

# ASSOCIATION OF CORPORATE COUNSEL-NORTHEAST CHAPTER



## 2022 Sponsorship Package

**2020 and 2021 Gold  
ACC Chapter of  
Distinction Award**

**2021 Outstanding ACC  
Chapter Achievement  
Award for Best  
Membership Strategy  
Implemented**

**Second largest  
ACC Chapter  
LinkedIn followers  
in the United States**

# ASSOCIATION OF CORPORATE COUNSEL-NORTHEAST CHAPTER

## Greetings,

On behalf of the Board of Directors of the Northeast Chapter of the Association of Corporate Counsel (ACC-Northeast), we are pleased to present our Sponsorship Program for 2022.

ACC-Northeast is one of the largest chapters of the ACC, with approximately 1,400 members from companies of all sizes and industries, spanning five state jurisdictions including Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont. The greatest benefit our chapter provides is the numerous educational and professional development programs tailored to the specific needs of in-house counsel no matter the geography or industry. We could not do this without the support of our sponsors. Our members rely on our sponsors for thoughtful leadership in an evolving legal landscape to stay ahead of the challenges that exist for companies today and into the future.

We depend on our sponsors to also promote strong core values that define who we are, including values related to diversity, equity and inclusion, ethics and attorney health/wellness. We also offer a unique, award-winning social media platform that allows us to amplify all of our content through direct interaction with members and supporters. Our 2022 Sponsorship Prospectus includes additional opportunities for you to engage with our members on values-based programming and through our exceptional social media platform.

As we move forward into 2022, we look forward to offering events where our sponsors and members can interact in person. However, the ACC-Northeast is committed to holding events in a manner that addresses health and safety concerns while preserving the value to sponsors and members. If the chapter determines that health and regulatory guidelines or other circumstances do not permit in-person events during 2022, we will convert in-person events to virtual events with no changes to event pricing. We are confident that participation at any sponsorship level, whether in person or via a webinar or social media platform, will mutually benefit our sponsors and members. Of course, we welcome your input should you have additional sponsorship ideas.

If you have any questions, please do not hesitate to contact either of us. Please note that all applications are due by November 17, 2021 and should be directed to Julie Duffy at [juliesduffy@gmail.com](mailto:juliesduffy@gmail.com).

**Stephanie Lambert,**  
**ACC-Northeast President**

**Julie Duffy,**  
**ACC-Northeast Executive Director**

# BENEFITS OF SPONSORSHIP

Below are sponsorship opportunities for 2022. We welcome collaboration, so if you have an idea we have not proposed please reach out to Julie Duffy. We are confident that supporting our Chapter will benefit your organization, showcase your colleagues as thought leaders and allow you to be recognized as a valued resource for the in-house community.

There are many benefits available to ACC-Northeast Sponsors:

- Enhance your firm's profile within the in-house legal community
- Develop relationships with corporate counsel in a broad range of industries
- Promote your firm and its ACC sponsorship through ACC-Northeast award-winning social media strategy
- Meet key decision makers and influencers at companies throughout the Chapter
- Connect with ACC members through virtual and in-person events and networking opportunities
- Collaborate with ACC-Northeast leadership and committees on ways to maximize the firm's return on investment
- Host CLE and educational events (virtual and in-person) to demonstrate your expertise, which can be enhanced through suburban program repeats
- Post CLE materials/webinar recordings on the ACC-Northeast website for additional exposure
- Provide articles, podcasts and other content demonstrating expertise for publication and distribution when relevant

## ALL PACKAGES INCLUDE

- Pre and post event promotion
- Content Recommendations
- Email to members
- ACC-Northeast web page banner
- Logo in newsletter
- Social media channel posting
  - LinkedIn
  - YouTube
  - Twitter
  - Podcast





# **SPONSORSHIP PACKAGE \***

## **Summit Sponsorship \$16,500**

In collaboration with our Programs Committee, develop and present a half-day program to our members. Half-day programming should focus on the intersection between in-house counsel and external counsel. It can be substantive, career focused or related to practice management. This could also be divided into a three part series featuring 1 hour virtual sessions. Three are available. Here are some suggested topics:

- Optimizing External Counsel Engagement
- Contract Management/Contract Life Cycle
- Negotiations Skills for In-house Counsel
- Ethics & Compliance
- Legal Operations

### **PACKAGE INCLUDES:**

- Video promotion - Pre-recorded interview with sponsors highlighting content related to summit content and shared across all ACC-Northeast's social channels (LinkedIn, YouTube, Twitter, and Website)
- Email to members related to summit content
- Social media coverage pre and post event with links and tags as appropriate
- Direct email to membership regarding event.

## **Virtual Sponsorship \$12,000**

The Virtual Sponsorship package is an opportunity to utilize ACC-Northeast's award-winning social media program for promotion, outreach, execution and analytics. For this inaugural year, 3 Virtual Sponsorship Packages covering all ACC-Northeast channels are available.

### **PACKAGE INCLUDES:**

- Video promotion - Pre-recorded interview with sponsor highlighting and discussing the event
- Content Recommendations - ACC-Northeast will work with sponsor's social media team and supply recommendations on what type of content will resonate with members
- Organic social media promotion—Social media posts promoting the event with links to register
- The event can be recorded to share with members via social media, and posted on website as resource.
- Interviews - ACC-Northeast offers edited interviews with speakers and guests post event
- Post event email will thank the members for attending the event and provide specific contact information of the sponsor should members have any further questions or follow-up
- Campaign analytics includes registrants, attendees (virtual or in person), engagement rate (virtual) (Amount of questions/comments from attendees), attentiveness rate (virtual)

# **SPONSORSHIP PACKAGE**

## **Affinity Sponsorships**

### **Diversity, Equity & Inclusion (DE&I) Sponsorship \$15,000**

Diversity, Equity & 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 that bring information and discussion around diversity and inclusion and its role in building corporate culture.

The Sponsor is encouraged to include a networking component.

### **Women's Initiative Sponsorship \$15,000**

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 women lawyers. Each program is 1 to 1.5 hour long.

The Sponsor is encouraged to include a networking component.

### **NEXTGen Sponsorship \$15,000**

Our NEXTGen group is comprised of in-house lawyers with fewer than 10 years of in-house practice. These activities should be designed to engage the future leaders 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, development of a mentoring program and gatherings which include associates and those new to the in-house practice.

The NEXTGen sponsor will develop a network for growth, advice and referrals to stay connected to new to in-house attorneys as they develop professionally.

# **SPONSORSHIP PACKAGE**

## **Substantive Law Program Sponsorship \$8,500**

Sponsor will work with ACC-Northeast Programs Committee to craft a program that focusing on timely and substantive legal topics. Each program is required to have an in-house perspective. ACC-Northeast will help in recruiting panelists if necessary. Suburban/Out of State Repeat Available -call for pricing

## **Practice & Career Management Sponsorship \$8,500**

Sponsor will work with ACC-Northeast P & CM Committee to craft programs that focus on department management and career development issues including legal department efficiency and technology, effective people management, work/life balance, and health & wellness.

## **Webinar Sponsorship \$4,500**

Sponsors can develop and host a live, one-hour webinar on a topic of choice, developed in conjunction with ACC Northeast. 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. ACC Northeast will handle the invitation and all marketing to membership.

Sponsors can post a link to the webinar recording on their website plus ACC Northeast will have it posted on their site for one year.

## **Practical Skills Workshop Sponsor \$4,000**

Chapter members have expressed interest in the following courses:

- Technology (case management, e-billing, witness prep, project management)
- Finance (accounting principles, financial statements, analytics)
- Social Media (LinkedIn training, personal branding)
- Work/Life balance techniques (meditation, mindfulness, breathing practices)

## **Network/Social Sponsor \$4,000**

Here is an 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. EXAMPLE: In 2021, ACC-Northeast hosted a fun family event by attending a baseball game at Polar Park in Worcester.

Choose live or virtual depending on circumstances.

# SPONSORSHIP PACKAGE

## Community Service Sponsor \$3,000

This sponsorship package is able to offer a volunteer 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.)

Choose live or virtual depending on circumstances.

SPECIAL PRO -BONO OFFERING: STREET LAW, call for costs & details

## Virtual Lunch Break \$1,500

This short-form webinar could consist of product demo or brief introduction of services. Presentation portion should not exceed 20 minutes. In addition, sponsor is expected to send food vouchers, gift certificates or offer lunch delivery service to up to 20 registrants.

## 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 ACC-Northeast

- Website: [acc.com/chapters-networks/chapters/northeast](http://acc.com/chapters-networks/chapters/northeast)
- LinkedIn: [linkedin.com/company/acc-northeast](https://www.linkedin.com/company/acc-northeast)
- Twitter: [twitter.com/ACCNortheast](https://twitter.com/ACCNortheast)
- YouTube: [youtube.com/channel/UCqta407qYupJ9EaAmD4i81g](https://youtube.com/channel/UCqta407qYupJ9EaAmD4i81g)
- Podcast: [anchor.fm/accnortheast](https://anchor.fm/accnortheast)



# SPONSORSHIP PACKAGE DETAILS

Sponsor Type	Summit Sponsor	Affinity Program	Single Program	Webinar	Virtual Sponsorship	Social Sponsor
Fee	\$16,500	\$15,000	\$8,000	\$4,500	\$12,000	\$3,000 + cost of social event
Half Day CLE certified Program	Yes	No	No	No	N/A	No
90-minute live program	No	Yes x 2	Yes x 1	No	N/A	No
Suburban repeat	Yes	yes	Yes	yes	No	No
Ask the experts video on YouTube Channel	Yes	Yes	No	No	No	No
Invite to ACC Summerfest	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to Managing Counsel/GC Forum	Yes	Yes	No	No	No	No
Posting of substantive client alert on social media channels	No	No	No	No	No	No
Organic social media promotion	Yes for limited time pre-event	Yes for limited time pre-event	Yes for limited time pre-event	Yes for limited time pre-event	Yes as described on program specifics	Yes for limited time pre-event
Webinar software support including branding, tracking and attendee analytics	No	No	No	No	Yes	N/A
Post event interviews	No	No	No	No	Yes	No
Banner on Chapter website	Yes	Yes	Yes	Yes	Yes	Yes
Link to Sponsor Website	Yes	Yes	Yes	Yes	Yes	Yes
Video Promotion	Yes	Yes	No	No	Yes	No
Content Recommendations	Yes	Yes	No	No	Yes	N/A
Email Promotion	Yes	Yes	Yes	Yes	Yes	Yes

ACC-Northeast is dedicated to providing our members with high quality, relevant and timely information through our social media platforms. ACC-Northeast Leadership reserves all right to determine content posted on our sites.



# **ACC-NORTHEAST BOARD**

**President**  
**Stephanie Lambert**  
**Chief Compliance Officer**  
**NETSCOUT**

**Treasurer**  
**Leonard Ho**  
**CLO & GC**  
**WHEELS**

**Secretary**  
**Alex Aferiat**  
**Legal Counsel**  
**Boston Consulting Group**

## **Board of Directors**

**Meredith Ainbinder**  
**General Counsel**  
**Emerson College**

**Mitch Appelbaum**  
**Sr Vice President & Credit Counsel**  
**State Street Bank & Trust Company**

**James Coughlin**  
**Senior Managing Legal Counsel**  
**Dell Technologies**

**Liz Cox**  
**Managing Attorney**  
**Hasbro**

**Gemma Dreher**  
**VP & Senior Counsel**  
**TD Bank**

**Ian Hecker**  
**Executive Vice President & General**  
**Counsel**  
**Middlesex Savings Bank**

**Sharon Kamowitz**  
**President**  
**Sharon Kamowitz Privacy & Compliance**  
**Consulting**

**Marisa Murtagh**  
**VP and Counsel**  
**Global Treasury**  
**State Street Bank and Trust Company**

**Kathleen Patton**  
**General Counsel**  
**Jobcase**

**Karen Higgins Valentine**  
**Former CLO**  
**Constellation Pharma**

**Robin A. Walker**  
**Chief Legal Officer**  
**Goldfinch Bio**

**Larry Weiss**  
**SVP and Chief Legal Officer**  
**Emulate, Inc.**

**Kelly Whetstone**  
**Deputy General Counsel**  
**Foreside Financial Group**

**Patrick Wu**  
**Senior Counsel**  
**Netscout**

**Executive Director**  
**Julie Duffy**  
**juliesduffy@gmail.com**

# ACC-NORTHEAST 2021 SPONSORS



Beveridge  
& Diamond



BOWDITCH  
ATTORNEYS

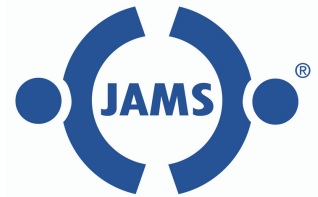
DAY PITNEY LLP

FINNEGAN

FTI™ TECHNOLOGY  
CONSULTING

GOODWIN

JacksonLewis



L&A | LANDO &  
ANASTASI

Locke  
Lord

MAJMUDAR & PARTNERS  
INTERNATIONAL LAWYERS

McDermott  
Will & Emery



MINTZ

Morgan Lewis

NIXON  
PEABODY

Nutter  
uncommon law

Ogletree  
Deakins

PretiFlaherty

ROPES & GRAY

Seyfarth

SHOOK  
HARDY & BACON

Sullivan  
SULLIVAN & WORCESTER

Verrill

# 2022 SPONSORSHIP APPLICATION

Sponsor Name:

Sponsor Address:

City:

State:

Zip Code:

Please list the person who ACC Northeast Executive Director, Program Chair and Board Liaison should communicate with regarding Programming and other aspects of Sponsorship.

Sponsor Contact Name:

Marketing Contact Name:

Sponsor Contact Phone:

Marketing Contact Phone:

Sponsor Contact Email:

Marketing Contact Email:

Level of Sponsorship and Category:

Proposed Topic and Rationale:

Potential sponsors must include a brief explanation of their chosen topics and reasons why in order to be eligible. No application will be accepted without clear explanation of topic, no exceptions.

Any applications received after 5:00 pm on November 17th, 2022 will receive consideration only after the applications received by the application deadline. A separate invoice with payment instructions will be sent once the Chapter selects the sponsors and patrons. If you have any questions, please email Julie Duffy, Executive Director, at [juliesduffy@gmail.com](mailto:juliesduffy@gmail.com).

By submitting a Sponsorship Application, Sponsor agrees to comply with ACC Northeast Sponsor Rules of Engagement. The term of a 2022 ACC Northeast sponsorship is January 1, 2022, through December 31, 2022

In the event your firm is not chosen for your preferred sponsorship(s) opportunities requested, the Chapter will contact you regarding other sponsorships opportunities.