tickets <b>plus</b> Lead Sponsorship)</li> <li>5. One foursome (two firm lawyers and two ACC Members) and one tennis player at Chapter's Golf and Tennis outing</li> <li>6. One (1) <b>Women Lawyers</b> Event Sponsorship (and preference as to date)</li> <li>7. <b>Women Lawyers Summit</b> Cocktail Reception (8 tickets)</li> </ol>
<b>Promotional</b>	<ol style="list-style-type: none"> <li>1. Use of ACC Diamond Sponsor Logo (see box above).</li> <li>2. One (1) article published in the <b>Chapter Newsletter</b></li> <li>3. A full-page promotion in the Program Book for the <b>In-House Counsel Conference</b> (or similar promotion)</li> <li>4. Chapter <b>website banner ad</b> promotion</li> <li>5. Logo in Chapter Newsletter</li> <li>6. Signage (premium) at Charity Softball Game and Member Appreciation Night</li> </ol>
All items are subject to change. In such cases substitute option will be provided where practicable.	

## SUSTAINING SPONSORSHIP



### **EMERALD (2 Sponsorships Available)**

<b>Programs</b>	<ol style="list-style-type: none"> <li>1. One (1) general CLE seminar at the <b>In-House Counsel Conference</b> (with secondary preference as to practice group and time slot)</li> <li>2. One (1) <b>General Counsel/Chief Legal Officer</b> track CLE seminar at the In-House Counsel Conference (with secondary preference as to practice group and time slot)</li> <li>3. One (1) Exhibitor table (or virtual equivalent) at the In-house Counsel Conference</li> <li>4. One (1) <b>Practice Group CLE</b> seminar (Institute Series)</li> <li>5. One (1) CLE seminar at the <b>Corporate Counsel University</b></li> <li>6. One (1) CLE seminar at the <b>General Counsel/Chief Legal Officer Summit</b></li> <li>7. One (1) CLE seminar or workshop at the <b>Women Lawyers Summit</b></li> <li>8. One (1) CLE seminar or workshop at the <b>Diversity Summit</b></li> <li>9. One (1) <b>CLE Webinar</b></li> </ol>
<b>Networking Events</b>	<ol style="list-style-type: none"> <li>1. One (1) <b>Meet Your Counterparts Sponsorship</b> (Philadelphia or your other geographic preference) (includes 4 tickets)</li> <li>2. <b>Spring Fling</b> (5 tickets)</li> <li>3. <b>Fall Gala</b> (8 tickets)</li> <li>4. <b>Charity Softball Game and Member Appreciation Night</b> (one player/captain on law firm team plus 8 tickets)</li> <li>5. One foursome (two firm lawyers and two ACC Members) and one tennis player at Chapter's Golf and Tennis outing</li> <li>6. One (1) <b>Women Lawyers</b> Event Sponsorship</li> <li>7. <b>Women Lawyers Summit</b> Cocktail Reception (6 tickets)</li> </ol>
<b>Promotional</b>	<ol style="list-style-type: none"> <li>1. Use of ACC Emerald Sponsor Logo (see box above).</li> <li>2. One (1) article published in the <b>Chapter Newsletter</b></li> <li>3. A half-page promotion in the Program Book for the <b>In-House Counsel Conference</b> (or similar promotion)</li> <li>4. Chapter <b>website banner ad</b> promotion</li> <li>5. Logo in Chapter Newsletter</li> <li>6. Signage (premium) at Charity Softball Game and Member Appreciation Night</li> </ol>

All items are subject to change. In such cases substitute option will be provided where practicable.

## SUSTAINING SPONSORSHIP



### **PLATINUM (3 Sponsorships Available)**

Programs	<ol style="list-style-type: none"> <li>1. One (1) general CLE seminar at the <b>In-House Counsel Conference</b> (with tertiary preference as to practice group and time slot) (and Exhibitor Table)</li> <li>2. One (1) Exhibitor table (or virtual equivalent) at the In-house Counsel Conference</li> <li>3. One (1) <b>Practice Group CLE</b> seminar (Institute Series)</li> <li>4. One (1) CLE seminar at the <b>Corporate Counsel University</b></li> <li>5. One (1) CLE seminar or workshop at the <b>Women Lawyers Summit</b></li> <li>6. One (1) CLE seminar or workshop at the <b>Diversity Summit</b></li> <li>7. One (1) <b>CLE Webinar</b></li> </ol>
Networking Events	<ol style="list-style-type: none"> <li>1. One (1) <b>Meet Your Counterparts</b> Sponsorship (Regional) (includes 4 tickets)</li> <li>2. <b>Spring Fling</b> (4 tickets)</li> <li>3. <b>Fall Gala</b> (6 tickets)</li> <li>4. <b>Charity Softball Game</b> and Member Appreciation Night (one player on law firm team plus 8 fan tickets)</li> <li>5. One twosome (one firm lawyer and one ACC Member) at Chapter's Golf and Tennis outing</li> <li>6. <b>Women Lawyers Summit</b> Cocktail Reception (8 tickets)</li> </ol>
Promotional	<ol style="list-style-type: none"> <li>1. Use of ACC Platinum <b>Sponsor Logo</b> (see box above).</li> <li>2. One (1) article published in the <b>Chapter Newsletter</b></li> <li>3. A quarter-page promotion in the <b>Program Book for the In-House Counsel Conference</b> (or similar promotion)</li> <li>4. Chapter <b>website banner ad</b> promotion</li> <li>5. Logo in <b>Chapter Newsletter</b></li> </ol>

All items are subject to change. In such cases substitute option will be provided where practicable.

## SUSTAINING SPONSORSHIP



### **GOLD** (8 Sponsorships Available)

<b>Programs</b>	<ol style="list-style-type: none"> <li>1. One (1) general CLE seminar at the <b>In-House Counsel Conference</b> (and Exhibitor Table)</li> <li>2. One (1) <b>Practice Group CLE</b> seminar (Institute Series)</li> <li>3. One (1) Exhibitor table (or virtual equivalent) at the In-house Counsel Conference</li> <li>4. <b>Women Lawyers Summit</b> (substantive program or workshop)</li> <li>5. One (1) <b>CLE Webinar</b></li> </ol>
<b>Networking Events</b>	<ol style="list-style-type: none"> <li>1. One (1) <b>Meet Your Counterparts Sponsorship</b> (Regional) (includes 4 tickets)</li> <li>2. <b>Spring Fling</b> (2 tickets)</li> <li>3. <b>Fall Gala</b> (5 tickets)</li> <li>4. <b>Charity Softball Game and Member Appreciation Night</b> (one player on law firm team plus 5 tickets)</li> <li>5. <b>Women Lawyers Summit</b> Cocktail Party (2 tickets)</li> </ol>
<b>Promotional</b>	<ol style="list-style-type: none"> <li>1. Use of ACC Gold Sponsor Logo (see box above).</li> <li>2. A quarter-page promotion in the Program Book for the <b>In-House Counsel Conference</b> (or similar promotion)</li> <li>3. Chapter <b>website banner ad</b> promotion</li> <li>4. Logo in <b>Chapter Newsletter</b></li> <li>5. Signage at <b>Charity Softball Game</b> and Member Appreciation Night</li> </ol>

All items are subject to change. In such cases substitute option will be provided where practicable.

## SUSTAINING SPONSORSHIP



### **SILVER** (14 Sponsorships Available)

<b>Programs</b>	<ol style="list-style-type: none"> <li>1. One (1) general CLE seminar at the <b>In-House Counsel Conference</b> (and Exhibitor Table)</li> <li>2. One (1) Exhibitor table (or virtual equivalent) at the In-house Counsel Conference</li> <li>3. One (1) <b>Practice Group CLE</b> seminar (Institute Series)</li> </ol>
<b>Networking Events</b>	<ol style="list-style-type: none"> <li>1. <b>Fall Gala</b> (4 tickets)</li> <li>2. <b>Charity Softball Game and Member Appreciation Night</b> (one player on law firm team plus 4 tickets)</li> </ol>
<b>Promotional</b>	<ol style="list-style-type: none"> <li>1. Use of ACC Silver Sponsor Logo (see box above).</li> <li>2. A quarter-page promotion in the Program Book for the <b>In-House Counsel Conference</b> (or similar promotion)</li> <li>3. Chapter <b>website banner ad</b> promotion</li> <li>4. Logo in Chapter Newsletter</li> <li>5. Signage at Charity Softball Game and Member Appreciation Night</li> </ol>

All items are subject to change. In such cases substitute option will be provided where practicable.

## V. Sustaining Sponsorship Package Details

### A. PROGRAMS

PROGRAMS	<u>DIAMOND</u>	<u>EMERALD</u>	<u>PLATINUM</u>	<u>GOLD</u>	<u>SILVER</u>
<b>In-House Counsel Conference/ CLE Presentation</b>	• (+ Preferred Area of Law)	• (+ Secondary Preference)	• (+ Tertiary Preference)	•	•
<b>IHCC GC/Chief Legal Officer track CLE Presentation</b>	2	•			
<b>CLE Practice Group Institute</b>	•	•	•	•	•
<b>CLE Webinar</b>	2	•	•	•	
<b>General Counsel/ Chief Legal Officer Summit</b>	•	•			
<b>Women Lawyers Summit</b>	•	•	•	•	
<b>Diversity Summit</b>	•	•	•		
<b>Corporate Counsel University</b>	•	•	•		
<b>Career Management Event</b>	•				

#### **In-House Counsel Conference (IHCC) – April 21, 2021**

- LOCATION: THE PHILADELPHIA CONVENTION CENTER AND/OR THROUGH AN ONLINE PLATFORM
- Up to three (3) representatives from your firm/organization, and one (1) or more in-house counsel of your choosing, will have the opportunity to present one CLE seminar topic at our very popular full (or multi) day, multi-program event.
- In addition, our Diamond Sponsor and Emerald Sponsors will each have the opportunity to present one (1) General Counsel/Chief Legal Officer track CLE topic at the IHCC.
- Our Diamond Sponsor is given top preference for topics and time slot, followed by our Emerald Sponsors and Platinum Sponsors (selection remains at the discretion of the Chapter).
- An exhibitor table is available for up to two (2) marketing representatives to provide promotional materials to attendees. If the event is virtual, sustaining sponsors will once again have access to a virtual marketing booth
- Company or law firm speakers are invited to attend all IHCC CLE sessions, as well as breakfast (for morning speakers), lunch and the post-program cocktail reception. (Your marketing representatives are invited to attend the breakfast, lunch, and the cocktail reception.)



- No more than four (4) representatives (exclusive of in-house panelists) may be present at the Conference (and attendees are not interchangeable).
- All food and beverage costs are included in the sponsorship fee.

### **Diversity Summit (New in 2021)**

The Diversity Summit for 2021 will feature equality, inclusion and diversity programming for all of our members. The Summit will be a full day (or multi-day if virtual) program featuring six (6) CLE programs presented by our Diamond, Emerald and Platinum sponsors. All members will be encouraged to invite their Chief Human Resource Officers (or equivalent) and Chief Diversity Officers (or equivalent) to this full day of programming on working towards equality in our members' companies and our communities.

***“The IHCC is one of the best legal education events I’ve ever attended.”***

Our members are eager to participate in these programs. Diversity Training (ETH02) is **eligible for Ethics credit by the PA CLE Board**. In addition, lawyers licensed to practice in New York (as are many of our members) are **required** to complete at least 1 CLE credit hour in Diversity, Inclusion and Elimination of Bias as part of their biennial CLE requirement. The New Jersey State Bar Association has asked the New Jersey Supreme Court to institute a similar requirement in New Jersey. Diversity and Inclusion education continues to be an important part of our profession and impacts the practice of law in unique ways.

The sponsor is encouraged to suggest topics that are current and relevant to in-house counsel, in consultation with the Co-Chairs of the Chapter's Practice Groups.

- **All food and beverage costs are included in the sponsorship fee.**
- Our Diamond Sponsor is given top preference for topics and time slot, followed by our Emerald Sponsors and then Platinum Sponsors (selection remains at the discretion of the Chapter).
- The sponsor may have up to four (4) attendees, inclusive of speakers, audience members and marketing representatives (in-house panelists do not count as one of the four sponsor attendees).

### **Women Lawyers Summit**

**Our Diamond, Emerald, Platinum and Gold sponsors** will have the opportunity to participate in the **Women Lawyers Summit**! The Summit is planned as a full day of live programming (or multi-day virtual program) to occur in the Fall of 2021. The Summit is planned to include both substantive (CLE) programming and workshops and seminars that are of special interest to women in-house lawyers, including career development. Our Diamond and Emerald and Platinum sponsors will be given the opportunity to have a prominent role in the Summit with stand-alone programming. For our Gold sponsors, we are planning to provide a selection of workshop and program tracks that our members can attend.

The sponsor is encouraged to suggest topics in their application that are current and relevant to women in-house counsel, in consultation with the Women Lawyers Committee.

- **All food and beverage costs are included in the sponsorship fee.**
- Our Diamond Sponsor is given top preference for topics and time slot, followed by our Emerald Sponsors and Platinum Sponsors (selection remains at the discretion of the Chapter).

- For the Summit, the sponsor may have up to four (4) attendees, inclusive of speakers, audience members and marketing representatives (in-house panelists do not count as one of the four sponsor attendees.)

All of our Diamond, Emerald, Platinum and Gold sponsors will be invited to a closing cocktail reception with attendees (see the sustaining sponsorship packages for the number of tickets for each sponsor).

## **General Counsel/Chief Legal Officer Summit**

The General Counsel/Chief Legal Officer Summit for 2021 features General Counsel/ Chief Legal Officer programming available only to chief legal officers. The Summit will be a half-day program featuring three (3) CLE programs presented by our Diamond and Emerald sponsors.

The sponsor is encouraged to suggest topics that are current and relevant to in-house counsel, in consultation with the Co-Chairs of the Chapter's Practice Groups.

- **All food and beverage costs are included in the sponsorship fee.**
- Our Diamond Sponsor is given top preference for topics and time slot, followed by our Emerald Sponsors (selection remains at the discretion of the Chapter).
- The sponsor may have up to four (4) attendees, inclusive of speakers, audience members and marketing representatives (in-house panelists do not count as one of the four sponsor attendees).

## **CLE Seminar with Chapter Practice Groups – The “Institute Series”**

The Institute Series consists of CLE programs with two or more one-hour panel seminars on a topic related to the Practice Group's substantive area of the law. The 2021 Chapter CLE Institutes planned are:

- Contracts & Commercial Law Institute
- Corporate & Securities Institute
- Employment & Labor Law Institute
- Ethics & Compliance Institute
- Health, Biotech & Pharma Institute
- Intellectual Property Institute
- International Law Institute
- IT, Privacy & e-Commerce Institute
- Litigation Institute
- Real Estate Law Institute
- Banking & Financial Services Institute
- Non-Profit & Higher Education Institute
- Sports, Gaming, Hospitality & Entertainment

The sponsor is encouraged to suggest topics that are current and relevant to in-house counsel, in consultation with the Co-Chairs of the Chapter's Practice Groups.

- **All food and beverage costs are included in the sponsorship fee.**
- Our Diamond Sponsor is given top preference for topics, followed by our Emerald and Platinum Sponsors (selection remains at the discretion of the Chapter).
- The sponsor may have up to four (4) attendees, inclusive of speakers, audience members and marketing representatives (in-house panelists do not count as one of the four sponsor attendees).

**Employment and Labor CLE Institute**  
3 CLE credits available for PA, NJ & DE

**ACC Association of Corporate Counsel**  
GREATER PHILADELPHIA

**The Union League of Philadelphia**  
140 South Broad Street  
Philadelphia, PA 19102  
(Note: Proper business attire required at The Union League)

**February 11, 2020**  
7:30 a.m. – 11:30 a.m.

**Agenda**  
7:30 a.m. – 8:00 a.m. Registration/Networking/Breakfast

**Session I: 8:00 a.m. – 9:00 a.m. Marijuana in the Workplace: An Update on the Law, Myth and Practical Solutions**  
While cannabis remains illegal under federal law, the trend toward legalization of marijuana at the state level continues to change rapidly. To date, 31 states and the District of Columbia have enacted laws for medical use and 11 states, as well as D.C., have legalized it for recreational use. This discussion has left employers grappling with a unique and complex set of challenges arising from the impact of marijuana in the workplace. This program will provide an update on key federal and state marijuana laws, discuss specific aspects of the employment relationship affected by the legalization of marijuana in certain states – such as employee drug testing, hiring and firing decisions, reasonable accommodation, and workplace safety concerns – and will offer practical guidance on how employers can effectively navigate this developing area of the law.  
**Panelists:** Steven K. Lusterig, Partner, Fox Rothschild LLP  
**In-house Panelist:** TBD

**Session II: 9:10 a.m. – 10:10 a.m. Nothing Ever Stops the Same: an Update on Wage and Hour Law and Developments at the NLRB**  
New salary pay thresholds for exempt employees. New regulations on how to calculate an employer's "regular rate." Multiple new decisions from the National Labor Relations Board (NLRB) which directly impact the workplace, including decisions concerning OSHA or precedent on union elections, whether an employer can access an employer's email system to communicate with its members, and whether employers can be ordered to keep workplace investigations confidential. Expert panelists will discuss these and other new developments in wage and hour law and new NLRB case law that you need to know about in order to make sure your organization is complying with its legal obligations.  
**Panelists:** George A. Violette, Jr., Partner, Cozen O'Connor; Jason Calamia, Associate, Cozen O'Connor; J. G. Gristle Miller, General Counsel, Meridian

**Session III: 10:20 a.m. – 11:20 a.m. Philadelphia: Why Philadelphia is the Leader in Workplace Regulation**  
Philadelphia has become a leader in workplace regulation outpacing even cities such as San Francisco and Seattle. The City Office of Labor's enforcement department has become increasingly active and the District Attorney has created a unit to prosecute "employer crimes" against employees, including wage theft. There appears to be no let up as City Council and its new members continue to pass ordinances that impact employers inside the city or that do business in the city. We will look at what Philadelphia has done in the past year and what we can expect going forward into 2020 and beyond (paid sick leave, paid vacation, etc.) that will require employers to fundamentally change the way they conduct business, and compare Philadelphia's actions to other local and state laws in PA, NJ and Delaware.  
**Panelists:** Rick Givens, Partner, Fisher & Phillips LLP; Samantha Stover, Partner, Fisher & Phillips LLP; Sharon Young, US Assistant GC-employee, UPS

Join the Employment and Labor Committee for our first CLE Institute of 2020 where you'll enjoy a full breakfast and mid-morning snacks.  
Register at: <https://www.acc.com/chapters/networks/chapters/greater-philadelphia> by clicking on the red REGISTER NOW button.  
**FREE** for Chapter Members  
\$75 Non-member In-house Counsel  
\$75 Non-member Outside Counsel  
**Cancellation Policy:** 48 hours' notice required to ACC Greater Philadelphia. No shows or those who do not cancel within the allotted time frame will be billed \$75.  
**Questions?** Email [christine@accphiladel.com](mailto:christine@accphiladel.com)

**Sponsors:** Fox Rothschild LLP, COZEN O'CONNOR, Fisher Phillips

***“The Institute got me in front of over 60 in-house IP lawyers at one time.”***

- An exhibitor table is provided for sponsors to provide promotional materials to attendees and sponsors have the option to offer a raffle prize (to collect business cards).
- Please Note that Institutes may be delivered in a virtual setting as/if needed.

### **CLE Webinar**

**Our Diamond, Emerald, Platinum and Gold sponsors** have the opportunity to present one dedicated webinar on a legal education topic during the sponsorship year. The webinar topic shall be in consultation with the Chapter’s Programming Chair and at least one in-house counsel is expected to be included on the panel.

- The sponsor shall ensure that the seminar is approved by the Pennsylvania Continuing Legal Education Board to provide online PA CLE credit for the webinar to Chapter members. New Jersey and Delaware CLE credits should also be provided.
- All costs associated with the webinar are the responsibility of the sponsor and are not included in the sponsor fee.

### **CLE Seminar at Corporate Counsel University**

The Corporate Counsel University is a half-day program geared toward in-house counsel who are new to in-house practice, while also offering introductory programs in general practice areas that may be of interest to more experienced lawyers. The Corporate Counsel University consists of one-hour CLE seminars given by our **Diamond Emerald and Platinum sponsors**.

The seminar topics will be selected in consultation with the Chapter Practice Group co-chairs. In the past, CLE programs at this event included: Ethical Limitations on the Preparation of Corporate Clients and Witnesses, IP and the Marketing Department, Tips for In-House Counsel For Minimizing Antitrust Risk, Negotiating Skills for Lawyers, Contract Drafting Tips, Employment Law Basics, Litigation 101, Intellectual Property Portfolio Management, and Building and Running a Small Law Department

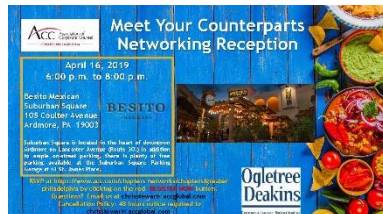
- All food and beverage costs **are included** in the sponsorship fee.
- A table will be available for up to two sponsor marketing representatives to provide promotional materials to attendees.
- Sponsors may have up to four (4) attendees inclusive of speakers, audience participants and marketing representatives (the in-house panelist does not count as one of the four (4) allowed attendees).

## B. NETWORKING EVENTS

NETWORKING	DIAMOND	EMERALD	PLATINUM	GOLD	SILVER
<b>MYC</b>	2	•	•	•	
<b>Spring Fling</b>	• 6 Tickets	• 5 Tickets	• 4 Tickets	• 2 Tickets	
<b>Fall Gala</b>	• 10 Tickets	• 8 Tickets	• 6 Tickets	• 5 Tickets	• 4 Tickets
<b>Individual Women Lawyers Event</b>	• (+ Preferred Time)	•			
<b>Charity Softball Game and Member Appreciation Night</b>	• 10 Tickets (Co-Sponsor)	• 8 Tickets (Co-Sponsor)	• 6 Tickets	• 5 Tickets	• 4 Tickets
<b>Chapter Golf and Tennis Outing</b>	• 4 golfers (2 in-house) 1 tennis player	• 4 golfers (2 in-house) 1 tennis player	• 2 golfers (1 in-house)		

### Meet Your Counterparts (MYC) Event (Philadelphia and Regional)

The Chapter facilitates regular networking opportunities for members to “meet their counterparts” (MYC) in a social setting at various locations throughout its region. A single **Diamond, Emerald, Platinum or Gold** sponsor is invited to host each MYC event to meet members at an exclusive social event.



- Diamond Sponsors have first choice of geographic location and date (specific venues are selected by the Chapter).
- Regional MYC receptions are held at venues in one of the Chapter’s service regions: Southern New Jersey, Wilmington (See discounted Wilmington and Allentown/Lehigh Valley Opportunities below), Western Suburbs, and Reading.
- The specific venue is chosen by the Chapter, in consultation with the sponsor.
- Sponsors may have up to four (4) attendees at the event.
- No exhibitor tables are provided, but a raffle prize is permitted (the sponsor may collect business cards for such raffles).
- **Food and beverage costs are included in the sponsor fee** (*although, if the Chapter agrees to hold the event at a more expensive venue at the Sponsor’s request, the additional cost will be borne by the Sponsor.*)

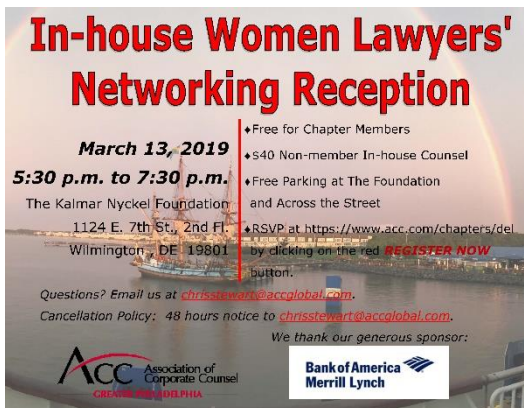
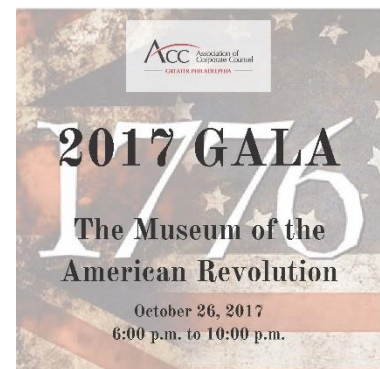


### Spring Fling (Spring 2021)

The **Spring Fling** is one of Chapter's most exciting networking events and is held annually in the Spring at a local cultural institution, with most years including **al fresco networking**. Our Diamond sponsor, plus our Emerald, Platinum and Gold sponsors each receive tickets to the Spring Fling. Past Spring Fling locations have included: The Free Library of Philadelphia, the Independence Seaport Museum, the Fairmount Park Horticulture Center, and the Rodin Museum

### Fall Gala (Fall 2021)

The Chapter's yearly premiere social event is the Fall Gala, which celebrates the Chapter's achievements throughout the year. **All sponsors who have a Sustaining Sponsorship package are invited** to join in the festivities and network with our membership (the number of tickets varies according to the sponsorship level; additional tickets may be available for purchase). The format of the Fall Gala varies, but previous locations have included the Academy of Natural Sciences, the Museum of the American Revolution, the National Museum of American Jewish History, the Simeone Foundation Automotive Museum, and the Franklin Institute.



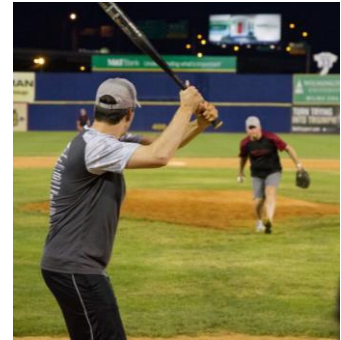
### In-House Women Lawyers Events

Our **Diamond and Emerald sponsors** have the opportunity to host a networking event with the Chapter's **dynamic Women Lawyers Committee**, either at sponsor's offices or another mutually agreed upon location. Women Lawyers events feature discussions of issues of special interest to women in-house lawyers. The content or topic of discussion will be coordinated with the co-chairs of the Women Lawyers Committee. Food and beverage costs are included with the sponsorship fee (in certain circumstances, depending upon the venue chosen, a supplemental charge may be required).



### **Annual Charity Softball Game and Member Appreciation Night**

The Chapter's Annual Charity Softball Game and Member Appreciation Night is typically held at the Wilmington Blue Rocks Stadium in Wilmington, Delaware. This family-friendly event (**spouses/partners/children/guests are all welcome**) pits in-house attorneys against sponsor attorneys for some friendly competition on the diamond, and provides a unique opportunity for Chapter members, our sustaining sponsors, and their respective families to mix and mingle in a wonderful environment, while simultaneously helping to support our Chapter's Diversity Internship Endowment Fund.



**All sponsors with a sustaining sponsorship package will be invited to attend and network with our membership. Complimentary tickets will be given to each sponsor** (with the specific number depending upon the sponsorship level). Additional tickets may be purchased by any sponsor and their invited guests or family members, with the proceeds of additional ticket and concession sales helping to support our Chapter's Diversity Internship Endowment Fund, which is managed by the Philadelphia Bar Foundation.



*Additional sponsorship perks include the following:*

All sponsors may designate one firm attorney to play on the Chapter Sponsor/Law Firm team.

All sponsors and their guests (especially including children) are encouraged to participate in all of the family-friendly activities that take place before and during the softball game (e.g., kids run the bases, meet the team mascot, etc.).

Event costs (exclusive of additional ticket/concession sales beyond the allotted complimentary tickets provided with each sponsorship) are included in the sponsor fee.

### **Chapter Golf and Tennis Outing**

Our Third-annual Golf (and now, *Tennis!*) Outing will be held in the fall of 2021 and will continue to benefit our chapter's diversity initiatives. The Chapter will again host this outing at the beautiful Radnor Valley Country Club. Our Diamond and Emerald Sponsors will each have one foursome (two sponsors and two ACC members) and one tennis player as a part of their sponsor package. Platinum Sponsor packages include a golf twosome (one sponsor and one ACC member). Additional A la Carte opportunities for this event are described below and provide additional much-needed support for our diversity programs including our **ACC Greater Philadelphia Diversity Corporate Internship Program**.

### C. PROMOTIONAL

PROMOTIONAL	<u>DIAMOND</u>	<u>EMERALD</u>	<u>PLATINUM</u>	<u>GOLD</u>	<u>SILVER</u>
ACC Sponsor Logo	•	•	•	•	•
IHCC Promo	• Full Page	• Half Page	• Quarter Page	• Quarter Page	• Quarter Page
Charity Softball Game and Member Appreciation Night	• Signage (Premium)	• Signage (Premium)	• Signage	• Signage	• Signage
Website Banner	•	•	•	•	•
Newsletter Article	•	•	•		
Logo in Newsletter	•	•	•	•	•

## Use of ACC Sponsor Logo

In recognition of the importance of our sponsoring firms, is a non-exclusive license to use the appropriate ACC Sponsor Logo (Diamond and Silver logos are shown below), which you may use in your promotional materials (presentations, email signatures, etc.) during the term (only) of your sponsorship. Please note that this is a limited license that may be revoked at any time.



- **In-House Counsel Conference** – Sponsors receive a promo in the IHCC Program (or similar exposure), as listed above, as well as promos in the IHCC app.
- **Spring Fling** – Sponsors receive a listing in the Gala program (or similar exposure), as listed above.
- **Fall Gala**
- **Chapter Website Banner Advertisement** - Prominent listing on Chapter's web page during the **entire twelve (12) month** sponsorship term, via a rotating banner advertisement with sponsor logo.
- **Newsletter** – The sponsor's logo is included in each of the Chapter newsletters, distributed by e-mail to all Chapter members, and available on the Chapter webpage. Visit <http://www.acc.com/chapters/del/> to see samples of our previous newsletters.



## VI. NON-PACKAGE (A LA CARTE) SPONSORSHIP OPPORTUNITIES

A LA CARTE	Type	Sponsor Fee	# Available
In-House Counsel Conference	Marketing	Various	As available
CLE Institute	CLE	\$5000	As Available
SGEH CLE Institute	CLE	\$3000	3
Practice Group Roundtables	Substantive	\$1000	Various
Business Skills Institute	CLE	\$3500	3
Arts Event	CLE/Networking	\$1500	1
Career Management	Networking	\$1500	Varies
Phillies Game	Networking	\$5000	2
76ers/Flyers Game	Networking	\$5000	2
Chapter Golf and Tennis Outing	Networking	Various	Various
Diversity Summer Internship Program	Networking	\$1500	1
Ethics Follies	CLE/Networking	\$3500	1
Wilmington CLE and MYC Opportunities	CLE/Networking	Various	UNLIMITED
Leigh Valley/Allentown CLE and MYC Opportunities	CLE/Networking	Various	UNLIMITED
Phila. Bar. Assoc. 5k Run/Walk	Networking	\$2000	1
INSERT YOUR IDEA HERE!	UP TO YOU	TBD	UNLIMITED

While the sustaining sponsorship packages are the keystone of the Chapter's programming, additional events may be available. The following lists some of our standard A la Carte programs – and additional programs may be offered if they are in the benefit of the in-house community. **If you have an idea for an event/program, let us know!**

### **In-House Counsel Conference (various)**

The In-House Counsel Conference attracts almost 700 in-house lawyers to the Pennsylvania Convention Center and various additional sponsorship opportunities for this event exist: **These additional sponsorships are available to VENDORS ONLY. No law firm may select these sponsorships:**

#### **Marketing Table:**

**Cost \$3,500**

#### **Vendor Receives:**

- 2 tickets to event (includes breakfast, lunch, breaks and cocktail reception)
- One 6' marketing table
- May have raffle to collect attendee business cards (all raffle items are awarded at the cocktail reception and winner must be present to win)
- Attendance for the past 4 years (respectively) 650, 715, 750, 650\* (\*Virtual)

#### **Program Book:**

**Cost: \$500** – 1/8 Page Ad (For Vendors who buy a table)

**\$1,500** – 1/8 Page Ad (For Vendors who do not buy a table)

#### **Keynote Speaker/Lunch Sponsor (plus See IHCC Keystone Speaker opportunity below):**

**Cost: \$5,000** (includes 2 tickets plus signage and recognized in program book)

#### **Cocktail Reception Sponsor:**

**Cost: \$7,500** (includes 2 tickets plus signage and recognized in program book)

#### **Badge Lanyards:**

**Cost: \$2,000** (includes 1 ticket)

#### **Breakfast Sponsor:**

**Cost: \$2,500** (tents on table and signage. Includes 1 ticket)

#### **Wi-Fi Sponsor:**

**Cost: \$2,500** (tents on table and signage. Includes 1 ticket)

### **In-House Counsel Conference – Keystone Speaker/Lunch Sponsor**

In recognition of the fact that many of our law firm sponsors or vendor sponsors may have relationships with interesting keynote speakers, the Chapter wishes to extend the invitation to law firm sponsors and vendor sponsors to propose a keynote speaker for our In-House Counsel Conference. The keynote speaker is expected to be someone of national prominence, have some relationship to the law and overall be an engaging speaker for our luncheon program. *The selection of a keynote speaker will be at the sole option of the Chapter.*

In the event a law firm sponsor or vendor sponsor proposes a keynote speaker and that keynote speaker is accepted by the Chapter, all speaker costs must be borne by the proposing sponsor. In exchange, the Chapter will designate the proposing sponsor as the Keynote Speaker/Lunch Sponsor for the In-House Counsel Conference and waive the \$5,000 Keynote Speaker/Lunch Sponsor fee set forth above.

### **Institute Series CLE Program (\$5,000)**

There may be a few slots available for one-hour CLE's at our Chapter's Practice Group Institutes, at which three [3] or more sponsors participate. Sponsors electing this program option should provide multiple institute preferences on the request form in order of preference. **All venue, food and beverage costs are included in the sponsorship fee.**

*The Chapter has the sole discretion of accepting CLE programs based on need and availability of programming and sponsor interest through the sponsorship packages. See p18 for more details on the Institute CLE Series.*

### **CLE Down the Shore - Sports, Gaming, Entertainment, and Hospitality CLE Institute - \$3,000**

The Chapter continues its aim to increase participation by southern New Jersey sponsors and members in the Chapter's various events. In 2018, the Chapter hosted a Sports, Gaming, Entertainment, and Hospitality CLE Institute (and cocktail hour) in **Atlantic City, New Jersey** on a Friday afternoon in mid-July. The Chapter is planning on hosting a similar institute this year in Atlantic City, subject to a minimum of 2 sponsors electing this program. To foster this initiative, the Chapter is offering a discount from our regular institute sponsorship fee to those sponsors electing this Institute.

### **Practice Group Roundtable - \$1,000**

Sponsor has opportunity to facilitate a legal discussion with the selected Practice Group at a roundtable at the sponsor's office. The roundtable provides a forum for the sponsoring firm to interact with a small group of in-house lawyers for a discussion of a particular practice area. **CLE credits are not typically offered in order to facilitate this informal discussion.** The discussion topics are selected in consultation with the Practice Group Co-Chairs. Roundtables may be held at breakfast, lunch, or in the evening, provided that they do not conflict with another Chapter event. Appropriate refreshments are expected to be provided by the sponsor. Venue, food, and beverage costs are not included in the sponsorship fee.

### **Business Skills Institute - \$3,500 per sponsor (Limit 3)**

To supplement Chapter's traditional substantive law Institute Series, the Chapter will again offer a half-day program consisting of seminars on topics aimed at helping in-house counsel develop business proficiencies, such as skills in finance, accounting, risk assessment, insurance basics, negotiation, budgeting and forecasting. Each sponsor will have an opportunity to present a single one-hour session.

- Food, beverage and venue costs **are included** in the sponsorship fee.
- An exhibitor table will be available to provide promotional materials to attendees.
- Sponsor may have up to four (4) attendees inclusive of speakers, audience participants and marketing people (the in-house counsel panelist does not count as one of the four allowed attendees).

### **Arts Event - \$1,500 per sponsor (Limit 1)**

Sponsor has an opportunity to host a CLE/networking event of a one-hour CLE presentation on an arts-related topic followed by an arts-themed social and networking event. Venue, food, and beverage costs are not included in the sponsorship fee.

### **Paralegal Forum - \$1,500 per sponsor**

The Paralegal Forum is the Chapter's annual fall event targeted towards in-house paralegals. It is typically a full-day event at a Center City location and the sponsor fee includes an exhibitor table at the event, four (4) event admissions and the sponsor's name is included in all event promotions. If sponsor is a law firm or a vendor that provides content relevant to paralegals, presenting a seminar at the event may be possible; a description of your proposed seminar topic should be included with your application on the application form.

### **Career Management / In-Transition Committee Programs - \$1,500**

Our Chapter's Career Management/In-Transition Committee has a dual focus: providing meaningful career management programming that can enhance every in-house lawyer's career path, as well as creating networking opportunities that connect in-house attorneys already in transition or otherwise looking to make a move with existing job openings and personnel and other recruitment firms and consultants. The Committee holds regular meetings to assist with all facets of the job search and career management guidance.

- The **sponsor is responsible for providing appropriate food and drinks** at this event at a mutually agreed venue (which is typically the sponsor's office.)

- Sample past topics include: Tips from the Top: Career Advice from the Delaware Valley's Leading General Counsel; Interviewing Tips for Experienced In-House Counsel Looking to Make a Lateral Move; Media Relations Tips for Corporate Counsel; In-House Counsel Salary Surveys; How to Change Your In-House Practice Area; How to transition from an in-house position to a non-legal position; Legal Career Development Coaching; The Road to General Counsel; How to Effectively Mentor In-House Attorneys to Develop them as Future Department Leaders.

### **Charity Softball Game and Member Appreciation Night – (various)**

This family-friendly event has been held at the Wilmington Blue Rocks Stadium in Wilmington, Delaware. Various Sponsorship opportunities include:

**Concessions:**

**Cost: \$4,000**

**Vendor/Sponsor Receives:**

- **5 tickets to event**
- **Signage**
- **Name on wristbands**

**Kid Zone:**

**Cost: \$3,000** (includes 4 tickets)

**Umpires:**

**Cost: \$2,000**

- Umps at home, first and third bases
- Must supply your own umpire shirts
- Includes 3 tickets

### **Phillies Game - \$5,000 (Limit: 2)**

This is an opportunity to sponsor a single Phillies game event, which includes the reservation of a Bill Giles Party Suite, for Chapter members to socialize and network at the event with the sponsor. This Suite holds twenty-two (22) people, including sponsors (additional tickets can be purchased at an additional cost to the sponsor).

- Sponsors receive four (4) tickets to the event and have the opportunity to make welcoming remarks to the attendees, which can serve as a marketing opportunity to discuss the sponsor's company/firm and their areas of expertise.
- Sponsors may distribute a giveaway item with their logo on it as a take home item for attendees.
- Sponsors' logo and name will be promoted in all Chapter advertisements for the event.
- Sponsors receive two (2) preferred parking passes.
- Suite comes with a fully catered buffet menu, which includes beer, wine, soft drinks and bottled water, as well as a personal suite attendant.

### **76ers or Flyers Games - \$5,000 (Limit: 2)**

This is an opportunity to sponsor a single game event, which includes reservation of a Suite, for Chapter members to socialize and network at the event with the sponsor. This Suite holds 18 people, including sponsors.

- Sponsors receive three (3) tickets to the event and may make welcoming remarks to attendees, which can serve as a marketing opportunity to discuss the sponsor's company/firm and their areas of expertise.
- Sponsors may distribute a giveaway item with their logo on it as a take home item for attendees.
- Sponsors' logo and name will be promoted in all Chapter advertisements for the event.
- Sponsors receive two (2) preferred parking passes.
- Suite comes with a fully catered buffet menu, which includes beer, wine, soft drinks and bottled water, as well as a personal suite attendant.

## **Chapter Golf and Tennis Outing**

Come play golf with our Chapter at our third annual Golf and Tennis Outing. Our Diamond and Emerald sponsors will each have one foursome as a part of this sponsor package, consisting of two (2) members of the firm or company per foursome and two (2) Chapter members. Our platinum sponsor will receive a twosome, consisting of one (1) member of the firm and one (1) Chapter member. A la Carte sponsorships are available at the cost of \$2,000 per foursome. That a la carte foursome will also consist of two (2) members of the firm or company per foursome and two (2) Chapter members.

- Additional Chapter Golf Outing Sponsorships include:

<b><u>Event Sponsorships</u></b>	<b><u>Golf Sponsorships</u></b>	<b><u>Tennis Sponsorships</u></b>
<b><u>Title Sponsor - \$7,500</u></b> – includes 2 foursomes* AND 2 tennis players – includes 6 tickets to cocktail reception** – includes premier signage  <b><u>Lunch Sponsor - \$3,000</u></b> – includes 1 foursome* OR 1 tennis player – includes 2 tickets to cocktail reception** – includes premier signage at lunch  <b><u>Cocktail Sponsor - \$3,500</u></b> – includes 1 foursome* OR 1 tennis player – includes 4 total tickets to cocktail reception for golf or tennis participants and non-participants – includes premier signage at cocktail reception  <b><u>Cocktail Attendee - \$300</u></b> – includes 1 non-member ticket to cocktail reception	<b><u>Beverage Cart/Station Sponsor - \$3,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** – includes appropriate signage on beverage cart and/or station  <b><u>Hole-In-One Sponsor - \$3,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** – includes appropriate signage at hole-in-one hole  <b><u>Longest Drive Sponsor - \$3,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** – includes appropriate signage at longest drive hole  <b><u>Closest to the Hole Sponsor - \$3,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** for sponsor golfers – includes appropriate signage at closest to the hole  <b><u>Golf Pro Clinic Sponsor - \$3,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** for sponsor golfers – includes appropriate signage at golf clinic  <b><u>A la Carte Foursome - \$2,000</u></b> – includes 1 foursome* – includes 2 tickets to cocktail reception** for sponsor golfers	<b><u>Grand Slam Tennis Title Sponsor - \$3500</u></b> – includes 4 tennis players – includes 4 tickets to cocktail reception** – includes premier signage  <b><u>Match Point Court Sponsor - \$2,000</u></b> – includes 2 tennis players – includes 2 tickets to cocktail reception** – includes signage  <b><u>A la carte Tennis Player - \$750</u></b> – includes 1 tennis player – includes 1 ticket to cocktail reception**
* 2 sponsor golfers and 2 ACC member golfers per foursome ** for sponsor golf and/or tennis participants – non-exchangeable		

### **Diversity Summer Internship - \$1,500**

The Diversity Summer Internship, in its tenth year, places area diverse law students in up to 15 corporate legal departments. The sponsor will have the opportunity to host programing for the Internship, including a kick-off Meet Your Counterparts event for the Chapter and a professional development panel for the Program participants. Venue, food, and beverage costs for events are not included in the sponsorship fee.

### **Ethics Follies Sponsor - \$3,500**

The ACC's South/Central Texas Chapter produces two-hour musical parody films that are fun to watch and also qualify for two (2) ethics credits. The film will be shown at a Philadelphia Movie Theatre and will be followed by a cocktail event. All costs of this event will be included in the Sponsor fee of \$3,500.

### **Public Service Event - \$1,500**

Join Chapter members in a volunteer community service event followed by a local Meet Your Counterparts. The volunteer community service event will be with an organization of the sponsor's selection, subject to approval by the Chapter. For example, in past years, the Chapter volunteered at Cradles to Crayons and then enjoyed a summer evening at Jaspers Backyard in Conshohocken. Food and beverage not included.

### **Phila. Bar Assoc. 5K Run/Walk & Brunch - \$2,000**

Join Chapter members in May at the Philadelphia Bar Association's 5K run/walk typically held in Fairmount Park. The 5K supports the Support Center for Child Advocates and typically takes place in late May. Team registration fees, co-branded t-shirts and a post-5K brunch will be included in the sponsorship. Up to 5 sponsor representatives may participate.

### **Wilmington and Lehigh Valley/Reading CLE and MYC (Meet Your Counterparts) Opportunities**

The Chapter continues its aim to increase participation by Wilmington and Leigh Valley/Reading sponsors and members in the Chapter's various events. In order to foster this initiative, the Chapter is continuing to offer certain Wilmington and Leigh Valley/Reading CLE and Meet Your Counterparts events at a discounted price and as A la Carte offerings. Preference will be given to Sponsors who have a presence in Delaware and develop interesting programs that are relevant to our Wilmington and Leigh Valley/Reading members. These opportunities are:

1. **Institute Series CLE Program (\$2,500 - 3 or more sponsors participating at each Institute)**  
Sponsors electing this program should provide multiple institute topic preferences on the request form in order of preference.
2. **Meet Your Counterparts Networking Events (\$1,500 – 4 available)** - See description of a Meet Your Counterparts Event on Page 20.
3. **In-House Women Lawyer Event (\$1,500 – 3 available)** - See description on Page 21.
4. **General Counsel/Chief Legal Officer Lunch (\$1,000 – 4 quarterly meetings available)**  
This event is open to General Counsels/Chief Legal Officers only and generally involves lunch at a nice restaurant and a lively discussion of a pre-selected topic of interest to General Counsels. The Sponsor may have one (1) lawyer present who is encouraged to participate in the discussion as that person's legal capability permits.

## **GENERAL SPONSORSHIP GUIDELINES**

These Sponsorship Guidelines have been developed by the Chapter Sponsorship Committee, with approval by the Chapter Board of Directors, to provide rules and procedures to be followed in connection with a successful sponsorship program.

1. Our Chapter attempts to select a diverse group of sponsors for its events to offer a variety of information, services, and products to its members.
2. Speaker fees and/or speaker-related expenses are not paid by the Chapter to or on behalf of the sponsor, for any program or event.
3. Our Chapter selects sponsors who are able to provide information, services, ideas and expertise that are valuable to our members and conform to Chapter content guidelines.
4. Advertising for all events is subject to the prior review and approval of the Chapter.
5. In the case where the sponsor is the presenter of the program, brief introductory comments about the services of the sponsor are permitted prior to commencement of the program. The information to be presented in the introduction should be reviewed in advance with the Chapter Board or Committee Co-Chair coordinating the event.
6. Chapter programs and events frequently include a reception/networking opportunity for members and sponsors (when time permits, at the discretion of the Chapter).
7. The Chapter will consider co-sponsorship or partnering opportunities with other associations, organizations or groups, subject to the express approval of the Board of Directors, when the Board determines that any such opportunity serves the interests of the membership and the Chapter.
8. Sponsors are expected to provide chairs and tables for CLE events that are held in their offices. Chapter networking events are generally standing events so our members can effectively move about the room to meet other attendees.
9. Admission prices for events, if any, will be set by the Chapter, based on several factors, including costs of the program, sponsor fees collected for a specific program or event, the number of projected attendees and the Chapter's overall expected expenses for the programming year.
10. Sponsorship fees and admission fees are used by the Chapter to subsidize the cost of a broad variety of Chapter programs throughout the programming year. All Chapter financial activity is subject to and part of an annual accounting audit process. The Chapter is a non-profit §501(c)(6) trade association and all sponsor fees paid through this Sponsorship Program are allocated to program and Chapter expenses as well as to fund our Chapter treasury reserves and an endowment fund for the benefit of the Chapter's diversity and law school initiatives.
- 11. The Chapter reserves the right to cancel, change times, or modify all aspects of the programming, including place of venue (or convert to a virtual format). The Chapter may also change dates or alter topics, and change venue, as may be necessary to enhance member programming. Preference for the choice of month for all programs and events will be allocated to sponsors at higher levels but remain at the discretion of the Chapter. Indicate month of preference for programs without a set date (i.e. Institute programs, Meet Your Counterparts events) in your sponsor response.**



12. In the event of a venue-driven cancellation or change, the Chapter reserves the right to reschedule any programming. **The Chapter does not guarantee a minimum level of attendance at any program.** Because promotion of an event cannot begin until the Chapter receives the details of the program, the names of the speakers (including in-house speakers, which the Chapter can help coordinate), and a summary of the topic, it is important to provide this information as early as possible, **but at least three (3) weeks prior to the event.** The longer an event is promoted to our membership with event details, the more likely event attendance will meet reasonable expectations.
13. Because of the popularity of some events, the Chapter reserves the right to limit attendance (close registration) or, alternatively, to give the sponsor the option to cover the increased costs of the additional attendance.
14. **ALL EVENTS HELD IN LOCATIONS THAT ARE NOT AT THE OFFICES OF YOUR COMPANY OR LAW FIRM SHALL BE BOOKED BY THE CHAPTER ADMINISTRATOR. NO SPONSOR SHOULD MAKE THEIR OWN BOOKING ARRANGEMENTS WITH ANY VENDOR OR CATERER, WITHOUT EXPRESS WRITTEN APPROVAL FROM THE CHAPTER PRESIDENT, PROGRAMING/SPONSOR CHAIRPERSON OR ADMINISTRATOR.**
15. Due to the impact of COVID-19, many geographies have regulations concerning the number of people who can congregate in any one setting to comply with social distancing requirements. Additionally, many of the Chapters' member companies have restrictions on traveling and attending larger format events. The Chapter reserves the right to move any substantive or social programming to a virtual format at the Chapter's sole discretion taking into account local regulations and members' sentiment. The Chapter has discounted rates in 2021 to reflect the uncertainty on the COVID-19 and government restrictions in 2021 to account for any changes to a virtual setting.

## CONTINUING LEGAL EDUCATION (CLE) PROGRAM GUIDELINES

1. The Chapter is an approved CLE provider in PA, NJ and DE and will handle all the processing of all CLE applications as part of organizing any Chapter CLE seminar. CLE fees payable to the various state CLE boards for the seminar attendees are included in the sponsor fee. The Chapter is an approved distance learning CLE provider for 2021.
2. All CLE programming shall be open to all attorneys and not just to in-house counsel (in order to meet PA, NJ and DE CLE requirements). However, outside counsel attendance fees will be significantly higher than in-house counsel attendance fees at Chapter programs in an effort to discourage sponsor competitors from attending these programs.
3. CLE programs shall be free to Chapter members (unless specifically noted); all other attendees will be charged an admission fee for all Chapter CLE programming (unless a specific membership promotion grants them free admission). Sponsors are able to invite their in-house counsel clients to attend a Chapter CLE program and such invited client guests of the sponsor, shall be welcome to attend the event at no fee. All such in-house counsel, non-Chapter member clients of any sponsor, that will be attending a CLE event under this paragraph as a sponsor invitee, must be registered specifically as sponsor client invitees with the Chapter Administrator.
4. Occasionally, CLE and event topics that have already been planned by the Chapter Board and committed to other sponsors may not be available for sponsorship through this sponsorship program.
5. All CLE topics will be reviewed for the subject, content, expertise, and relevance to in-house counsel. The Chapter will favorably consider a sponsor's proposed panel or speaker, topics, ACC affiliations, and methods of presentation that demonstrate not only substantive qualifications, but also the sponsor's commitment to diversity and the inclusion of in-house clients/speakers on any panel and presentation.
6. **All CLEs, discussion panels and presentations must include a minimum of one in-house counsel panelist.** It is the responsibility of sponsoring firms to provide an in-house counsel panelist for each presentation and it's a great opportunity to provide your clients with speaking opportunities. Note that In-house counsel panelists are not required to be members of the Chapter, but the Chapter will assist with selection of a panelist at the request of the sponsor, as circumstances warrant, or in the discretion of the Chapter.
7. The Chapter reserves the right to not accept program content, speakers or presenters at its sole discretion.
8. Sponsors that have adequate space at their office are requested to host roundtable events through our Practice Committees at their office location. If there is not adequate at the sponsor's office, the event may be held in a conference room or reception room of a Chapter member's employer, if such a space is available. If neither of those options is available, then a room rental and audio-visual rental will be necessary in a local hotel conference center or at another similar type of facility. Sponsors of practice committee CLE events are responsible for all such room rental and any audio-visual rental fees. A preferred Chapter location in Philadelphia for events that are held outside of our sponsor and member offices has traditionally been the Union League of Philadelphia and may be requested for any Philadelphia-based Chapter CLE event.
9. Food and beverages are required to be provided for participants at all Chapter Practice Group CLE events. If the event was arranged through a sustaining sponsorship package, the food and beverages are included in the sponsorship fee. If the event was arranged through an A la Carte CLE option, food and beverages are not included in the sponsorship fee and shall be the responsibility of the sponsor and shall be payable within 30 days after the event date to the Chapter. All menus for Chapter events are selected by our Chapter. Please also note that evening CLE events typically have an open bar and networking component combined with the CLE and all open bar costs are the responsibility of the sponsor.
10. At the beginning of all CLE programs, each sponsor will be introduced by the Board member or committee co-chair in charge of the program and will be thanked for the sponsorship. For other programs, the sponsorship will be clearly designated and the sponsors will be clearly promoted in any program hand out materials and in all event advertisement materials, in addition to any other discussion of sponsor's involvement at the program that is discussed in the sponsor guidelines.

11. The Chapter encourages all sponsors to promote Practice Group CLE events to their in-house counsel clients. The Chapter will review such promotions before they are published. Your clients can attend any Practice Group CLE event that you are the sole sponsor of at the Chapter member rate (the vast majority of events are free to Chapter members), as long as you register those non-member attorneys with the Chapter Administrator as in-house counsel client guests of you as the sponsor.
12. If a sponsor is unable to attend a scheduled CLE event on a given date, we expect that another qualified individual from the sponsor will fill in for that person. Otherwise, with enough advance notice of a cancellation, the Chapter may be able to find a replacement speaker at a CLE event. CLE events will not necessarily be canceled just because a sponsor chooses to withdraw from an event. In such a withdraw situation, the Chapter will not refund any sponsor fees. If a replacement sponsor is found, the original sponsor will be given a credit for a future CLE event. Withdraw and cancellation situations will be considered in regard to future sponsorship requests from the sponsor, with the Chapter.

### **PROGRAM CONTENT GUIDELINES**

1. For each specific program or event, a Chapter Board Member or Practice Group Chair (“Board Liaison”) will be assigned as your primary point of contact for coordination and approval of all matters about the program, including without limitation, program content, delivery, and presentation. Program content should be prepared with particular thought given to providing insight to in-house counsel.
2. **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 legible handout of any presentation slides), and to provide electronic versions to the Chapter for sharing on the Chapter website.
3. The use of visual presentation materials, such as a PowerPoint® presentation, are encouraged for all seminars, but creative formats are also encouraged as they tend to keep membership interested and generate positive feedback for the program and the sponsor. For example, one seminar included a mock trial of a general counsel for overlooking and misunderstanding intellectual property assets.
4. **Sponsors are strongly encouraged to provide forms, agreements, checklists, and other practical guidance and resources in connection with their programming.** By returning the signed Sponsorship Request Form, a sponsor agrees to this sharing, use and distribution requirement.
5. All program content must be approved in advance by the Board Liaison coordinating the event, or the respective practice committee chair, as the case may be.
6. **All promotional materials, hand out materials and presentation materials shall be approved by a Chapter Practice Group Chair, the President or the Chair of the Practice Group and must prominently display the Chapter logo and must clearly represent that the seminar is a Chapter event.**

## MARKETING & PUBLICITY GUIDELINES

1. The Chapter will advertise and seek publicity for all Chapter events at its expense. If the sponsor creates its own promotional materials (i.e. to send to the sponsors' clients and to post on the sponsors' website), any such promotional materials shall be submitted to the Chapter board or committee chairman appointed to oversee this event. Such promotional materials must be approved by such Chapter representative, before any promotion of the event occurs.
2. The sponsor's name and logo will appear along with the Chapter name and logo in all promotional material and advertisements for the program(s) that it is being sponsored ("Save the Date" promotional mailings not included). **SPONSOR EXPRESSLY GRANTS THE CHAPTER A NON-EXCLUSIVE LICENSE TO DISPLAY ITS LOGO (AND ANY OTHER PROMOTIONAL MATERIALS SUBMITTED) FOR USE IN CONNECTION WITH THE SPONSORSHIP PROGRAM.** Note that certain size limitations apply for banner advertisements on the Chapter website and/or virtual event platforms. If sponsor would like to have a banner advertisement on the Chapter website that comes with the Sustaining Sponsorships, sponsor must provide an advertisement in the requested dimensions.
3. All mailings to Chapter members are coordinated through the Chapter Administrator. You will not be given the list of Chapter members to send out your own mailing to our group. This is due to restrictions that have been provided to the Chapter by the Association of Corporate Counsel.
4. All sponsors may obtain event attendee contact information by having a fish bowl style business card drawing for a door prize or a virtual equivalent.
5. All Chapter CLE programs are subject to being recorded for later electronic distribution to the membership (which will include the presenter's likeness, audio recording, program hand-outs and presentation materials, as applicable). Sponsors hereby consent to the publication and extend all applicable copyright and/or trademark privileges to the Chapter.
6. See the Exhibitor Guidelines (below) for further information regarding promotion during Chapter events and programs.

## **RULES OF CONDUCT**

1. All Chapter programs and events follow ACC and Chapter Rules of Conduct, which strictly prohibit the following activities:
  - a) The direct solicitation of attendees to market and sell vendor's goods, services and/or products.
  - b) The targeting of any individual member(s) for such solicitation of services and/or products.
  - c) Attendance of firm or company marketing personnel at events for the express purpose of solicitation of members. Marketing personnel may be present to operate the sponsor display/exhibit table.
2. Each member of the Chapter is also governed by its own organization's code of ethics, and it is the Chapter's intent to establish guidelines for its programming and events that meet the best practices ethical considerations within the corporate and legal community.
3. Sponsorship of Chapter 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.
4. The sponsor's contribution is 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.
5. Other than for CLE programs, attendance at Chapter events is limited to Chapter members, sponsors, guests of Chapter members and prospective Chapter members.
6. **ATTENDANCE BY SPONSOR PERSONNEL, BEYOND THE ALLOTTED NUMBER OF INVITEES, IS NOT PERMITTED, UNLESS SPECIFICALLY APPROVED IN WRITING BY THE CHAPTER PRESIDENT.**
7. The Chapter 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 the Chapter, detracts from the general character of the program. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions, the Chapter will not be liable for any refunds or other program expenses.
8. Sponsors/Speakers shall refrain from derisive or offensive content or content that is discriminatory, harassing, or offensive based on race, religion, gender, age, disability, citizenship/nationality, LGBTQ status, or any other protected classification. Written materials will be reviewed by the Chapter to ensure compliance with these guidelines.
9. Failure to comply with any provision of the Sponsor Guidelines may lead to any or all of the following penalties, at the discretion of the Board of Directors:
  - a) Official reprimand and warning to the sponsor;
  - b) Removal of the sponsor representatives from the program or event;
  - c) Permanent prohibition from attendance at any other Chapter program or event by the sponsor and all sponsor personnel;
  - d) Forfeiture of all fees paid by the sponsor

## **EXHIBITOR GUIDELINES**

The Chapter permits sponsors to set up table or booth exhibits in the areas immediately outside of the presentation room, subject to limitations of the venue and at the discretion of the Chapter. This is an opportunity for our sponsors to tastefully market their services and/or products. In cases where an event is held virtually, the Chapter may provide the opportunity to the Sponsor to participate in a virtual equivalent to table or booth exhibits. Sponsors who wish to exhibit shall comply with the following terms and conditions:

1. No direct solicitation of attendees to solicit the vendor's services is permitted at the events.
2. Tabletop exhibits must fit one 3-foot by 6-foot table.
3. Exhibit booths must not exceed 8 feet by 8 feet.
4. All exhibits must be arranged so as not to obstruct the general view or interfere with the event.
  - a) Backgrounds (including signs) must be no more than 8 feet in height.
  - b) Material extending into the exhibit area by more than 3 feet from the back wall cannot exceed 3 feet in height.
  - c) No partitions other than the side rails will be allowed, unless specifically approved by the Chapter
  - d) Exposed unfinished sides of exhibit backgrounds must be draped (or otherwise covered) to present an attractive appearance.
5. The Chapter may direct revisions of any exhibit that does not comply with these Exhibit Guidelines (at the exhibitor's expense).
6. The Chapter reserves the right to alter the location and/or layout of the exhibits in the best interests of the overall exhibition and meeting.
7. Exhibits must be completely installed at least one-half hour prior to the beginning of the program. The Chapter reserves the right to reassign any space not installed at that time. No packing or dismantling of exhibits will be permitted prior to the official closing of the program.
8. All sponsor booths must be open fifteen minutes prior to the start of the registration (since members may arrive early) and shall remain open during the program and until the conclusion of the program. The staffing of booths or display tables is at the discretion of the Sponsor.
9. All materials and activities must be confined to the limits of the exhibit booth(s) and may not impede traffic or interfere with other exhibits. Furthermore, all the following practices are expressly prohibited, as determined by the Chapter in its sole judgment:
  - a) the promotion of products or services other than the exhibitor's,
  - b) excessive noise that would interfere with other exhibitors or the program,
  - c) the solicitation for the participation in surveys run by the sponsor
  - d) any form of harassment or other inappropriate conduct towards attendees,
  - e) the promotion of business by anyone other than the representatives of exhibiting organizations,
10. Sponsors are prohibited from publicizing or conducting of any activities that would attract attendees away from the speaker presentation.
11. Restrictions on Raffle Items – Sponsors shall not charge a fee for participation in any sweepstake (i.e., raffle or fish bowl drawing). All attendees at the event must also be eligible to participate in any sweepstakes or drawing. All applicable sweepstakes' laws apply and sponsor is responsible to ensure compliance with such laws.
12. The Chapter reserves the right to restrict or remove any exhibit that, in the sole opinion of The Chapter, detracts from the general character of the program.

### **SPONSOR SELECTION CRITERIA**

The Chapter Board has adopted the following criteria for the selection of its Sponsors:

1. If there are more interested sponsors than available sustaining sponsorship opportunities at any level (i.e., two or more sponsors wish to be our Diamond Sponsor, etc.), the Chapter will give preference to prior sponsors who have helped our Chapter grow in the past and have been consistent and cooperative partners of our organization. We hope that if you are new to our sponsor program, that you will become a sustaining sponsor that we will look forward to having you return, year after year.
2. The applicant's history of working closely and effectively with the Chapter Board, the Chapter Administrator and Practice Group Chairs is also considered. Chapter sponsors who have experienced significant attendance at our prior events and who have received favorable feedback with respect to their programs will be favorably considered.
3. The Chapter Board places great value on its relationships with sponsors who have demonstrated a willingness to step in and assist the Board when sponsor assistance has been needed, such as when the Board has developed a program outside of these sponsor guidelines (such as a new networking event or membership recruitment event idea) and has sought support for the program.
4. Finally, in addition to any other factors deemed important by the Chapter, sponsor willingness to put on CLE and social programs in various areas of our Chapter region that might not be as convenient for the Sponsor based on office location, will also be considered favorably. As previously noted in these guidelines, the Chapter's membership area stretches from Allentown, Pennsylvania to Atlantic City, New Jersey, to Newark, Delaware, to Reading, Pennsylvania and our goal is to provide programming opportunities to our members throughout the region. Accordingly, preference is given to sponsors who express willingness in their application to be flexible as to where their event will be held and/or that they are willing to repeat a CLE event at a more distant location as an "On the Road" program.





## 2021 SPONSORSHIP APPLICATION

### FIRM CONTACT INFORMATION

<b>FIRM/COMPANY NAME</b>	
<b>STREET ADDRESS</b> CITY, STATE, ZIP	
<b>PRIMARY ATTORNEY CONTACT</b> (NAME, TITLE, EMAIL, PHONE)	
<b>SECONDARY ATTORNEY CONTACT</b> (NAME, TITLE, EMAIL, PHONE)	
<b>MARKETING CONTACT</b> (NAME, TITLE, EMAIL, PHONE)	

## **AVAILABLE SUSTAINING SPONSORSHIP PACKAGES**

Please place a check next to the sponsorship level mark you are requesting (sustaining sponsorship package pricing reflects a 10% discount from our 2020 pricing for 2021 only).

- ☐ **Diamond Sponsor** (~~\$50,000~~ \$45,000 – **limited to one sponsor**)
- ☐ **Emerald Sponsor** (~~\$35,000~~ \$31,500 – **limited to two sponsors**)
- ☐ **Platinum Sponsor (NEW)** (~~\$30,000~~ \$27,000 – **limited to three sponsors**)
- ☐ **Gold Sponsor** (~~\$22,500~~ \$20,250 – **limited to eight sponsors**)
- ☐ **Silver Sponsor** (~~\$15,000~~ \$13,500 – **limited to ten sponsors**)

If your sponsorship includes a CLE seminar with a **Chapter Practice Group** (the “**Institute Series**”), **In-House Counsel Conference** (“**IHCC**”), **GC/CLO Summit** and/or **Webinar** please rank the top five Practice Groups with which you would like to participate in order of preference for EACH (1= first choice, 5 = last choice):

<b>PRACTICE GROUP</b>	<b>CLE INSTITUTE (RANK)</b>	<b>IHCC (RANK)</b>	<b>GC/CLO SUMMIT (RANK)</b>	<b>WEBINAR (RANK)</b>
<i>Banking &amp; Financial Services</i>				
<i>Contracts &amp; Commercial</i>				
<i>Corporate &amp; Securities</i>				
<i>Employment &amp; Labor</i>				
<i>Ethics &amp; Compliance</i>				
<i>Health, Biotech &amp; Pharma</i>				
<i>Intellectual Property</i>				
<i>International</i>				
<i>IT, Privacy &amp; eCommerce</i>				
<i>Litigation</i>				
<i>Non-Profit &amp; Higher Education</i>				
<i>Real Estate</i>				
<i>Sports, Gaming, Hospitality &amp; Entertainment</i>				

## **A LA CARTE OPTIONS**

- ☐ **In-House Counsel Conference** (these A la Carte options are not available to law firms)
- ☐ **Marketing Table** - \$3,500
  - ☐ **Program Book** - \$500 for vendors who purchase a table
  - ☐ **Program Book** - \$1,500 for vendors who do not purchase a table
  - ☐ **Keynote Speaker/Lunch Sponsor** - \$5,000
  - ☐ **Cocktail Reception** - \$7,500
  - ☐ **Badge Lanyards** - \$2,000
  - ☐ **Breakfast Sponsor** - \$2,500
  - ☐ **Wi-Fi Sponsor** - \$2,500
- ☐ **In-House Counsel Conference Keynote Speaker Proposal** (See description on Page 26).  
Proposed Speaker: \_\_\_\_\_.
- ☐ **Institute Series CLE Seminar (with a Practice Group)** - \$5,000. *Rank Institutes in order of preference below.*

PRACTICE GROUP	CLE INSTITUTE (RANK)
<i>Banking &amp; Financial Services</i>	
<i>Contracts &amp; Commercial</i>	
<i>Corporate &amp; Securities</i>	
<i>Employment &amp; Labor</i>	
<i>Ethics &amp; Compliance</i>	
<i>Health, Biotech &amp; Pharma</i>	
<i>Intellectual Property</i>	
<i>International</i>	
<i>IT, Privacy &amp; eCommerce</i>	
<i>Litigation</i>	
<i>Non-Profit &amp; Higher Education</i>	
<i>Real Estate</i>	

- ☐ **CLE Down the Shore (Sports, Gaming, Hospitality & Entertainment)** - \$3,000.
- ☐ **Business Skills Institute** - \$3,500 (Limit: 3)
- ☐ **Arts Event** - \$1,500 (Limit 1) *Additional costs; see details above.*
- ☐ **Paralegal Forum** – \$1,500
- ☐ **Career Management/In-Transition Program** - \$1,500 *Additional costs; see details above.*
- ☐ **Phillies Game** - \$5,000 (Limit: 2)
- ☐ **76ers** - \$5,000 (Limit: 2)
- ☐ **Diversity Summer Internship** - \$1,500 (Limit 1) *Additional costs; see details above.*
- ☐ **Ethics Follies** - \$3,500
- ☐ **Phila. Bar Assoc. 5k Run/Walk & Brunch in May, 2021** - \$2,000 (Limit 1)
- ☐ **Chapter Golf and Tennis Outing** –
  - ☐ **Foursome** \$2,000
    - **Number of Foursomes Requested:** \_\_\_\_\_
  - ☐ **Title Sponsor** - \$7,500 (2 Foursomes)

- ☐ Lunch Sponsor - \$3,500 (1 Foursome)
- ☐ Beverage Cart/Station Sponsor - \$3,000 (1 Foursome)
- ☐ Cocktail Sponsor - \$3,000 (1 Foursome)
- ☐ Hole-In-One Sponsor - \$3,000 (1 Foursome)
- ☐ Longest Drive Sponsor - \$3,000 (1 Foursome)
- ☐ Closest to the Hole Sponsor - \$3,000 (1 Foursome)
- ☐ Golf Pro Clinic Sponsor - \$3,000 (1 Foursome)
- ☐ Cocktails only attendee - \$300
- ☐ Grand Slam Tennis Title Sponsor - \$3,500
- ☐ Match Point Court Sponsor - \$2,000
- ☐ A la Carte Tennis Player - \$750
  - Number of Players Requested: \_\_\_\_\_
- ☐ Public Service Event and Meet Your Counterparts - \$1,500
- ☐ Practice Group Roundtable [need to ask for choice of Practice Group – 1, 2 and 3]

### **2021 WILMINGTON AND LEIGH VALLEY/READING SPONSORSHIPS ADDENDUM**

ACC Greater Philadelphia is increasing the sponsorship opportunities available in the Wilmington, Delaware and Leigh Valley/Reading areas and is pursuing these opportunities at attractive amounts in order to build greater awareness of the law firms that do business in Delaware and the Leigh Valley/Reading Area to our over 150 Delaware In-House lawyers and our 60 Leigh Valley/Reading Area lawyers.

These opportunities include:

- |   |         |                                      |
|---|---------|--------------------------------------|
| <input type="checkbox"/> CLE Practice Group Institute | \$2,500 | 1 (3 or more sponsors participating) |
| <input type="checkbox"/> Meet Your Counterparts       | \$1,500 | 4                                    |
| <input type="checkbox"/> Women Lawyers Event          | \$1,500 | 3                                    |
| <input type="checkbox"/> General Counsel Lunch        | \$1,000 | 4 (4 quarterly meetings)             |

## **SPONSOR SUGGESTIONS**

Do you have any **unique or creative ideas** for a CLE program topic or format? If so, please list here:

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Do you have any **interesting locations or venues** to suggest for a Chapter program or event that the Chapter could put on with your law firm / company?

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Would you be willing and able to recruit any **influential and/or well-known speakers** or public figures who can appear or speak at a Chapter event that your firm/company would sponsor? If so, who?

--

For law firms that are requesting CLE event sponsorships - do you have **any in-house counsel alumni from your firm** who may be interested in providing an in-house counsel perspective on a panel discussion that your firm would be presenting? Please list these individuals, the company that they work for and their title.

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## **SPONSOR COMMITMENT**

By signing below, you represent that you are authorized to sign this sponsor application form on behalf of the sponsor applicant named below, that the applicant agrees to abide by and binds all sponsor applicant participants to the terms and conditions of the 2021 ACC Greater Philadelphia Sponsorship Program & Guidelines and that the applicant agrees to pay the sponsorship fee for the sponsor package, events or other A la Carte items that you have chosen, to the Chapter, on or before **January 11, 2021**. Applicant also agrees to pay venue rental, food, beverage and audio/visual rental costs, when such costs are applicable to the sponsorship as per these guidelines, within 30 days of invoicing for such costs.

**FOR:**

**Applicant (Organization) Name:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**After completing this Sponsorship Application, please either e-mail, or mail the form to:**

**ACC Greater Philadelphia**

**Attn: Ms. Christine Stewart, Chapter Administrator**

**P.O. Box 38**

**Fairless Hills, PA 19030**

**Phone: 215-295-0729**

**E-mail: [chrisstewart@accglobal.com](mailto:chrisstewart@accglobal.com) or [ccstewart@comcast.net](mailto:ccstewart@comcast.net)**

**If you have any questions about the Sponsor Guidelines or Sponsorship Packages, you may contact Michael Eckhardt at [michael.eckhardt@wawa.com](mailto:michael.eckhardt@wawa.com) or 610.358.8044.**

