

ASSOCIATION OF CORPORATE COUNSEL NORTHEAST CHAPTER

2021 SPONSORSHIP PACKAGE



2021 SPONSORSHIP PROGRAMS AND PACKAGES

ACC Northeast is the organization of choice for in-house counsel in Massachusetts, Rhode Island, Vermont, New Hampshire, and Maine. We offer regular educational programs sponsored by law firms, professional services providers, legal tech companies, and legal recruiters, each who share their knowledge and expertise featuring topics of interest to in-house counsel. The Sponsors work closely with ACC-Northeast Board of Directors and Committee members to create informative programs that include in-house practitioners and that strive to select panels with diverse representation at every program. We ask that you consider the entire geographical reach of the Chapter and therefore offer CLE credits for those members in States of Maine, NH, and RI.

As a Sponsor, you would gain access to our Northeast membership of 1400 in-house counsel, made up of individuals in local, national and international companies, by sharing expertise, collaborating with Board and Committee Members, and socializing and networking among them. Unless otherwise noted, each tier of sponsorship includes these benefits:



Benefits for 2021 Sponsors

- Logo on ACC Northeast Website, linked to Sponsor Website
- Mention in ACC-Northeast Quarterly Newsletters (distributed to 1,400 in-house counsel members)
- Program Materials and Audio Recordings posted for 1 year in the Resource Center on the ACC Northeast Website
- Social Media: pre-event postings and post event postings on LinkedIn and Twitter (NEW)
- Representative invited to participate in the annual Managing Partner/General Counsel Forum(MP or Senior Executive)
- Ability to invite clients to their Sponsored events
- 4 attendees at ACC Northeast SummerFest (2 Partners & 2 Associates)

Benefits for 2021 Sponsors above \$18,000.00 level

- All of the above **PLUS**
- 1 video recording to be distributed on ACC-Northeast Social Media channels (LinkedIn and Twitter) and hosted on ACC-Northeast YouTube Channel (NEW)
- Opportunity to submit a 500 word article appearing in one of ACC-Northeast Quarterly Newsletters (NEW)
- 1 client alert or individual article to be distributed to membership (NEW)

OVERVIEW OF 2021 SPONSORSHIP OPPORTUNITIES

Sponsorship Level	Cost & Availability	Description	Additional Information
GC Summit Sponsor	\$25,000 (Only 1 offered per year)	<p>Opportunity to sponsor our inaugural full-day GC Summit, which offers ACC Northeast members insight and best practices at a very high level. This is a brand-new cutting-edge event, offering greatest exposure /visibility to member attendees throughout the day.</p> <p>Sponsor shall have the opportunity for 2-3 networking segments throughout the day. Choose live or virtual depending on circumstances.</p>	Special Offer: Commit to Sponsoring event in 2021 and maintain this exclusive Sponsorship for 2022 at no cost for second year.
Diversity & Inclusion Sponsor	\$15,000 (Only 1 offered per year)	<p>Diversity & Inclusion builds strong companies and communities, and ACC Northeast seeks to encourage growth and awareness amongst our members. Our sponsor will put forward two or three programs (or one half-day) per year, choosing live or virtual depending on circumstances, that bring information and discussion around diversity and inclusion and its role in building corporate culture.</p> <p>The Sponsor is encouraged to include a networking component.</p>	Each program is 1 to 1.5 hour long.

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Women's Initiative Sponsor	\$15,000 (Only 1 offered this year)	<p>Focusing on the needs of Women in house counsel, this sponsor will develop two or three programs/events a year (or one half-day) that will consist of substantive programming and career development workshops dealing with issues unique to woman lawyers.</p> <p>The Sponsor is encouraged to include a networking component .</p>	Each program is 1 to 1.5 hour long.
NEXT Gen Sponsor	\$15,000 (Only 1 offered this year)	<p>Our NEXT Gen group is comprised of in-house lawyers with fewer than 10 years of in-house practice. These are the future leaders and activities should be designed to engage the newer class of corporate counsel. The sponsor will collaborate with the group to develop key initiatives and put on directed events, examples include: networking events, virtual happy hours, educational seminars / substantive learning events, development of a mentoring program and gatherings which include associates and those new to the in-house practice. Choose live or virtual depending on circumstances.</p>	The NEXT Gen sponsor will develop a network for growth, advice and referrals to stay connected to young attorneys as they develop professionally.

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Substantive Law Program Sponsor	\$8,500 (8 available)	<p>Sponsor will work with ACC Northeast's Program Committee Members to craft programs that focus on timely and substantive legal topics or ethics.</p> <p>The Sponsor is encouraged to include a networking component.</p>	All individual programs are 1.5 hour presentations.
Practice & Career Management (P & CM) Program Sponsor	\$8,500 (3 available)	<p>Sponsor will work with ACC Northeast's P & CM Committee Members to craft programs that focus on practice and career management issues such as legal department efficiency, effective people management, design thinking and work/life balance.</p> <p>The Sponsor is encouraged to include a networking component.</p>	All individual programs are 1.5 hour presentations.

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Practical Skills Workshop Sponsor	\$4,000	<p>Chapter Members have expressed interest in training courses on Technology, i.e. Case management, e-billing, witness prep, project management, etc.</p> <p>Finance, i.e. Accounting principles, financial statements, analytics, etc.</p> <p>Social Media, and Work Life Balance Techniques, i.e. meditation, mindfulness practices.</p> <p>Sponsor is expected to contract with leading training professionals to conduct these sessions.</p> <p>Choose live or virtual depending on circumstances.</p>	Each program is 1 to 1.5 hour long.
Webinar Sponsor	\$4,000	<p>Sponsors develop and host a live, one-hour webinar on a topic of choice, developed in conjunction with ACC Northeast.</p> <p>Each sponsor is responsible for presenters, a registration link, webinar setup and hosting (e.g. GoToMeeting, Cisco WebEx, Zoom, etc.), execution and recording for future posting.</p> <p>ACC Northeast will handle the invitation and all marketing to membership.</p>	Sponsors will be allowed to post a link to the webinar recording on their website plus ACC Northeast will have it posted on their site for one year.

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Networking Sponsor <i>Street Law Initiative: Call for rates & details</i>	\$3,000	<p>Opportunity to socialize and network with members in a fun, informal way. Activities could include happy hours, wine tasting, cooking demonstrations, brewery tours, and/or family friendly activities.</p> <p>Choose live or virtual depending on circumstances.</p>	These events can be up to 2-hour networking/social activities.
Community Service Sponsor <i>Street Law Initiative: Call for rates & details</i>	\$3,000	<p>This sponsorship package is able to offer a voluntary activity to our members. ACC Northeast would like to have this event centered on our members volunteering with their families (e.g., Cradle to Crayons, Food Banks, Walkathons, etc.)</p> <p>Choose live or virtual depending on circumstances.</p>	Flexibility - this event may occur on weekends or weekdays and can be incorporated in a sponsors existing community service program so that attorneys and in-house participants can mingle or this can be a brand new initiative.

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Virtual Lunch Break Sponsor	\$1,500	<p>This short-form webinar could consist of product demo or brief introduction of services.</p> <p>Presentation portion should not exceed 20 minutes. Sponsor is expected to send food vouchers, gift certificates or offer lunch delivery service to up to 20 registrants.</p>	

Your Input is Welcome!

Please bring your creativity. Options are endless. If you have an idea for a specific program/ event/ activity for the Members, please let us know. The ACC Northeast Executive Director and a Board Member will work with you to tailor a sponsorship offering that suits your needs.

WHERE TO FIND US

ACC Northeast's Web Site:

<https://www.acc.com/chapters-networks/chapters/northeast>



ACC Northeast's LinkedIn Channel:

<https://www.linkedin.com/company/acc-northeast>



ACC Northeast's Twitter Channel:

<https://www.twitter.com/ACCNortheast>



ACC Northeast's YouTube Channel:

<https://www.youtube.com/channel/UCqta407qYupJ9EaAmD4i81g>



ACC Northeast's Podcast Channel:

<https://anchor.fm/accnortheast>

