

2022 SPONSORSHIP PROGRAM

SPONSORSHIP LEVELS AND BENEFITS

PLATINUM SPONSOR

\$9,000 (limit of 4)

*Sponsorship includes presenting one CLE seminar, one Social Event and one RoundTable.**

A half-day CLE of up to 4.0 credits to include a meal/refreshments:

- Month exclusivity rights for your CLE (NOTE: This exclusivity *does not* extend to RoundTables and quarterly socials.)
- Sponsor may invite all firm members and its in-house clients to attend at no charge
- Post-event thank you email can be sent to attendees on your behalf

A social event:

- One held each quarter
- A post-event thank you email can be sent to attendees on the presenting firm's behalf

A RoundTable:

- Informal, 90-minute program hosted at the sponsoring firm's office.

Plus the following benefits:

- One direct mail piece or email sent on your firm's behalf to ACC NEO members
- A bylined article (1,000 words) OR a one-page, full-color ad published in FOCUS, ACC NEO's quarterly newsletter
- A 2022 print subscription to FOCUS
- Firm logo/link on ACC NEO's website and in 2022 program materials
- Rotating banner ad on ACC NEO website during CLE month

GOLD SPONSOR

\$6,000

*Sponsorship includes hosting/presenting one CLE seminar of up to 3.0 credits to include a meal/refreshments.**

- Sponsor may invite all firm members and all in-house clients to attend at no charge
- A post-event thank you email can be sent to attendees on the presenting firm's behalf

Plus the following benefits:

- A bylined article (750 words) OR a half-page, full-color ad published in FOCUS, ACC NEO's quarterly newsletter
- A 2022 subscription to FOCUS
- Firm logo/link on ACC NEO's website and in 2022 program materials
- Rotating banner ad on ACC NEO website during CLE month

SILVER SPONSOR

\$4,000

*Sponsorship includes hosting/presenting one CLE seminar of up to 2.0 credits to include a meal/refreshments.**

- Sponsor may invite all firm members and all in-house clients to attend at no charge

Plus the following benefits:

- A 2022 subscription to FOCUS
- Firm logo/link on ACC NEO's website and in 2022 program materials

- Rotating banner ad on ACC NEO website during CLE month

A LA CARTE OPTIONS

\$2,000 each

Available to all eligible law firm sponsors. Requests are prioritized by level and in the order that they were received.

- *Host a RoundTable event (limited availability)*
RoundTables are a non-CLE forum for members to collaborate with each other regarding typical in-house concerns—with a dash of perspective from outside counsel.

These events are usually held on Thursdays from 4:30pm to 6:30pm and are very informal. There's no need to prepare a presentation; however, for an in-person RoundTable your firm would be responsible for:

- Providing the meeting space (ideally a conference room in your office) and food + beverage (soft drinks, beer/wine, and light dinner or hors d' oeuvres) for attendees.
 - Having the Managing Partner of the firm lead and help moderate the discussion. In addition, 2-4 of the firm's attorneys may participate in the program.
 - Covering any parking fees for attendees (if applicable).
- *Host a health + wellness; pro bono; charity/volunteer activity or program*
 - Host or co-host a non-CLE program OR invite ACC NEO members to your firm's pre-existing program or event.
 - Must be approved by the ACC NEO Board.
 - *Present a 1.0 virtual CLE*
 - Virtual presentation only
 - Host on your firm's webinar platform or ACC NEO's Zoom account
 - *Other*
Propose your unique idea or event to us! *Must be approved by the ACC NEO Board.

SMALL FIRM

\$1,000 each

To be eligible for a "Small firm" sponsorship, a law firm must have ≤15 attorneys total, *firmwide*.

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- Having the Managing Partner of the firm lead and help moderate the discussion. In addition, 2-4 of the firm's attorneys may participate in the program.

- Covering any parking fees for attendees (if applicable).
- *A bylined, 1,000-word article in one issue of FOCUS, the ACC NEO Chapter newsletter.*
- *A one-page, full-color ad in one issue of FOCUS, the ACC NEO Chapter newsletter.*
- *Other*
Propose your unique idea or event to us! *Must be approved by the ACC NEO Board.

NOTE: While pandemic restrictions will continue to apply through the end of this year, it is our hope to resume in-person events as soon as prudently possible.

If COVID-19 continues to impact our ability to host in-person events in 2022, we will work with you—our sponsors—to find solutions that are mutually beneficial for your firm and our members. It is worth noting that since March 2020, our virtual events have experienced higher member attendance over in-person events.

SPONSORSHIP GUIDELINES

1. SPONSORSHIP GENERALLY

Any law firm or legal services vendor may apply to the Association of Corporate Counsel Northeast Ohio Chapter (“ACC NEO” or “Chapter”) to serve as a sponsor for a Chapter educational program (“Program”) and/or social/networking event or activity (“Event”), provided that the sponsorship is approved by the Chapter Board and/or President.

A limited number of sponsorships are available for Programs/Events on an annual basis. All Program/Event specifics will be finalized with the Chapter’s Executive Director (“Executive Director”). Sponsorship levels will be filled first by level, then by the order they are received.

2. SPONSOR PROGRAM/EVENT DEADLINES

All 2022 Sponsorship Application Forms are due to the ACC NEO Executive Director, via e-mail or mail, by the end of the day (Midnight) EST, December 31, 2021. Sponsorship Application Forms received after this date will still be eligible for consideration, but priority will be based on the order of receipt. All levels and benefits are subject to availability. The planned timeline/process upon the deadline’s close:

- a) In early 2022, sponsors will be contacted to confirm their program dates and topics.
- b) The 2022 Sponsorship programming calendar begins on April 1, 2022 and ends March 31, 2023.
- c) In the first quarter of 2022, a final invoice, along with a confirmation of the selected sponsorship level and related details, will be emailed to each sponsor that has submitted a completed application.
- d) Successful applicants will be required to submit their non-refundable sponsorship fee by the date indicated on their invoice. Applicants that do not submit payment by such date will forfeit their sponsorships and the applicable Program/Event may be reassigned to another applicant.

3. COSTS/EXPENSES

In addition to payment of the applicable sponsorship fee, each sponsor is responsible for all expenses associated with its sponsored Program/Event.

Except when specified as a sponsorship level's benefit, the Chapter may charge a fee for non-member attendees at Chapter CLEs and any other Programs/Events at its discretion.

NOTE: For virtual events, sponsors can use ACC NEO's Zoom account at no extra cost. Sponsors are also welcome to use their own preferred webinar/meeting platform.

4. CO-SPONSORSHIP

ACC NEO offers sponsorship levels for vendors who serve the interests of ACC NEO's members. Many vendors have already expressed interest in co-hosting and/or co-supporting events sponsored by firm sponsors. Law firms should indicate on their applications if they would consider having a co-host for their Programs/Events. The Chapter will help with pairing interested parties.

For those law firms and vendors that agree to partner as co-sponsors of an ACC NEO CLE, we respectfully request:

- (a) Unless otherwise agreed upon by all co-sponsors of a Program/Event, law firms serve as the primary sponsors for the CLE Program responsible for course material and presentation. Vendors are considered co-sponsors;
- (b) Law firms must provide its Program co-sponsor with reasonable presence in the Program's presentation (i.e., as a speaker or panelist) and materials (e.g., logos, bios, giveaways), and including at least one in-house counsel;
- (c) The Program venue, food + beverage and any other related costs remain the responsibility of the primary sponsor and co-sponsor, and should be discussed and mutually agreed upon between them; and
- (d) Co-sponsoring Law Firms and Vendors must each commit to a sponsorship level in order to co-sponsor a Program/Event.

5. PROGRAM/EVENT PLANNING TIMELINES

Sponsors must abide by the following in order to ensure a successful Program/Event:

Scheduling

- (a) Signature Plus sponsors retain the right to block out their CLE month from any other sponsors' CLEs. However, block out rights do not include socials, pro bono/outreach Events, or CLEs that the Chapter is co-sponsoring with an outside organization (e.g., CMBA, FBA, ABA, Legal Aid Society)
- (b) Requests will be considered as they are received; first respondents will have the best chance of obtaining their preferred topic/event date and time (subject to ACC NEO approval).

Program topic/content

- (a) Discuss Program topic with the Executive Director as soon as possible after committing to sponsorship level, but no later than twelve (12) weeks prior to the Program date. Information provided past application deadlines will result in a late application fee charged to the sponsor.
- (b) Provide Executive Director with final copy approval of electronic invitation containing all relevant data (i.e., topic, description, date/ time, location and logos) relating to the Program/Event no less than six (6) weeks prior to the Program/Event date.

6. PROGRAM TOPICS; PROGRAM PANEL

Program topics should be addressed from the perspective of in-house counsel and all CLE panels MUST include an in-house panelist. Presentations should contain useful, substantive, and relevant information for Program attendees.

Sponsors/presenters who promote their services will not be invited to return as sponsors.

Speakers are expected to provide attendees with substantive written materials (e.g., printed, flash drive) related to the topic; materials must be at least 10 substantive pages (copies of PowerPoint slides are not considered substantive by the Supreme Court and will not be included in the 10-page count).

Speakers are expected to follow the proposed agenda, including time limitations.

7. FACILITY, FOOD + BEVERAGE

Sponsors will be responsible for arranging the facility for each Program/Event and for providing validated or valet parking as applicable. Each morning or lunch-time Program must include a light meal for each attendee and each evening event must include hors d'oeuvres and beverages.

The sponsor and any co-hosts are responsible for paying the facility or caterer directly for food and beverage costs and, where applicable, any facility/equipment rental fees. The Chapter will collect no monies related to food/beverage/venue expenses.

Any additional expenses incurred by the sponsor are the sponsor's sole responsibility.

8. PROGRAM/EVENT ANNOUNCEMENTS + INVITATIONS

Programs/Events are co-sponsored with ACC NEO, and the Chapter logo must be included in all invitations, announcements and advertising of the Program/Event. Placement and size of logos must be approved by the Executive Director prior to distribution.

Social Event invitations are typically printed; however, they can be emailed, if the sponsor prefers. For any invitations that are printed, the printing and postage costs are the responsibility of the sponsor. Upon receipt of the printed and stamped invitations, the Chapter will address and mail them to its current membership roster.

The sponsor will be mentioned in all Chapter announcements of the Program/Event, and the sponsor's logo may be included in the meeting announcement if received sufficiently in advance by the Executive Director. When a law firm has partnered with a vendor sponsor for a Program/Event, the law firm receives priority listing over the vendor.

The sponsor may send the Program/Event announcement to the sponsor's corporate in-house clients at the sponsor's sole cost and expense. The sponsor may also advertise the Program/Event at the sponsor's sole cost and expense, provided the Chapter first approves any advertisements.

ACC NEO shall retain ownership and control over its proprietary data, including its membership list and ACC NEO logo.

Platinum, Gold and Silver sponsors may invite their attorneys and in-house clients to attend their Programs/Events at no extra charge.

9. RSVPs

The final attendee list (name, title and company only) will be shared with the sponsor within one week after the Program/Event.

10. ACC NEO LITERATURE

At the Program/Event, the Chapter may provide literature and other available materials about the ACC, including the ACC NEO and ACC membership applications.

11. SPONSOR (AND CO-SPONSOR, IF APPLICABLE) SPEAKER MARKETING

The sponsor may not market any other firm or vendor event unrelated to the ACC in any advertising or materials provided to ACC NEO members. The sponsor's knowledge of the subject matter should sell itself, rather than aggressive promotion of the firm's/vendor's services.

Speakers may not market their services or organizations in connection with the presentation, except as specifically agreed to in advance with ACC NEO.

The sponsor may distribute promotional materials and business cards during the Program/Event, biographical information on speakers and brief history and description of firm/company and its services.

12. CONTINUING LEGAL EDUCATION (CLE) APPLICATIONS + PROGRAM EVALUATION FORMS

The Executive Director will apply for Ohio Continuing Legal Education (CLE) credit approval prior to the program.

- ACC NEO will pay the \$25 CLE application fee on behalf of all Programs it hosts.
- If program materials necessary for a complete CLE application are not received in time to meet the Ohio Supreme Court's application deadline, the presenting firm will be invoiced by ACC NEO for the \$100 late fee.
- If a sponsor wishes to obtain additional accreditation for its Program (e.g., PDC, CPE), then the sponsor is responsible for applying for those credits.

The Chapter or its agent will distribute and collect evaluation forms from all Program attendees, and the results will be shared with the presenting firm within one week after the Program.

13. PROGRAM/EVENT CANCELLATION

Programs/Events may not be cancelled by a sponsor. Any sponsorship fee paid by a sponsor is final and non-refundable.

In the unlikely event that ACC Northeast Ohio cancels a Program/Event, it will be rescheduled. If it cannot be moved to another date, the fee will be refunded unless:

- (a) The Chapter cancels a Program/Event due to the failure of a sponsor to meet the timeframes and responsibilities set forth in these Guidelines, or;
- (b) If the Chapter determines that a sponsor has not prepared sufficiently in advance or has provided insufficient detail for ACC Northeast Ohio to adequately market and publicize the Program/Event to its members.

14. CHANGES AND EXCEPTIONS TO GUIDELINES

The Sponsorship Program and the foregoing Guidelines are subject to change at any time at the discretion of ACC Northeast Ohio.

The Chapter President or Executive Director may make exceptions to these Guidelines for good cause and in the interests of ACC Northeast Ohio.