

About ACC Legal Operations Maturity Model:

Since 2017, in-house legal executives have been using the acclaimed ACC Legal Operations Maturity Model and its related Foundational Toolkit to assess maturity, develop roadmaps, and advance from Early to Intermediate stages in 14 functional areas. With the release of the 2.0 version of the model, ACC invites legal service providers to produce resources and interactive workshops to help corporate legal departments advance beyond the basics. **Resources and programs for the ACC Legal Operations Maturity Model 2.0 will be heavily promoted to the 45,000 ACC members in 84 countries across the globe!**

About ACC Legal Operations Interest Groups

Year-round, ACC Legal Operations engages 1,500+ legal operations professionals and ops-focused senior lawyers – the buyers of legal services for their departments – primarily through its 7 functional Interest Group. Each Interest Group convenes 30–50 members online monthly for knowledge-sharing about how to tackle common challenges and opportunities.

About the Xchange

This annual spring conference focuses on law department leadership for legal operations executives, deputy and regional general counsel and heads of practice areas in large companies, and general counsel of mid-small legal departments. This event features experiential learning through advanced, practical, and interactive sessions. The 2021 Xchange will be a virtual conference held from June 15–17.

Sponsorship Opportunities Summary*

These sponsorship opportunities are competitive and intended to provide meaningful collaboration with senior legal operations leaders to create new content for ACC's signature Legal Operations Maturity Model resource center. Companies may [submit a proposal via the online RFI form](#) by **January 28th** and if selected commit to the proposed level of sponsorship. A member leadership committee will select partners based on expertise, experience, and proposed content.

- **Maturity Model & Interest Group**

Sponsor (\$US16,000): Includes sponsorship of a Legal Operations Interest Groups and it's Maturity Model function. Sponsorship also includes a Bronze level sponsorship at the 2021 Xchange.

Maturity Model Function	Interest Group
External Resources Management	External Resources Management
eDiscovery	Information Governance and eDiscovery
Internal Resources Management	Internal Resources Management
Metrics & Analytics	Metrics & Analytics
Project & Process Management	Project Process and Knowledge Management
Strategic Planning	Strategic Planning
Technology Management	Technology Management

- **Maturity Model Function Only (\$US7,500):**

Yearlong sponsorship opportunity to provide content for an ACC Legal Operations Maturity Model (MM) functions (Interest Group sponsorship is not included). Those selected as Gold/MM sponsors will be given priority consideration for Xchange sponsorship.

Maturity Model Function
Change Management
Contract Management
Financial Management
Information Governance
Innovation Management
Intellectual Property Management
Knowledge Management

**Detailed sponsorship benefits below*

Sponsorship Benefits Details:

Platinum - Maturity Model, Interest Group & ACC Xchange Partner Function (US\$16,000):

- **Provide:** Three (3) co-branded resources on advancing in the ACC Legal Operations Maturity function for which you are selected as a partner, and produce one (1) Virtual Roundtable promoted to ACC's 45,000 members as a part of the ACC webinar schedule.
- **Participate:** Join ACC Legal Operations members on two (2) Interest Group (IG) calls per year in 2020 and 2021 to present a tool or service, conduct a workshop or roundtable, etc. Engage with a legal operations working group to collaborate on resources and programming for the Maturity Model resource center.
- **Present:** Facilitate a session highlighting your Legal Operations Maturity Model (MM) function at ACC Xchange 2021 (X21) and exhibit as a Bronze level sponsor (sponsor can pay to upgrade to a higher level). Sponsors also receive priority consideration for X22 sponsorship. All sessions must be approved by ACC.
- **Feature:** Your company's Legal Operations Maturity Model function(s) will be featured in ACC's Legal Operations newsletter delivered to 2,000 in-house legal executives.
- **Awareness:** Your company will be recognized as a sponsor/contributor on the ACC Legal Operations Maturity Model 2.0 page of the ACC website and receive recognition on social media (Twitter and LinkedIn). ACC's combined social media presence is 67,000+ followers with a network of 1,500+ legal operations and 45,000+ in-house counsel members.

Gold - Maturity Model Function Area Sponsor (US\$7,500)**:

- **Provide:** Three (3) co-branded resources on advancing in the ACC Legal Operations Maturity function for which you are selected as a partner, and produce one (1) Virtual Roundtable promoted to ACC's 45,000 members as part the Online Education line-up.
- **Present:** Your company will receive priority consideration to exhibit as a Bronze level sponsorship at ACC Exchange 2021 (sponsor may pay to upgrade to a higher level).
- **Feature:** Your company's Legal Operations Maturity Model function(s) will be featured in ACC's Legal Operations newsletter delivered to 2,000 in-house legal operations executives.
- **Awareness:** Your company will be recognized as a sponsor/contributor on the ACC Legal Operations Maturity Model 2.0 page of the ACC website and receive recognition on social media (Twitter and LinkedIn). ACC's combined social media presence is 67,000+ followers with a network of 1,500+ legal operations and 45,000+ in-house counsel members.

***Companies may partner with ACC on up to two (2) Maturity Model Function areas. Additional sponsorship of Maturity Model area is US\$5,000 Please inquire for details.*

Interested in sponsorship? Please visit tinyurl.com/ACCMRFI or contact **Dwight Spencer, Business Development Manager**, at d.spencer@acc.com to discuss how we can help you meet your goals.