



2021 SPONSORSHIP PROGRAM PACKET

Program Year:

March 1, 2021 – January 31, 2022

Sponsorship Application Deadline:

December 4, 2020

Lisa Carreras, Executive Administrator

chicago@accglobal.com

(815) 464-8336

www.acc.com/chicago

2020-2021

ACC Chicago Board of Directors

The ACC Chicago Board is comprised of directors who manage approximately 75 virtual and in-person events per year and spearhead programming and events with the assistance of more than 100 senior in-house counsel, including Board alumni, committee members and event volunteers.

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EXECUTIVE ADMINISTRATOR

Lisa Carreras
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MARKETING & ADMINISTRATIVE CONSULTANT

Liang Ge
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What's New in 2021?

To say this past year was incredibly challenging is an understatement. ACC Chicago is beyond grateful for our sponsors' partnership through it all. Since announcing our pivot to virtual programming our sponsors rose to the challenge and adjusted to a new way of providing programming to our members. Now that the stay-at-home restrictions have eased, we're planning for what comes next. While things will certainly be different than before COVID-19, this presents a fresh opportunity for us to think about what we can do differently, and the ways we can operate more effectively. With the continued adaptability and resilience of our sponsors, we believe we will emerge stronger when we come out on the other side of this.

With that in mind and in light of the current public health and economic uncertainty, we have made the following changes to our Programming year:

- Fees are reduced and we will apply a "loyalty discount" for all returning Premier Sponsors
- Because we extended the 2020 Sponsorship year until February 28, 2021 to allow for carry-over benefits, the 2021 sponsorship year will run from March 1, 2021 to January 31, 2022
- We added a new option for a Signature Event
- We increased opportunities for virtual interaction with our members
- We are developing a new Podcasts Platform for 2021
- We provided more promotional benefits to your sponsorship package

We hope these enhancements will help demonstrate how much we appreciate and value our sponsors, as well as help sponsors better plan for 2021.

Important Note

The hosting of any in-person events is subject to applicable laws, public health and municipal guidance and the Chapter's discretion. We ask sponsors to consider the possibility of limitations on in-person events and plan a virtual option. If it is not possible to host an in-person event, sponsors will be asked to host the event virtually.

Why Partner with ACC Chicago?

ACC Chicago is an award-winning organization made up of over 2,300 active in-house counsel members representing leading local, national and international companies. As one of the ACC's largest and most active chapters, it is the destination for in-house counsel in the Chicago area.

There are many benefits to becoming an ACC Chicago Sponsor:

ENHANCE YOUR FIRM'S PROFILE WITHIN THE IN-HOUSE LEGAL COMMUNITY

- Promote your firm and its ACC sponsorship through ACC Chicago-initiated advertising, social media and branding
- Meet key decision makers at companies throughout the Chicago area

DEVELOP RELATIONSHIPS WITH CORPORATE COUNSEL IN A BROAD RANGE OF INDUSTRIES

- Connect with ACC members through virtual and in-person events and networking opportunities
- Collaborate with ACC Chicago on ways to maximize the firm's return on investment

DEMONSTRATE FIRM PRACTICE EXPERTISE THROUGH EDUCATIONAL EVENTS

- Host MCLE and educational events (virtual and in-person), which can be enhanced through additional means such as suburban program repeats and roundtable discussions
- Post MCLE materials on the ACC Chicago website for additional exposure
- Provide articles, podcasts and other content demonstrating firm expertise for publication and distribution

ENGAGE BOTH FIRM AND ACC CHICAGO MEMBERS IN COMMUNITY AND PRO-BONO ENDEAVORS

- Host Diversity & Inclusion events through ACC Chicago pipeline programs
- Share Pro-Bono projects with ACC Chicago members
- Participate with ACC Chicago members in Community Service activities

Please see our informational video at <https://youtu.be/YfNqIOo2Xmw>

ACC Chicago Chapter Awards

2019 ACC Gold Chapter of Distinction Award
2018 ACC Gold Chapter of Distinction Award
2017 ACC Gold Chapter of Distinction Award

The Sponsorship Application Process

The sponsorship application is designed to be quick and easy. If you have questions, need assistance, or would like to discuss any of the options or conditions of sponsorship, please contact Lisa Carreras, ACC Chicago's Executive Administrator, at chicago@accglobal.com.

Step 1: Review our Premier Sponsorship Opportunities (Exhibit A), 2021 Summit Opportunities (full day MCLE program) (Exhibit B) and/or Individual Sponsorship Opportunities (Exhibit C).

Step 2: Review our Program Descriptions (Exhibit D) to learn more about the types of substantive, social, fun and engaging programs we present.

Step 3: Review our Program Guidelines (Exhibit E) for more information on the structure and design of our sponsorship opportunities.

Step 4: Apply for one of our Premier Sponsorship Opportunities, 2021 Summit Opportunities (full day MCLE program) and/or Individual Sponsorship Opportunities by submitting the ACC Chicago 2021 Sponsorship Program Application, which accompanies this packet ***via email to chicago@accglobal.com on or before 5:00pm (Central time) on December 4, 2020.*** Please note we often have more sponsors than we are able to accommodate. **TIME IS OF THE ESSENCE**, so please submit your fully completed proposal as soon as possible. Incomplete applications, including those missing the selection of desired dates and program topics, will be returned to applicant for completion.

In determining whether to accept a sponsor program application, our selection committee considers sponsor application timeliness, previous program feedback, the quality of the submission, the breadth of the sponsor's support for ACC Chicago and the sponsor's alignment with ACC Chicago's mission and membership needs.

Step 5: On or after **December 18, 2020**, we will let you know if your application has been accepted. The review, consideration, award and decline of all sponsorship applications will be conducted by, and in the sole discretion of, ACC Chicago. If accepted, the full amount of your sponsorship fee will be due no later than **January 31, 2021**.

Step 6: We plan to meet with Platinum Sponsors first to discuss the planning of their programs. After we meet with Platinum sponsors, we will begin to schedule Gold, Silver and Individual sponsors (in that order). Although we strive to recognize sponsor levels and help ensure consistency, circumstances may sometimes require flexibility and exceptions.

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Premier Sponsorship Opportunities

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2021 Summit Opportunities
(full day CLE program)

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Individual Sponsorship Opportunities

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Program Descriptions

EXHIBIT E:
Program Guidelines

Exhibit A

Premier Sponsorship Opportunities

	PLATINUM	GOLD	SILVER
FEE*	\$30,000	\$18,000	\$12,000
MAXIMUM NUMBER OF SPONSORS	3	5	12
MCLE AND EDUCATIONAL MATERIALS			
HALF-DAY MCLE PROGRAM	YES	NO	NO
1-HOUR MCLE PROGRAM (in person)**	YES (Breakfast, Lunch <u>or</u> Dinner)	YES (Breakfast, Lunch <u>or</u> Dinner)	YES (Breakfast <u>or</u> Lunch)
SUBURBAN REPEAT and/or WEBINAR OF 1-HOUR MCLE PROGRAM (BOTH PROGRAMS MUST BE WITHIN THE SAME WEEK)	YES	YES	YES
ROUNDTABLE (OR EQUIVALENT WITH 1-3 FIRM REPRESENTATIVES (NO MCLE))	YES	YES	NO
PODCAST	YES	YES	YES
MCLE PROGRAM MATERIALS ON WEBSITE	YES	YES	YES
THOUGHT LEADERSHIP ARTICLE POSTED ON THE ACC CHICAGO WEBSITE AND PROMOTED VIA SOCIAL MEDIA AND EMAIL	YES (2)	YES (1)	NO
NETWORKING/SOCIAL EVENTS			
SPONSORSHIP OF 1 ACC CHICAGO SOCIAL EVENT**	YES	YES	NO
ANNUAL IN-HOUSE COUNSEL CELEBRATION EVENT			
NUMBER OF TICKETS	24 tickets or equivalent	16 tickets or equivalent	8 tickets or equivalent
PROMINENCE IN MARKETING	Tier 1	Tier 2	Tier 3

* We will apply a 10% loyalty discount to returning Premier Sponsors.

** This year only, Platinum and Gold sponsors have the option to combine their social event and 1-hour MCLE into a Signature Event.

	PLATINUM	GOLD	SILVER
HOST AN ACC CHICAGO BOARD OF DIRECTORS MEETING OR OTHERWISE PRESENT TO THE BOARD (NO MCLE/MAY BE VIRTUAL)	YES	YES	NO
COMMUNITY EVENTS			
SPONSORSHIP OF ACC CHICAGO DIVERSITY/PRO-BONO PROJECT/ COMMUNITY SERVICE PROJECT OR SUPPORT FOR DIVERSITY INTERNSHIP PROGRAM (IF AVAILABLE)	2	1	NO
ADDITIONAL PRO-BONO OPPORTUNITIES			
EXISTING FIRM PRO-BONO OR COMMUNITY OUTREACH OPPORTUNITIES COMMUNICATED TO ACC CHICAGO MEMBERSHIP VIA SOCIAL MEDIA AND EMAIL	YES (2 during program year)	YES (1 during program year)	YES (1 during program year)
PROMOTIONAL BENEFITS			
ACC CHICAGO WEBSITE	Tier 1 prominence	Tier 2 prominence	Tier 3 prominence
CHAPTER WEBSITE BANNER ACKNOWLEDGEMENT	YES	YES	NO
ACC CHICAGO-INITIATED SOCIAL MEDIA (2 PER EVENT)	YES	YES	YES
USE OF ACC CHICAGO LOGO ON SPONSOR WEBSITE (PER CHAPTER GUIDELINES (IN DEVELOPMENT))	YES	YES	YES
OPPORTUNITIES TO PROVIDE CLIENT ALERTS VIA SOCIAL MEDIA AND EMAIL	YES (4)	YES (2)	YES (1)
SPONSOR LIAISONS FROM BOARD	YES (Executive Committee Member)	YES	YES
SUMMIT	Event Signage and up to 2 tickets Full Page Print Material (provided by sponsor) and/or other promotional opportunity (in development)	NO	NO

Exhibit B

2021 Summit (Full Day CLE Program)

SPONSORSHIP	DESCRIPTION	NO. OF SPONSORSHIPS AVAILABLE	FEE FOR EACH SPONSORSHIP	NUMBER OF SEATS
ONE MCLE SESSION	<i>Sponsor one MCLE session during event, topics to be selected by ACC Chicago. Includes ability to have 1-3 firm participants on panel and up to 2 firm attendees at sponsor table, marketing acknowledgement at session, in advertisements and materials.</i>	1-2 <i>(depending on whether it's a solo or dual track format)</i>	\$9,000 - solo track \$5,500 - dual track	<i>Up to 4 panel participants (at least one of which MUST be in-house)</i> <i>Up to 2 additional law firm attendees to sit at sponsor table</i>
LUNCH	<i>Law Firm or vendor sponsor of lunch. Includes ability to have 2 attendees at sponsor table in common area and marketing acknowledgement in advertisements and materials.</i>	1	\$4,000 <i>(No additional costs for food & beverage)</i>	<i>Up to 2 law firm or vendor attendees to sit at sponsor table</i>
BREAKFAST	<i>Law Firm or vendor sponsor of breakfast at beginning of event. Includes 2 attendees at sponsor table in common area, marketing acknowledgement in advertisements and materials.</i>	1	\$4,000 <i>(No additional costs for food & beverage)</i>	<i>Up to 2 law firm or vendor attendees to sit at sponsor table</i>
ACC CHICAGO CHAPTER FULL DAY CLE PROGRAM RECEPTION SPONSOR (NON-LAW FIRMS ONLY)	<i>Vendor sponsor of cocktail reception at conclusion of event. Includes 2 vendor attendees at sponsor table in common area, marketing acknowledgement in advertisements and materials.</i>	6	\$3,000 <i>(No additional costs for food & beverage)</i>	<i>Up to 2 vendor attendees to sit at sponsor table</i>

For the Summit MCLE session sponsorships, sponsors must comply with the following conditions:

Panels must be composed of no more than four panelists (including a moderator, if applicable) **at least one of the panelists must be in-house counsel.**

Attendees:

- Sponsors of MCLE programs may have no more than six people total: up to four panelists (at least one of which must be in-house) and up to two additional people who are seated at the sponsor's promotional table. All may attend the 2021 Summit during the day and the cocktail hour.
- Sponsors of the breakfast, lunch and cocktail reception may have a total of two members of its organization attend the Summit during the day and the cocktail hour.

Each sponsor will receive recognition in marketing materials for the 2021 Summit and will be permitted to distribute promotional items or giveaways at the 2021 Summit. MCLE sponsors' sessions will be recognized on advertisements and materials.

MCLE session sponsorships are limited to law firms; however, consideration may be given to other organizations which can provide significant educational content which meets MCLE requirements.

ACC Chicago reserves the right to modify the structure and scheduling of this event.

The sponsorship fees for the 2021 Summit are only for sponsorship rights. 2021 Summit sponsors will not incur additional venue, beverage, or food charges (other than any necessary hotel arrangements and travel expenses for Sponsor personnel).

Exhibit C

Individual Sponsorship Opportunities

SPONSORSHIP**	DESCRIPTION	NO. OF SPONSORSHIPS AVAILABLE	FEE FOR EACH SPONSORSHIP
GENERAL COUNSEL PROGRAM SPONSOR	<i>Sponsor one of the Chapter's most well-attended events. Event to be coordinated with the ACC Chicago Program Committee with General Counsel speakers and topics approved by ACC Chicago.</i>	1	\$6,000 (no additional costs for food and beverage)
DIVERSITY SUMMER INTERNSHIP PROGRAM: EVENT SPONSOR	<i>Sponsor a Diversity Summer Intern event or a networking event for current and past participants of the ACC Chicago Diversity Summer Internship Program, their ACC member mentors and corporate hosts. Planning of event to be coordinated with Diversity Summer Internship Program Committee.</i>	1	\$5,000
CAREER DEVELOPMENT PROGRAM	<i>Sponsor a program on one or more career development topics including, but not limited to, lawyers in transition and business skills (such as MBA in a day, accounting for lawyers, etc.).</i>	1	\$5,000
IN-HOUSE WOMEN LAWYERS EVENT	<i>Sponsor one of a series of up to three programs curated for female in-house counsel.</i>	1	\$6,000
PODCAST	<i>Create a Podcast that we will make available to our members.</i>	4-6	\$3,000

*** Details for individual options will be determined on a case by case basis, coordinated with the Chapter Program Director and are subject to availability on the ACC Chicago Chapter calendar.*

Exhibit D

Program Descriptions

Please note many of our programs require the sponsor include an in-house counsel as a moderator or panelist. We encourage you to invite a client to participate. However, in the event that a sponsor would like assistance in securing an in-house counsel to serve as a moderator or panelist, ACC Chicago would be happy to help the sponsor in locating an ACC Chicago member or other in-house counsel to serve in that capacity.

SIGNATURE EVENT (MCLE PLUS)

Signature Events are designed to provide Sponsors and in-house counsel attendees with a unique opportunity to interact over the course of several hours. The event combines valuable legal education, great social interactions, and an amazing day in a relaxed setting. ACC Chicago Programs Director will work with Sponsors to customize each event. Sponsors are only limited by their creativity. Examples of Signature Events may include: Spa & CLE, watch a legal movie followed by a panel discussion, CLE “at Sea” (Chicago River/Lake Michigan Boat Cruise with MCLE Program), or a dinner program with simulcast presentation and small group breakout/networking.

*For this year only, Platinum and Gold Sponsors may combine their 1-hr MCLE and their social event benefits to host a Signature Event

HALF-DAY MCLE PROGRAMS

(Available to Platinum Sponsors)

Half-day MCLE Programs are half-day events designed to provide in-house counsel attendees with 3 hours of substantive legal programming eligible for Illinois MCLE credit on one overall topic or a series of topics. Half-day MCLE Programs **must** include in-house counsel moderators or panelists. Half-day MCLE Programs take place in either the morning or afternoon and should include one meal for attendees. Sponsors may consider providing afternoon programs followed by an appropriate period for networking and hors d’oeuvres in lieu of a full meal.

DINNER MCLE PROGRAMS

(Available to Platinum and Gold Sponsors)

Dinner MCLE programs must include sixty (60) minutes of substantive legal programming eligible for Illinois MCLE credit and **must** include an in-house counsel moderator or panelist. A dinner MCLE program should include a full dinner, end no later than 7:15 p.m., and be preceded by a one-hour networking and cocktail reception, unless the Programs Director approves an exception.

BREAKFAST AND LUNCH MCLE PROGRAMS

(Available to All Premier Sponsors)

Breakfast and lunch MCLE programs must include sixty (60) minutes of substantive legal programming eligible for Illinois MCLE credit and **must** include an in-house counsel moderator or panelist. The MCLE programs should include a meal and should not last longer than 1 ½ hours (inclusive of the sixty (60) minutes of substantive legal programming).

REPEAT PROGRAMS

(Available to All Premier Sponsors)

Premier Sponsors may repeat a MCLE program (in-person and/or virtually) subject to the following conditions:

- The program must first be presented in Chicago or a suburb.
- The repeat program may be done in-person and/or via Webinar.
- If the program is initially presented in Chicago, the repeat program must be presented in a suburban location and/or via webinar or live broadcast.
- If the program is initially presented in a suburban location, the repeat program must be presented in Chicago.
- The initial program and the repeat program must be the same presentation (different topics are not permitted) and must be presented within the same calendar week.
- Regardless of whether the initial program was a lunch or dinner program, the repeat program must be consistent with your sponsorship level.

ROUNDTABLES

(Available to Platinum and Gold Sponsors)

Roundtables are an opportunity for sponsors to present a more targeted topic than a CLE presentation to a small group of in-house counsel who specialize in that area of law. These programs are intended to be a discussion rather than a lecture or presentation, and MCLE credit is not provided. The typical roundtable discussion includes 2-3 sponsor attorneys and 5-15 in-house counsel. A roundtable is often held in a sponsor's office and may include a boxed lunch or other refreshments provided by the sponsor.

ACC CHICAGO MEET AND GREET HAPPY HOURS

(Available to Platinum and Gold Sponsors)

ACC Chicago typically holds regular Meet and Greet Happy Hours in the downtown area. These events are casual and include cocktails and hors d'oeuvres. Based upon availability, Platinum and Gold sponsors may use the networking/social event option included in their sponsorships to host one of our regular happy hours. Meet and Greet Happy Hour expenses (venue rental (if applicable), cocktails and hors d'oeuvres) are paid by the sponsor and may be enhanced at the sponsor's option. Sponsors may also propose to host a unique social and networking event (preferably taking place on the fourth Thursday of the month, but in any event in accordance with ACC Chicago's calendaring policies) such as a show, an exhibition, or a sporting event. ACC Chicago's social and networking events can be very

popular and successful program events. Interactive events, such as cooking events, adult beverage tastings, ping pong and other table games, are particularly well received. In lieu of a networking/social event, Platinum and Gold sponsors may: (a) combine their networking/social event with their one-hour MCLE for a unique Signature Event; (b) choose to present an additional lunch or dinner MCLE program (provided the requirements for such events set forth above are met); or (c) sponsor a Community Outreach Project.

ANNUAL IN-HOUSE COUNSEL CELEBRATION EVENT

(Available to All Sponsors)

Each fall, ACC Chicago hosts its Annual In-House Counsel Celebration Event to celebrate its members and sponsors. It is an opportunity to network, socialize and enjoy a unique experience and past events attracted more than 600 members, sponsors and guests. In 2019, the event was held at Morgan Manufacturing and featured networking, a live band, and carnival-themed food and entertainment. The evening also includes a presentation of the Chapter's Thurgood Marshall Award of Excellence and a Member of the Year award.

In prior years, the Celebration Event has been hosted at the Field Museum or hotel banquet halls and has featured well-known keynote speakers, including the Honorable Madeline Albright, Malcolm Gladwell, Juan Williams, Cokie Roberts, Walter Isaacson, Steven Levitt, Dan Rather and the Honorable Henry M. Paulson, Jr.

With the limitations on large in-person events, the Annual Celebration Event for 2020 will be a cutting edge virtual event with an awards reception, keynote speaker, sponsor recognition, and opportunities to network in small groups.

ACC Chicago reserves the right to modify the structure and scheduling of this event.

Premier Sponsors will receive recognition as ACC Chicago Sponsors and tickets as noted in Exhibit A - Premier Sponsorship Opportunities. ACC Chicago may select an Annual Event coordinator, who may or may not be a Sponsor, to assist with the event logistics and materials and ACC Chicago shall have the right to recognize such coordinator.

2021 ACC CHICAGO SUMMIT (FULL DAY CLE PROGRAM)

(Available to Platinum Sponsors and Individual Sponsorship Opportunities)

ACC Chicago held its second annual all-day Summit in 2019, and the program was a resounding success. The program sold out and was attended by more than 175 in-house counsel and featured eight diverse panels discussing legal and ethical issues, as well as numerous networking opportunities for members and sponsors.

Due to the COVID-19 Pandemic, the ACC Chicago Summit, previously scheduled for April 2020, will instead be in the Spring of 2021. It will feature a full day of MCLE programming, along with breakfast, lunch, and a cocktail reception. Due to this scheduling change, Summit sponsorship opportunities are limited. Please note the topics of the MCLE programs presented at the Summit will be selected by ACC Chicago to promote topics of most interest and value to our members.

The Summit MCLE sessions, sponsors must comply with the following conditions:

- Panels must be composed of no more than four panelists (including a moderator, if applicable) and one of the panelists must be in-house counsel.
- Each sponsor may have two members of its organization seated at a sponsor promotional table, but no more than six people total (panelists and those seated at the sponsor's promotional table) per sponsor may attend the 2021 Summit during the day and the cocktail hour.
- Each sponsor will receive recognition in marketing materials for the 2021 Summit and will be permitted to distribute promotional items or giveaways at the 2021 Summit. MCLE sponsors' sessions will be recognized on advertisements and materials.
- MCLE session sponsorships are limited to law firms; however, consideration may be given to other organizations which can provide significant educational content which meets MCLE requirements.

ACC Chicago reserves the right to modify the structure and scheduling of this event.

The sponsorship fees for the 2020 Summit are only for sponsorship rights. 2020 Summit sponsors will not incur additional venue or food charges (other than any necessary hotel arrangements and travel expenses for Sponsor personnel).

COMMUNITY OUTREACH AND PRO-BONO EVENTS

(Available to Platinum and Gold Sponsors)

With the assistance of our Premier Sponsors, ACC Chicago hosts a number of events allowing its members to give back to the community. ACC Chicago is proud to sponsor two important pipeline programs (Street Law and the Diversity Summer Internship Program), several pro-bono programs, and a variety of programs allowing members to support and serve through initiatives that target wide-ranging interests.

The Chapter sponsors an award-winning program with Street Law, Inc. through which in-house counsel conduct legal workshops in Chicago and northwest suburban public high schools in an effort to allow diverse, underserved high school students to explore legal topics, role play and develop interest in legal careers. In connection with the Street Law program, Platinum and Gold Sponsors may have an opportunity to host a training session for volunteer in-house counsel or the day-long conference with volunteers and students. Both opportunities involve providing conference facilities in Chicago or the northwest suburban area and a box lunch. The box lunch is typically paid for by ACC Chicago.

ACC Chicago also conducts a Diversity Summer Internship Program, which places first-year law students in Chicago-area in-house legal departments to introduce students to the practice of law from an in-house perspective. In addition, the program offers both individual and group mentoring programs focused on the "soft" and other skills critical to success in today's professional world. In connection with the Diversity Summer Internship Program, Platinum and Gold Sponsors may have the opportunity to sponsor

social events, volunteer events, and/or career development seminars with the interns and in-house counsel from host corporations. This program has been a model for other ACC chapters.

ACC Chicago develops and hosts a number of exceptional pro-bono and community outreach programs throughout the year. While several are offered as “traditional” programs, we are always interested in new opportunities and appreciate our sponsors’ various commitments to pro-bono, community outreach and diversity programs. All Premier Sponsors will have an opportunity to share their pro bono and community outreach opportunities in which ACC Chicago members can get involved. The Chapter will also periodically feature on its website pro-bono or community activities hosted by Premier Sponsors open to the membership.

HOST A BOARD MEETING OR PRESENT TO BOARD OF DIRECTORS

(Available to Platinum and Gold Sponsors)

Platinum and Gold Sponsors have the opportunity to host an ACC Chicago Board meeting or present to the Chapter’s Board of Directors (may be held virtually). Sponsors are invited to share information about their firms or particular practice areas. For in-person Board Meeting hosts, we ask sponsors provide a light/working dinner for the Board members in attendance.

PODCASTS

(Available to Premier Sponsors or Individual Sponsorship)

Sponsors will have the opportunity to provide their podcasts for distribution to ACC Chicago Members. Podcasts can be on substantive legal topics or other legal developments. Podcasts provide our sponsors with a platform to engage our members through expert input and engaging storytelling.

OTHER EVENTS

It should be noted, as provided above, that there are a few remaining one-off programs to which ACC Chicago has previously committed that may be periodically scheduled during the Program Year. In addition, we may from time to time agree to co-sponsor events with other organizations whose purposes are consistent with the goals and values of the Chapter. However, sponsors of one-off events will not be recognized as 2021 ACC Chicago Sponsors and will not receive the full package of sponsorship benefits.

Exhibit E

Program Guidelines

PROGRAM TERM

All programs, meetings or sponsor benefits must occur or be received during the Program Term, which runs from March 1, 2021 to January 31, 2022.

SCHEDULING OF TOPICS AND EVENT DATES

We request sponsors submit possible program topics and desired dates in strict accordance with the instructions on the ACC Chicago 2021 Sponsorship Program Application.

As previously noted, the priority of scheduling topics and program dates is based on level of sponsorship. However, within a level of sponsorship, sponsors who submit applications earlier will have priority in choices of dates and topics. In addition, unless an exception is approved by the ACC Chicago Programs Director, **all programs should occur on a Tuesday, Wednesday or Thursday.** As mentioned above, Premier Sponsors are encouraged to present their MCLE program both at a downtown location and a suburban location during the same week, and to plan for this during the program and date selection process. Although we strive to recognize sponsor levels and help ensure consistency among levels, circumstances may sometimes require flexibility and exceptions.

Unfortunately, if despite reasonable efforts by ACC Chicago to schedule an event with a sponsor, a sponsor does not schedule its event during the Program Term, the Sponsor will forfeit its opportunity to sponsor the event and its sponsorship fee.

MARKETING OF EVENTS

ACC Chicago is subject to the privacy policy of the Association of Corporate Counsel (which can be found at <https://www.acc.com/about-acc/privacy-policies/privacy-policy>), which limits the Chapter's ability to share member information with third parties. We ask for our sponsors' assistance in adhering to this commitment. In addition, in the event a sponsor obtains an ACC Chicago member's information (unless voluntarily provided directly to sponsor for purposes other than participation in the sponsor's event), the sponsor is strictly prohibited from using such information for any purpose other than in connection with approved invitations to ACC Chicago's membership for the sponsor's program event or nominal raffle prizes for event participants.

ACC Chicago has worked to develop event invitation brand recognition among its members. All invitations to members and all event registrations by members are developed and presented through ACC Chicago using ACC Chicago template forms and processes, unless an exception is approved by the Programs Director. Invitations to events will prominently recognize the sponsor and will include the sponsor's logo, if available. In connection with all events listed above (except the Annual In-House Counsel Celebration Event), ACC Chicago will distribute 2 co-branded e-mail invitations to its then-current list of in-house counsel members.

Separately, sponsors are strongly encouraged to invite their in-house clients, especially non-ACC members, to their sponsored ACC Chicago events and may issue their own invitations and solicitations directly to such clients, as well as post the event to their website and advertise on social media. Any invitation referencing the ACC Chicago and/or the programs presented by sponsors pursuant to this 2021 Sponsorship Packet must be reviewed prior to distribution by ACC Chicago and must also include the most current ACC Chicago logo and otherwise comply with any ACC Chicago branding guidelines.

EVENT REGISTRATIONS

ACC Chicago is responsible for receiving and handling the registration for all events. Events are offered to ACC Chicago members and other in-house counsel either for free or for a modest registration fee.

Any such registration fees collected by ACC Chicago shall remain the property of ACC Chicago, unless otherwise expressly agreed upon by ACC Chicago and sponsor in connection with an activity involving third party participation fees.

EVENT COSTS

Except as otherwise noted in the Program Descriptions, sponsors are responsible for selecting a venue and paying all expenses associated with their sponsored programs, including expenses associated with meals, drinks, audio-visual needs and venue rental fees. ACC Chicago and sponsor liaisons can provide historical information and feedback on venues selected for prior programs.

Sponsors should arrange for the development, production and printing of all program handouts as well as the preparation of attendees' nametags (which must include the ACC Chicago logo) and table tents or other nametags for its presenters.

MCLE ACCREDITATION

ACC Chicago is an Illinois MCLE Approved Provider. Our ACC Chicago Chapter Executive Administrator will supply sponsors with all necessary documents for MCLE programs and be responsible for submitting the program to the Illinois MCLE Board. It is the responsibility of the sponsor firms to ensure the MCLE forms are filled out completely, including the ARDC numbers for all attendees, and returned to the Chapter Executive Administrator within 7 days following the event.

HANDOUTS AND DISTRIBUTION OF MARKETING MATERIALS

To obtain Illinois MCLE credit, each sponsor must either (a) provide paper handouts to attendees at the start of the program, or (b) electronically provide handouts **before** the program. ACC Chicago reserves the right to use and distribute handout materials, including the right to post such materials on the ACC Chicago website (which is a part of the broader ACC headquarters site which is public and accessible to all ACC members worldwide).

A sponsor's highest return on their sponsorship investment is best achieved through engaging presentations highlighting the sponsor's substantive expertise, networking and building relationships with members at ACC events.

Sponsors may make marketing materials available to event attendees in reasonable quantities and types. It is our experience, however, that in-house counsel may develop a negative impression of sponsors and events involving direct marketing.

Accordingly, for the benefit of ACC Chicago, as well as our sponsors, we must strictly prohibit sponsors from engaging in direct marketing and business solicitation at or in connection with any event unless in response to a specific request from a member.

We look forward to the
opportunity to partner with
your organization in 2021!

Questions?

If you have questions or comments on this 2021 Sponsorship Program, please do not hesitate to contact us. In order to allow us to answer questions efficiently and accurately, please direct all questions to our ACC Chicago Chapter Executive Administrator, Lisa Carreras, who can be reached by phone at **(815) 464-8336** or via email at **chicago@accglobal.com**.

ACC Chicago 2021 Sponsorship Program Application

Thank you for your interest in being a sponsor of ACC Chicago. Please use this form to apply to be an ACC Chicago 2021 sponsor. Our chapter relies on our sponsors to provide outstanding programs to over 2,200 in-house counsel members and we are pleased you are considering partnering with us.

We typically have more sponsors apply than we are able to accommodate. Our selection committee will consider, among other factors, the timeliness of a potential sponsor's application, topics proposed, and prior program feedback, if any.

PROGRAM TERM: March 1, 2021 to January 31, 2022

APPLICATION DEADLINE:

Your completed Sponsorship Program Application must be submitted by e-mail to Chicago@accglobal.com no later than **December 4, 2020**. Please note priority is given based on timeliness of the application. **TIME IS OF THE ESSENCE**, so please submit your proposal as soon as possible.

Sponsors will be notified of selection on or about December 18, 2020. Please note sponsor selection means ACC Chicago accepted your organization as a sponsor for the Program Term for a specific level or event. The selection does not automatically mean your program topic is accepted, we will work to accommodate your preferences within our guidelines. If your organization is selected as a sponsor, ACC Chicago will coordinate the selection of program topics with you during the scheduling process.

SPONSORSHIP TERMS AND CONDITIONS:

If your organization is notified it is accepted as a 2021 sponsor, the submitted Sponsorship Program Application, including any mutually accepted revisions, along with the 2021 Sponsorship Program Packet, will become the agreement between your organization and ACC Chicago.

In addition to the other provisions of this Sponsorship Program Application, you acknowledge and agree:

- (1) You have read and understand the 2021 Sponsorship Program Packet;
- (2) You agree to the Program Guidelines as set forth in the 2021 Sponsorship Program Packet;
- (3) Sponsor selection and approval of program topics and dates are solely in the discretion of ACC Chicago;
- (4) Sponsorship Fees are non-contingent and non-refundable and must be received by ACC Chicago no later than January 31, 2021. Failure to pay Sponsorship fees on or before January 31, 2021 may result in a delay in scheduling your programs;

PROGRAM INTELLECTUAL PROPERTY AND WAIVER:

You will provide us with a high resolution digital copy of your logo and you agree ACC Chicago may use your organization's name and the logo provided in its advertising, membership, promotional, publicity and internal materials in all media worldwide in connection with ACC Chicago and your sponsorship and programs.

By attending the events you sponsor, your employees and the speakers, presenters and attendees you recruit for such events understand and agree they may be included in the photographs, videos and/or recordings. You will inform them, by attending, they hereby:

(a) irrevocably consent to and grant Association of Corporate Counsel ("ACC"), ACC Chicago and their agents, representatives and licensees, all rights to use and publish for promotional and internal purposes in all media, now known or hereafter developed, their name, statements, quotes, biographical data provided by them to ACC Chicago, image, likeness and voice, in whole or in part, and to copyright any materials created; and

(b) waive any right to inspect, approve, or be compensated for use of any materials incorporating such images and information obtained during the Events. They release ACC, ACC Chicago and their agents, representatives and licensees from all liabilities arising out of any use of their likeness and information as provided above. They understand and agree any and all negatives, digital images, and recordings of their likeness, regardless of form, are and shall remain property of ACC or ACC Chicago.

HOLD HARMLESS:

Your organization hereby agrees to release and hold harmless ACC, ACC Chicago, and their agents, employees, officers, board and members from any and all direct, indirect, incidental, special, punitive or consequential liabilities, losses, injuries or damages (including, without limitation, loss of business, revenue, profits, use, data, or other economic advantage or injuries to earnings, profits or goodwill), arising out of this agreement, whether the liability, loss, injury or damage arises in contract, tort or otherwise and whether you have been advised of the possibility of the liability, loss, injury or damage.

SPONSORSHIP TYPE:

To apply for a sponsorship type, please use the form attached as **Schedule 1**.

PROGRAM TOPIC PROPOSALS:

Please provide a short summary of your proposed program topics using the form attached as **Schedule 2**. We ask you to submit at least three proposed topics, but you may submit as many proposals as you like and attach additional pages as needed. Please also include your top three preferences for the month in which you would like to present your program.

Note that our CLE programs are held on Tuesdays, Wednesdays or Thursdays. If included in your sponsorship level and you would like to do a repeat of your program, please indicate that in your proposal as well. Please remember the repeat program must be presented in the same calendar week as the original program.

While we make every effort to schedule programs at your preferred times, please note the following:

- (1) ACC Chicago will schedule sponsors in order of sponsorship level (Platinum, Gold, Silver, and then individual program opportunities), and then in order of application receipt; and
- (2) ACC Chicago will seek to avoid scheduling two CLE programs from different sponsors within the same week.
- (3) Notwithstanding the foregoing, ACC Chicago may attempt to fill its calendar of programs based upon sponsor scheduling preferences to the extent possible or to the extent needed to address other scheduling concerns.

This is done to maximize attendance at your event, but note as a result, it may take us some time before we are able to schedule your program.

SPONSOR CONTACTS:

Please name and provide the contact information for the relationship partner and marketing executive of your organization who will serve as our primary contacts.

Organization's Name:	
Organization's Address:	
Name of Relationship Partner:	
Relationship Partner's Telephone Number:	
Relationship Partner's E-mail:	
Name of Marketing Executive:	
Marketing Executive's Telephone Number:	
Marketing Executive's E-mail:	

SIGNATURE:

By signing below, I accept and agree to, on behalf of the organization noted above, all of the terms and conditions of the ACC Chicago Sponsorship Program and this Sponsorship Program Application.

Signature: _____

Printed Name: _____

Title: _____

Schedule 1 - Sponsorship Type

To apply for Premier Sponsorships, please place an “X” in the respective row below to indicate your proposed sponsorship type.

SELECT WITH AN “X”	PREMIER SPONSORSHIP OPPORTUNITY	SPONSORSHIP FEE
	PLATINUM	\$30,000
	GOLD	\$18,000
	SILVER	\$12,000

To apply for 2021 Summit sponsorship opportunities, please place an “X” in the respective row(s) below to indicate your proposed sponsorship type(s).

SELECT WITH AN “X”	2021 SUMMIT OPPORTUNITY	SPONSORSHIP FEE
	ONE (1) MCLE SESSION	\$9,000
	ONE (1) DUAL TRACK MCLE SESSION	\$5,500
	BREAKFAST	\$4,000
	LUNCH	\$4,000
	COCKTAIL RECEPTION	\$3,000

To apply for Individual Sponsorship Opportunities, please place an “X” in the respective row(s) below to indicate your proposed sponsorship type(s).

SELECT WITH AN “X”	INDIVIDUAL SPONSORSHIP OPPORTUNITY	SPONSORSHIP FEE
	GENERAL COUNSEL PANEL SPONSOR	\$6,000
	DIVERSITY SUMMER INTERNSHIP PROGRAM EVENT SPONSOR	\$5,000
	CAREER DEVELOPMENT PROGRAM	\$5,000
	IN-HOUSE WOMEN LAWYERS EVENT	\$6,000
	PODCAST	\$3,000

Schedule 2 - Proposed Topics

Proposed Topic #1

TITLE	
DESCRIPTION	
SPEAKERS (if known)	
PREFERRED MONTHS	
1ST CHOICE	
2ND CHOICE	
3RD CHOICE	

Proposed Topic #2

TITLE	
DESCRIPTION	
SPEAKERS (if known)	
PREFERRED MONTHS	
1ST CHOICE	
2ND CHOICE	
3RD CHOICE	

Proposed Topic #3

TITLE	
DESCRIPTION	
SPEAKERS (if known)	
PREFERRED MONTHS	
1ST CHOICE	
2ND CHOICE	
3RD CHOICE	