

# 2021 Sponsorship Program

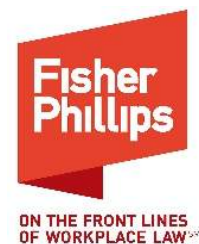


We would like to thank our 2020 Sponsors!

## Platinum



## Silver



## Holiday Party & Board Member Retreat





The Association of Corporate Counsel Central Florida Chapter (ACC CFL) is proud to serve as the premier professional association for attorneys working in corporate and other private and public sector legal departments. We are a fast growing vibrant chapter with more than 300 members in seven counties in the Central Florida area to include Orange, Seminole, Brevard, and Volusia Counties just to name a few. We continuously look for opportunities to provide our members with educational programs and networking events to meet and develop relationships with law firms and legal service companies.

### Education & Networking

March 16, 2020 brought change we never imagined causing us to quickly learn new concepts and ways to keep our chapter moving forward. These times have been challenging for both our members and our sponsors. As we all learned to work and engage virtually, our 2020 educational programming remained (with the help of our sponsors) high quality and in many instances better attended than previous in-person events due to easier accessibility to our distant county members. In the process of making lemonade out of lemons, our Chapter developed new and innovative ways for our sponsors to connect with our members with creative online webinars and virtual networking events. We will continue to offer a variety of levels of webinars and virtual networking opportunities until it is safe for us to meet in person again.

### What Sponsorship Offers

The Association of Corporate Counsel (ACC) is a non-profit 501c6 global bar association that promotes the common professional and business interests of in-house counsel through information, education, networking opportunities, and advocacy. Sponsorship of the ACC Central Florida Chapter offers your firm/organization the opportunity to showcase your expertise through CLE programs, the chance to get to know potential clients through networking events, and company recognition with ad and articles presented to our membership in newsletters and on our chapter homepage. **It is an invaluable partnership.**

## 2021 Sponsorship Levels and Opportunities

*The below chart offers a quick glance at what each sponsorship level has to offer. Please contact our Executive Director for further information at: [acc-cfl@accglobal.com](mailto:acc-cfl@accglobal.com)*

Opportunities:	Platinum <b>\$11,500</b>	Silver <b>\$6,500</b>	CLO/GC Virtual Roundtable <b>\$6,500</b> Limited attendance	Virtual Roundtable (open to all members) <b>\$4,500</b> Limited attendance
CLE webinars (two - 90 or three – 60 minute presentations)	✓			
*In-person event in 2021 when appropriate	✓	Option		
UberEats lunch/cocktail/wine/chocolate delivery networking component	✓	✓	✓	Option at Sponsor's expense
Electronic "Thank You" sent to program attendees	✓	✓	✓	✓
Program planning meeting with Program Committee members	✓	✓	✓	✓
Invite your in-house clients to your event	✓	✓	✓	✓
Display materials and signage at event	✓	✓	✓	✓
Firm/company branding in all advertising, program materials, website, and Chapter newsletters	✓	✓	✓	✓
Banner ad linked to your website placed on the ACC CFL website for 1 year	✓	✓	✓	✓
2-page article in Chapter newsletter	✓		✓	
1 page article in Chapter newsletter		✓		✓
Full page ad in Chapter newsletter	✓		✓	
Half page ad in Chapter newsletter		✓		✓
Eligibility to host 1 Signature Event	✓	✓		
**Attendance to Chapter Holiday Party	6	4	2	2

*\*Please reach out to our Executive Director for more information: [acc-cfl@accglobal.com](mailto:acc-cfl@accglobal.com)*

*The Program Committee is interested in your ideas and willing to get creative.*

*Please contact us with your ideas!*

The ACC CFL Program Committee will work to avoid CLE topic conflicts ensuring that no two sponsors present the same topic within a reasonable amount of time. Topic and date preferences will be awarded based on sponsorship level and time of booking.

\*\*Represents number of firm/company attendees allowed to attend the event.

## *Networking and Signature Events*

### *Holiday Party - \$2,500*

*In person event when appropriate.*

**Our Holiday Party Sponsorship** is a great way to show your support to our in-house counsel membership, and also offers the perfect networking environment. Holiday Party Sponsors will also enjoy invitations to other Chapter driven Social Networking Events throughout the year.

### *Summer Networking - \$1,500 Vendor Sponsor underwrites event*

*In person event when appropriate.*

**Summer Bash Networking Event Sponsorship** offers your company the opportunity to schmooze and network with a larger group of ACC CFL members. Our Chapter Executive Director will work with you to plan and carry out your event vision for your potential clients. Networking Event Sponsors will also enjoy invitations to other Chapter driven Social Networking Events throughout the year.

### *Signature or Charity Event – Complimentary Platinum and Silver level option*

*Virtual or in-person - Sponsor underwrites event*

**The Signature Event** is an opportunity to interact with membership through a purely customized event, showcasing the personality of the Sponsor. This is the perfect social/networking opportunity, and one with which we encourage our Sponsors to have fun and be bold – create a purely social tradition that members annually anticipate!

We encourage creativity in this opportunity! We have included some suggestions below to get you started – many will work for virtual and live events:

- ❖ Karaoke Night (virtual or live)
- ❖ Pub Crawl (Charity Event?)
- ❖ Sporting Events
- ❖ Brewery/Winery/Distillery Tour (virtual or live)
- ❖ A Night at the Enzian or Outdoor Movie
- ❖ Escape Room (virtual or live)
- ❖ Diners, Drive-In (Movie) and Dive (Bar)
- ❖ New Member Appreciation (virtual or live)
- ❖ Mystery Train
- ❖ The Wheel at ICON Park



## ACC Central Florida Chapter Preferred Sponsorship Commitment Form

We desire to serve as preferred sponsors of the ACC Central Florida Chapter at the following sponsorship level.

- Platinum
- Silver
- CLO/GC Virtual Roundtable
- Virtual Roundtable
- Signature/Charity Event (Complimentary add-on for Platinum & Silver Sponsors)
- Holiday/Summer Networking Event

When you recognize us in your materials, please show the listing as follows:

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Authorized by:

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Print name

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Print Title

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Company/Firm name

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Address

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Phone

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Fax

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E-mail Address

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Signature

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Date

Please note your preferred sponsorship level and return the sponsorship form to the Chapter Executive Director at [acc-cfl@accglobal.com](mailto:acc-cfl@accglobal.com). **The Commitment Form is binding and non-revocable** once submitted and by execution you hereby agree to full compliance with the Sponsorship Guidelines, attached hereto. You will be notified within 15 days if the ACC CFL Chapter Board has accepted your application. Following confirmation of acceptance, you will be provided with an invoice for your sponsorship fee, which will be payable upon receipt. For additional questions please contact at [acc-cfl@accglobal.com](mailto:acc-cfl@accglobal.com).

## *SPONSORSHIP GUIDELINES*

### 1) Event Scheduling

- a. Sponsor must contact the ACC CFL Executive Director (“ACC Director”) within three (3) weeks following submission of the Sponsorship Commitment Form to discuss scheduling and topic for their event.
- b. Sponsor must submit and obtain approval from the Program Committee of preferred topic no less than (6) weeks prior to a scheduled in-person CLE seminar, and (4) weeks prior to a CLE webinar.
- c. Sponsor must provide ACC Director a final copy of an electronic invitation or information needed for the ACC Director to create the electronic invitation to be sent to members no less than (5) weeks prior to a scheduled in-person event or (3) weeks prior to a webinar. The invitation must contain all relevant data including topic, date, time, location, and logos. The invitation must receive approval from the Program Committee.

### 2) Topic Selection

- a. All CLE Programs and social events shall be subject to approval from the Program Committee.
- b. Topic must be addressed from the perspective of in-house counsel. The program should focus on practical applications, rather than solely on theory.
- c. Presentation should contain useful, substantive, and relevant information for the meeting attendees. The speakers should give substantive handouts (printed or flash drive) related to the topic.

### 3) Facility & Food/Drinks

- a. Any expenses incurred by the Sponsor shall be the Sponsor’s sole responsibility.
- b. Where underwriting is excluded, Sponsor shall be responsible for the procurement and logistics of all facilities, food and drinks. ACC Director must approve in advance.

### 4) Sponsor Announcements/Invitations

- a. All program and event communications (e.g. invitations, announcements, and advertising) must be pre-approved by the ACC Director and meet then-existing ACC Central Florida (“ACC CFL”) guidelines. All such communications must abide by the guidelines provided by the ACC Director from time to time.
- b. Any communications to members shall be coordinated exclusively through the ACC Director. Sponsor shall not send or initiate any communications directly to members without consent from the member(s).
- c. Sponsor may share the program invitation with Sponsor’s corporate in-house clients at the Sponsor’s sole cost and expense.
- d. Sponsor has the option to prepare and issue a press release regarding the event. All content and distribution lists must be pre-approved by the ACC Director. The Sponsor may also advertise the event at the Sponsor’s sole cost and expense, provided that ACC Director approves any advertisements.
- e. Early promotion of your program is key to ensuring the best possible attendance. ACC CFL does not guarantee a minimum level of attendance to any program or event.

### 5) Event Restrictions

- a. The number of representatives that can attend a Program/Event is predetermined by level of Sponsorship in the Sponsorship Package, unless otherwise coordinated with the ACC Director.
- b. Sponsor shall not market any other firm/company event unrelated to the ACC in any advertising or materials provided to ACC CFL Members.
- c. No aggressive promotion of the firm/company’s services is allowed. The speaker’s knowledge on the subject should sell itself. Speakers shall not market their services or organizations in connection with the presentation, except as specifically agreed to in advance with the ACC Director.

Initial: \_\_\_\_\_

- d. The Sponsor may place promotional materials and business cards on the registration table. The Sponsor may offer a give-away or leave giveaway items at the tables at the sponsor's option. Any additional speaker or Sponsor information shall be reviewed and approved by the ACC Director.

#### 6) Evaluation Form and Continuing Legal Education (CLE)

- a. Sponsor shall apply for Florida Continuing Legal Education ("CLE") Credit prior to the Program/Event. While encouraged, Sponsor is not required to obtain approval for any one CLE program in more than two states.
- b. As a provider of CLE credit, Sponsor should distribute evaluation forms to program attendees. Evaluation forms must be pre-approved by, and any feedback must be shared with, the ACC Director.

#### 7) Contact with ACC Members

- a. ACC CFL shall retain ownership and control over its proprietary data, including its membership contact information and ACC CFL logo. Sponsor shall not use the membership contact information provided by ACC CFL for any commercial purpose, including solicitation or contacting members for any purpose other than those specifically authorized by ACC CFL in writing. Use of membership contact information provided by ACC CFL, including mailing labels to be used for the sole purpose of publicizing a Program/Event, must be coordinated with the ACC Director.

#### 8) Use of Sponsor Information

- a. Sponsor hereby authorizes ACC CFL to use its name, likeness, logos, copyrights, trademarks, intellectual property, and/or other information provided by and/or requested to be used by Sponsor ("Sponsor Information") in any marketing, publication or other use by ACC CFL. Sponsor represents that it has or will obtain any required licensing to be used by ACC CFL or Sponsor in connection with this sponsorship. Sponsor additionally agrees to indemnify, defend and hold ACC CFL harmless

from any claim associated with the use of Sponsor Information.

#### 9) Indemnification

- a. Sponsor, to the greatest extent permitted by law, agree to indemnify, defend and hold harmless the Central Florida Chapter of the Association of Corporate Counsel, its officers, directors and members, from and against any liability, cost, claim or assertion in any way associated with our sponsorship, attendance or involvement in any event or sponsorship.
- b. Sponsor agrees that it shall not utilize any intellectual property without first obtaining explicit authority for such use; in any case, Sponsor's indemnification requirements extend to any actual or alleged violation of intellectual property.

#### 10) Miscellaneous

- a. The ACC CFL Chapter President or ACC Director may make exceptions to these Guidelines for good cause and in the interests of the Chapter.
- b. ACC CFL makes no representation or warranty to Sponsor of any expected results from participating in the sponsorship program.
- c. Sponsor shall obtain and maintain, at Sponsor's sole expense, sufficient insurance, including but not limited to worker's compensation, employer's liability, general liability, automotive liability and liquor liability. Sponsor agrees that its insurance shall be primary and non-contributory to ACC CFL, and shall name ACC CFL, its officers and directors, as additional insured, and shall provide a waiver of subrogation in favor of the same.
- d. Failure to comply with these Guidelines may result in cancelation of scheduled program, forfeiture of sponsorship fee, Sponsor's inability to participate in future programs, events or sponsorship application processes and/or restricted access during the remainder of the sponsorship year, if any.

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