

## 2023 ACC National Capital Region Sponsorship Program Guide

The Board of Directors of ACC National Capital Region is pleased to present the chapter's 2023 Sponsorship Program.

Returning Sponsors: We are grateful for our sponsors every year but perhaps never more so than now, as we look back over the past two years. Thank you for your partnership and persistence.

### **NEW THIS YEAR!**

- Affinity Group Socials. Over the past 18 months, ACC NCR has expanded the number of its affinity groups from two to five and plans to add more. To support these groups, we are offering a new sponsorship option to host a social for affinity group members and allies. The add-on fee for Annual Relationship Sponsors is \$1,250 and the a la carte fee is \$1,750. Consistent with other sponsorship opportunities, sponsors will be responsible for out-of-pocket costs, such as food and beverages.
- Nonprofits & Associations Programs. Building on the success of the 2021 and 2022 ACC NCR Nonprofits & Associations Conference and the interest expressed by members, the Nonprofits & Associations Committee is looking to expand the programming offered to the hundreds of members who work at more than 150 local nonprofits and associations. To encourage sponsorship of programs dedicated to the needs and interests of in-house counsel in this sector, we are offering the option to sponsor a CLE program as an add-on sponsorship for annual relationship sponsors for \$2,756.25 and as an a la carte sponsorship for all others for \$5,512.50. The program may be a session in the 2023 Nonprofits & Associations Conference or a standalone program.

New Applicants: ACC NCR is the regional bar association for in-house counsel, serving the companies, non-profits, and other private-sector organizations in the District of Columbia, Virginia, and suburban Maryland. With approximately 2,500 members from more than 800 organizations, ACC NCR is among the largest chapters of the global Association of Corporate Counsel (ACC). ACC NCR provides vital professional services to a vibrant in-house bar and is proud to be the premier provider of continuing legal education and networking opportunities for the in-house legal community in our region. There are a wide range of options for you to consider and we hope you will reach out if you have any questions.

Implications of COVID-19: As always, the safety of our sponsors, staff, and members is our first priority. After remaining fully online throughout 2021, in March, we began to host non-CLE events in-person in accordance with our COVID-19 Guidelines for In-Person Events and Duty of Care and we plan to begin hosting some CLE programs either in-person or hybrid in September. In the event of renewed restrictions on in-person events, we will offer online options for all programming, including CLE programs, roundtables, and social events.

### **2023 SPONSORSHIP PROGRAM OPTIONS**

The 2023 Sponsorship Program has a variety of levels of annual relationship sponsorships, each of which provides a robust bundle of benefits with excellent and creative visibility for sponsors.

ACC NCR will continue to offer several add-on options for annual relationship sponsors and a range of a la carte sponsor options open to all. A chart summarizing the sponsorship options and the benefits associated with each is provided on pages 4 - 6 of this guide. Explanations of the benefits can be found starting at page 7 of this guide.

## **APPLICATION PROCESS**

Sponsors that apply by Friday, August 26 and are accepted in the first round will receive preference for sponsor option, committee, and event dates in 2023. Additionally, these sponsors will be invited to send an additional representative to the Sponsor and Volunteer Thank You Reception, which will be held on November 17, 2022.

Our timeline is as follows:

- **Friday, August 26, by 5:00 p.m. Eastern:** Deadline for submission of Sponsorship Application Form if your company or firm wishes to be included in the “first-round” selection of sponsors.
- **Friday, September 23:** Sponsorship applicants who met the August 26 submission deadline will be notified about the status of their applications.
- **Friday, October 21, by 5:00 p.m. Eastern:** Deadline for submission of Sponsorship Application Form if your company or firm wishes to be included in the “second-round” selection of sponsors.
- **Monday, November 21:** Sponsorship applicants who met the October 21 submission deadline will be notified about the status of their applications.
- While we welcome applications after October 21, opportunities are subject to availability. These later applications will be evaluated according to the criteria listed below on a first-come, first-served basis.

## **KEY SPONSORSHIP PROGRAM PROVISIONS**

The term of an annual sponsorship under the 2023 Program is from January 1, 2023, through December 31, 2023.

**All prospective (whether new or returning) sponsors must complete the Sponsorship Application Form online (see page 29 for the list of questions).** By completing and submitting the application form, you represent that:

- (1) You have carefully reviewed and fully understand the terms and provisions of the 2023 ACC NCR Sponsorship Program and that you are committed to working within the Program and its requirements, specifically the ACC NCR Sponsor Guidelines (found at page 25 of this document);
- (2) You are authorized to submit the Sponsor Application form on behalf of the sponsor applicant; and
- (3) You will pay the sponsorship fee to ACC NCR by the applicable deadline.

Payment in full of the sponsorship fee must be received by January 31, 2023, or within thirty (30) days of receipt of notification of the sponsorship award and an invoice for the fee, whichever occurs later, unless other arrangements are made with the ACC NCR Executive Director. Failure to pay in a

timely fashion may result in immediate cancellation of the sponsorship and forfeiture of all sponsorship benefits. The sponsorship then will be reassigned to another interested firm/company. Please note that sponsorship fees are not refundable.

For the avoidance of confusion, please note the following select provisions of the Sponsor Guidelines (pages 25-28):

- a. For those programs held outside of the sponsor's offices and for which ACC NCR incurs out-of-pocket costs, the presenting sponsor(s) will be responsible for all food/beverage and venue costs.
- b. Periodically and for various reasons, ACC NCR will organize a multi-session program (e.g., half or full-day conference). Participation in one session of a multi-session program constitutes a sponsor's allotted CLE or other program. In addition, sponsors will share the out-of-pocket costs, such as meals/refreshments and AV.

### **SPONSOR SELECTION CRITERIA**

ACC NCR has been very fortunate to work with sponsors that are true contributors to our efforts to be the premier professional resource for our members. We greatly value our sponsors' dedication to helping us achieve our mission.

In selecting sponsors and assigning sponsorship levels for 2023, ACC NCR will:

1. Attempt to select a mix of sponsors that will offer a variety of information, services and/or products to our members to assist them in providing the highest level of service to their clients. We try to make sure that our sponsors are well aligned with the interests of our membership in terms of practice areas, industries represented, and sizes of firms/companies.
2. Seek sponsors that are able to provide information, services, ideas and expertise that are valuable to our members and conform to our guidelines (see page 25 of this document).
3. Consider, if applicable, the applicant's previous creativity in developing and presenting CLE programming for ACC NCR.
4. Consider the applicant's proffered or proven commitment to diversity and its ability to work closely and effectively with ACC NCR on CLE programs, events, and other chapter activities.

The ACC NCR President, President-elect, Vice President of Programming, Vice President of Engagement, Leadership, and Community, Director for Legal Education, Director of Programming, Director of Greater Virginia, Senior Director, and Executive Director will comprise the ACC NCR Sponsorship Committee. The Committee will evaluate the Sponsorship Applications we receive based on the criteria stated above and determine the assignment of specific sponsorships to applicants.

## ANNUAL RELATIONSHIP SPONSORS

	Diamond	Ruby	Emerald	Platinum	Gold	Bronze	Prof. Growth Partner <i>(not available to law firms)</i>	Business Partner <i>(not available to law firms)</i>	
<b>Details on page:</b>	9	10	11	12	13	14	15	16	
<b>General Benefits:</b>									
<b>Fee</b>	\$44,100	\$33,075	\$27,562.50	\$22,050	\$16,537.50	\$11,025	\$5,512.50	\$5,512.50	
<b>Programs</b> <i>(*one+ program at a conference or webinar only)</i>	3*, plus 1 social and a live broadcast of ELRadio	3*	2*	2*	1	1*	1	0, attend 1 program (with approval of chapter and host sponsor)	
<b>Social Media</b>	Pre- and Post-Event Posts							N/A	
<b>Banner ad on website</b>	Yes	Yes	Yes	Yes	Yes	No, listing only	Listing on Career Dev webpage	No, listing only	
<b>News Alerts</b>	6	2	2	1	1	0	1	0	
<b>News Alerts on social media</b>	3	2	2	1	0	0	0	0	
<b>Directory Ad</b>	Full-page (front cover)	Full-page (prime placement)	Full-page	Half-page	Half-page	Logo	Logo	Logo	
<b>Corp Scholars Contribution</b>	\$4,410	\$3,307.50	\$2,756.25	\$2,205	\$1,653.75	\$1,102.50	\$551.25	\$551.25	
<b>Tickets to social with members and Corporate Scholars</b>	6	4	3	2	1	1	1	2	
<b>Tickets to events open to sponsors, except CSP &amp; CCA receptions</b>	3	2	2	2	2	2	2	2	
<b>Awards Reception:</b>									
<b>Tickets</b>	14	12	12	10	6	4	2	2	
<b>Print Collateral</b>	Full-page prime	Full-page	Half-page	Quarter-page	Quarter-page	logo	logo	logo	

**ADD-ONS**  
**AVAILABLE ONLY TO ANNUAL RELATIONSHIP SPONSORS**

	Leadership Academy Champion	Leadership Academy Host	Leadership Academy Engagement Event Host		CLO Club Reception or Roundtable Lunch or Dinner, or Social, Community-Based, or GVA/MD or Nonprofit CLE Program	Affinity Group Social		Meeting Host	News Alert with Social Media Post
<b>Details on page</b>	17-19	17-19	17-19		20	21		21	21
<b>Fee</b>	\$5,512.50	\$3,307.50	\$2,756.25		\$2,756.25	\$1,250.00		\$551.25	\$551.25
<b>Key Benefits</b>	Host opening or closing module and reception with Fellows, Advisory Board Members and Chapter Leaders	Host module and opportunity to network with Fellows and Advisory Board Members	Host an event for our 120+ alums – up and coming leaders in the community.		Host event for key group of ACC NCR members or leaders  OR Host event open to members ** see below for options	Host of social event for one of ACC NCR's affinity groups***		Host meeting of Executive Committee, Board of Directors or Other Leadership Team - provide welcome and introductory remarks	An additional news alert in the chapter's newsletter
<b>Website</b>	<i>Logo on Academy website</i>	<i>Logo on Academy website</i>	<i>Logo on Academy website</i>		N/A	N/A		N/A	N/A
<b>Social Media</b>	Post-Event Posts							N/A	Post

**\*\* Social, Community-Based, and Greater Virginia or MD CLE Options Include:**

- Social Events
- Events in Greater Virginia or Suburban Maryland
- CLE or other Event with our Nonprofit & Associations Committee
- Pro Bono or Community Service Events

**\*\*\* Affinity Groups Include:**

- AAPI Affinity Group
- Black & African American Affinity Group
- Café con Leche Affinity Group
- LGBTQ+ Affinity Group
- Young Lawyers Group

A LA CARTE SPONSOR OPTIONS					
	Leadership Academy Champion	Leadership Academy Host	Leadership Academy Engagement Event Host	Social, Community-Based, or GVA/MD or Nonprofit CLE Program	Affinity Group Social
See page	17-19	17-19	17-19	23	23-24
<b>General Benefits:</b>					
Fee	\$7,717.50	\$4,410.00	\$3,858.75	\$5,512.50	\$1,750
Key Benefits	Host opening or closing module and reception with Fellows, Advisory Board Members and Chapter Leaders  <i>Logo on Academy website</i>	Host module and opportunity to network with Fellows and Advisory Board Members  <i>Logo on Academy website</i>	Host event for our 90 alums – up and coming leaders in the community.	Host event open to members  ** see above for options	Host social event for one of ACC NCR's affinity groups***
Directory Ad	Logo	Logo	Logo	Logo	Logo
Social Media	Post-Event Posts	Post-Event Posts	Post-Event Posts	Pre- and Post-Event Posts	Pre- and Post-Event Posts
<b>Awards Reception:</b>					
Tickets	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)
Print Collateral	No	No	No	No	Logo

	Awards Reception	VIP Reception	Conference Meal Sponsor	Conference Exhibit Sponsor
See page	22	22	22 - 23	23
<b>General Benefits:</b>				
Fee	\$5,512.50	\$11,025.00	\$4,410.00	\$2,205.00
Key Benefits	Logo items and signage. Options may include: (1) bar sponsor; (2) dessert and cocktail napkins; (3) awards gifts bags/boxes; and (4) lounge area	Exclusive sponsor of pre-event for finalists, their nominators, and ACC NCR leaders – logo items, signage, and provide welcome	Sponsor breakfast, lunch, or happy hour; logo items, signage, and provide welcome	Host table during breakfast, lunch, happy hour, and breaks; distribute information and merchandise; host a drawing
Directory Ad	Logo	Logo	Logo	Logo
Social Media	Pre- and Post-Event Posts		Thank you post	Thank you post
<b>Awards Reception:</b>				
Tickets	4	5	0 (but may purchase 2 tickets)	0 (but may purchase 2 tickets)
Print Collateral	Logo	Logo	No	No

See page 24 for information about the options to sponsor the Paralegal Institute.

## Sponsorship Benefits - Details

The benefits included in each of the 2023 Sponsorship Program levels provide visibility for our sponsors and recognition of the valuable support that sponsors provide to ACC NCR:

CLE and Thought Leadership Opportunities: Among the most-valued aspects of this Program are the opportunities sponsors have to demonstrate their expertise by developing or presenting content for ACC NCR that will help our members do their jobs better and smarter.

- ❖ CLEs: ACC NCR prides itself on providing programs on cutting-edge topics and practical approaches that are of special value to in-house counsel. Programs are held in all the jurisdictions that we serve (D.C., the Commonwealth of Virginia, and suburban Maryland). Many of our programs are provided both in-person and by webcast to ensure easy accessibility for our membership. Sponsors are invited to network with attendees before and after their sponsored Program. PLEASE NOTE: As indicated on the chart of benefits, with the exception of Gold Sponsors, all other Annual Relationship Sponsors may be asked to host one or more of their CLE or other programs either during a conference or via webcast-only.
- ❖ News Alerts: We also provide opportunities for sponsors at certain levels and through an add-on option to share written updates and analyses with our members via our weekly e-newsletter and our social media accounts. Sponsors provide a link to a substantive article or client alert, along with contact information and a link to the sponsor's home page. Sponsors may author new content or repurpose recent thought leadership. ACC NCR staff sets the schedule and may decline to publish a news alert, in which case the sponsor will be given the opportunity to submit a different alert.

Other Ways to Get to Know ACC NCR Members Through Your Sponsorship: The Program also provides a variety of ways for our sponsors to get to meet and develop relationships with ACC NCR members:

- ❖ ACC NCR CORPORATE COUNSEL AWARDS RECEPTION: ACC NCR's annual reception for in-house counsel and sponsors is the premier networking event for in-house counsel in the region. At this event, we present the Corporate Counsel Awards to celebrate the accomplishments and contributions of the in-house bar and recognize some of the best in-house lawyers and legal departments in our region. The reception attracts attendees from the in-house, legal, and business communities, and is designed to maximize opportunities for networking. Each annual relationship sponsorship category includes a number of tickets for attendees to the reception, as well as inclusion in the various sponsor recognition features we produce in conjunction with the Reception. Date for the 2023 Reception – to be determined.
- ❖ GENERAL COUNSEL ROUNDTABLE LUNCHEON: Each year, ACC NCR brings together a panel of three to five General Counsel from leading companies and organizations, representing a variety of industries, sizes of companies, and sizes of departments, for a roundtable discussion. The discussion is always candid, and both in-house and outside counsel value the insights provided. All annual relationship sponsorship categories provide two tickets to this event (Diamond receives three). This is also one of our best-attended luncheon programs, which now includes a networking reception after the panel presentation.

- ❖ ADDITIONAL NETWORKING EVENTS: In 2023, we will hold at least two such events for sponsor representatives to meet and network with ACC NCR leaders.
- ❖ CORPORATE SCHOLARS RECEPTION: Sponsor levels that contribute to the Corporate Scholars Program will be able to send representatives to an informal social that ACC NCR will host for its members and the Corporate Scholars in 2023.

#### Sponsor ROI Benefits:

- ❖ SPONSOR ROI REPORTS: Each annual sponsor will receive periodic updates or reports summarizing its utilization of sponsorship benefits and opportunities, to help you better track the progress of the year.

#### Recognition Items:

- ❖ ACC NCR WEBPAGE: ACC NCR's webpage includes "banner" advertisements on its home page for certain categories of sponsors. In addition, there is a general "Sponsors" page that lists all sponsors, with a link to each sponsor's webpage.
- ❖ ACC NCR DIRECTORY: ACC NCR will publish a chapter directory with listings of all ACC NCR volunteer leaders and sponsors, as well as a guide to ACC NCR and ACC benefits. The directory is an electronic document, set up like a "book," that members will be able to download. The directory is a resource that members retain and refer to all year long. All annual relationship sponsors get either an advertisement or other acknowledgement in the directory.

ACC NCR Corporate Scholars Program: ACC NCR created the Corporate Scholars Program in 2004 to expose students from the law schools in our area to in-house practice as a career option and develop a diversity pipeline of future in-house lawyers. Students chosen for the program hold paid internships in the legal departments of chapter-member organizations. So far, more than 150 students have been Scholars. The fees for Annual Relationship Sponsors include an amount that ACC NCR uses to operate the program and fund the paid internships. Our Annual Relationship Sponsors play a key role in this important program.

## **Diamond Sponsorship (\$44,100) – SOLD OUT!**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of three (3) ACC NCR CLEs or other programs, as well as one social event and a special event (live taping of Executive Leaders Radio).
    - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
  - Have a substantive article or news alert published six (6) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, three (3) of which will be shared via ACC NCR's social media accounts. Articles will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as the 2023 Diamond Sponsor of the Chapter, with link to sponsor's website.
- Full-page ad in ACC NCR 2023 Chapter Directory – prime (inside-front-cover) placement.
- \$4,410 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Fourteen (14) tickets for attendees to the reception
- Full-page, inside-front-cover ad in print collateral for the Awards
- Prominent listing as Diamond Sponsor on slide show

### **Other Opportunities and Features**

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Six (6) representatives may attend the Corporate Scholars Reception
- Three (3) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Ruby Sponsorship (\$33,075)**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of three (3) ACC NCR CLEs or other programs.
    - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
  - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, both of which will be shared via ACC NCR's social media accounts. Articles will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Listing on ACC NCR website as a 2023 Ruby Sponsor of the Chapter, with link to sponsor's website.
- Full-page ad in ACC NCR 2023 Chapter Directory – prime placement.
- \$3,307.50 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Twelve (12) tickets for attendees to the reception
- Full-page ad in print collateral for the Awards
- Prominent listing as Ruby Sponsor on slide show

### **Other Opportunities and Features**

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Four (4) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend all other events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Emerald Sponsorship (\$27,562.50)**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of two (2) ACC NCR CLEs or other programs.
    - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
  - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership, both of which will be shared via ACC NCR's social media accounts. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as a 2023 Emerald Sponsor of the Chapter, with link to sponsor's website.
- Full-page ad in ACC NCR 2023 Chapter Directory.
- \$2,756.25 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Twelve (12) tickets for attendees to the reception
- Half-page ad in print collateral for the Awards
- Prominent listing as an Emerald Sponsor on slide show

### **Other Opportunities and Features**

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities
- Three (3) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Platinum Sponsorship (\$22,050)**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of two (2) ACC NCR CLEs or other programs.
    - ACC NCR will publicize such programs via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
  - Have a substantive article or news alert published two (2) times during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Prominent listing on ACC NCR website as a 2023 Platinum Sponsor of the Chapter, with link to sponsor's website.
- Half-page ad in ACC NCR 2023 Chapter Directory.
- \$2,205 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Ten (10) tickets for attendees to the reception
- Quarter-page ad in print collateral for the Awards
- Prominent listing as a Platinum Sponsor on slide show

### **Other Opportunities and Features**

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - Corporate Scholars Reception
  - General Counsel Roundtable

## **Gold Sponsorship (\$16,537.50)**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of one (1) ACC NCR CLE or other program.
    - ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
  - Have a substantive article or news alert published one (1) time during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will link to sponsor's webpage.
- Ad on the ACC NCR website home page, with link to the sponsor's website.
- Listing on ACC NCR website as a 2023 Gold Sponsor of the Chapter, with link to sponsor's website.
- Half-page ad in the ACC NCR 2023 Chapter Directory.
- \$1,653.75 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Six (6) tickets for attendees to the reception
- Quarter-page ad in print collateral for the Awards
- Listing as a Gold Sponsor on slide show

### **Other Opportunities and Features**

- Sponsor will receive periodic updates or reports on its utilization of sponsor benefits and opportunities.
- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Bronze Sponsorship (\$11,025)**

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at and/or host of one (1) ACC NCR CLE or other program.
    - ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- Listing on ACC NCR website as a 2023 Bronze Sponsor of the Chapter, with link to sponsor's website.
- Acknowledgement of Bronze Sponsorship in the ACC NCR 2023 Chapter Directory.
- \$1,102.50 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Four (4) tickets for attendees to the reception
- Logo (small) in print collateral for the Awards
- Logo as Bronze Sponsor on slide show

### **Other Opportunities and Features**

- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Professional Growth Partner (\$5,512.50)**

*Note: This category is open only to firms that specialize in attorney staffing, career counseling and professional development skills, and/or attorney search/placement.*

### **General Features**

- CLE and Thought Leadership Opportunities:
  - Participate as a presenter at one (1) ACC NCR program on a career or professional development, women's, and/or diversity topic.
  - Have a substantive article or news alert published one (1) time during the year in the ACC NCR e-newsletter, distributed weekly by email to our membership. Article will be linked to sponsor's webpage.
  - ACC NCR will work with our Professional Growth Partners to provide other opportunities to share their thought leadership with our membership.
- Logo in ACC NCR 2023 Chapter Directory
- Listing on the ACC NCR website for the Career Development Committee (<http://www.acc.com/chapters/ncr/Career-Development.cfm>) with a link to the firm's webpage, and contact information for the firm's local point(s) of contact.
- \$551.25 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Two (2) tickets for attendees to the reception.
  - Professional Growth Partners may buy an additional two tickets to the reception.
- Logo in print collateral for the Awards

### **Other Opportunities and Features**

- One (1) representative may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **Business Partner Sponsorship (\$5,512.50)**

*Note: This category is for non-law firm organizations that are interested in getting to know our chapter and members through attending events but are either not interested in or not ready to provide CLE programming. Non-law firm organizations are welcome and invited to apply to sponsor at levels that offer CLE or other programming, but they may be required to present with a law firm sponsor to meet CLE requirements.*

### **General Features**

- Listing on ACC NCR website as a 2023 Business Partner Sponsor of the Chapter, with link to Sponsor's website.
- Acknowledgement of Business Partner Sponsorship in the ACC NCR 2023 Chapter Directory.
- \$551.50 of the sponsorship fee shall be used to fund and operate the ACC NCR Corporate Scholars Program.

### **At the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Two (2) tickets for attendees to the reception
- Logo (small) in print collateral for the Awards
- Logo as Business Partner Sponsor on slide show

### **Other Opportunities and Features**

- Two (2) representatives may attend the Corporate Scholars Reception
- Two (2) representatives may attend events open to sponsors, including:
  - ACC NCR Annual Meeting
  - sponsor appreciation networking events with members of the ACC NCR leadership
  - General Counsel Roundtable

## **SPONSORSHIPS FOR THE ACC NCR LEADERSHIP ACADEMY**

The ACC NCR Leadership Academy provides the tools and skills in-house attorneys need to optimize their leadership potential and succeed at the highest levels of their organizations. The Academy consists of eight faculty-led sessions taking place over a nine-month period:

- Module 1– Being a Leader: Authentic Leadership; Personal Brand; Executive Presence; and Strategic Networking
- Module 2– Emotional Intelligence and Interpersonal Communication
- Module 3 - Developing and Leading a High Performing Team
- Module 4 - Creating Organizational Vision and Inspiring Stakeholders; Leading and Managing Change
- Module 5 - Managing Difficult Conversations and Influencing Stakeholders
- Module 6 - Problem Solving and Decision Making
- Module 7 - Presentation Skills
- Module 8 - My Journey Toward Leadership Mastery

Each class of 30 or more distinguished in-house counsel – known as Fellows – is chosen through a selective application process. The Fellows participate in a highly interactive learning environment, both in the classroom and working, both inside and outside of the classroom, with a smaller cohort.

Nationally recognized faculty teach the Academy sessions. The faculty members were selected because of their expertise and ability to translate concepts into the practical takeaways that in-house counsel need.

The Academy experience is enhanced by the members of the Board of Advisors, 14 chief legal officers and senior lawyers from a broad array of companies and organizations across the National Capital Region. The Board members are deeply committed to helping advance the next generation of in-house leaders. At least one Board member attends each Academy session. Members of the Board of Advisors also participate in various Academy events and interact with the Fellows.

Leadership Academy Sponsorships provide avenues for your firm or company to support this valuable program, and interact with the Fellows, faculty, and members of the Board of Advisors.

### **Leadership Academy Champion Sponsors (Add-On to an annual Sponsorship Level - \$5,512.50; A La Carte - \$7,717.50)**

#### **General Features**

- Two (2) Leadership Academy Champion Sponsorships expected in 2023. These opportunities are available as “add-ons” for 2023 ACC NCR Sponsors or a la carte sponsorships.
- Acknowledgement on the Leadership Academy website
  - Large logo on home page with link to sponsor’s website

### **Opportunities to Engage with the Leadership Academy Program**

- Host either the first day of the opening Module (January 2023 – date TBD) for the Class of 2023 or the closing Module (September 2023 – date TBD) for the Class of 2023 or. Up to five (5) representatives of the sponsor may attend breakfast and lunch with the Fellows during the program day.
- The Academy has developed a robust ROI program to provide sponsors with meaningful opportunities to interact with Fellows and alums. Among the ROI items provided are:
  - A guide to the people involved in that day’s Module (Fellows, Faculty, Facilitator, Board of Advisors and Academy Steering Committee members) and an overview of the content that will be covered that day.
  - Options for an engagement activity the sponsor can hold with Fellows and/or alums (e.g., roundtable discussions on leadership or a related topic, social activity such as hosting a reunion for a past Academy Class, community service activity or pro bono clinic, etc.).
- Up to ten (10) sponsor representatives may attend the cocktail reception at the end of the session.
- Hosting involves providing space for the session and cocktail reception that follows.
- Also, sponsor is responsible for all expenses for refreshments throughout the day (breakfast and lunch food and beverages, continuous coffee, soft drinks), and during the reception.

### **Leadership Academy Host Sponsorship (Add-on to an annual Sponsorship Level - \$3,307.50; A La Carte - \$4,410.00)**

#### **General Features**

- Only seven (7) host sponsorships are available in 2023. These opportunities are available as “add-ons” for 2023 ACC NCR Sponsors or a la carte sponsorships.
- Acknowledgement on the Leadership Academy website
  - Logo on home page with link to sponsor’s website

### **Opportunities to Engage with the Leadership Academy Program**

- Host a session of the Academy program.
  - Hosting involves providing space for the session, as well as breakfast and lunch food and beverages, and refreshments throughout the day (coffee, soft drinks).
  - Up to four (4) representatives of the sponsor may attend the breakfast and lunch with the Fellows during the program day.
- The Academy has developed a robust ROI program to provide sponsors with meaningful opportunities to interact with Fellows and alums. Among the ROI items provided are:
  - A guide to the people involved in that day’s Module (Fellows, Faculty, Facilitator, Board of Advisors and Academy Steering Committee members) and an overview of the content that will be covered that day.
  - Options for an engagement activity the sponsor can hold with Fellows and/or Alums (e.g., roundtable discussions on leadership or a related topic, community service activity, etc.).
- At the end of the day, host sponsor may hold a happy hour for Fellows, faculty and Board of Advisors member(s) to network with representatives of the sponsor. Sponsor is responsible for all expenses for refreshments provided at the happy hour.

### **Dates for Modules:**

- January 2023 (date TBD) – Day 2 of Module 1
- February 2023 (date TBD) – Module 2
- March 2023 (date TBD) – Module 3
- April 2023 (date TBD) – Module 4
- May 2023 (date TBD) – Module 5
- June 2023 (date TBD) – Module 6
- July 2023 (date TBD) – Module 7

### **Leadership Academy Engagement Event Host (Add-on to an annual Sponsorship Level - \$2,756.25; A La Carte \$3,858.75)**

#### **General Features**

- Four (4) Leadership Academy Alumni Event Host Add-Ons expected in 2023. These opportunities are available as “add-ons” for 2023 ACC NCR Sponsors or a la carte sponsorships.
- Acknowledgement on the Leadership Academy website
  - Logo on home page with link to sponsor’s website

#### **Opportunities to Engage with the Leadership Academy Program**

- Host an event for alumni of the Academy.
  - Sponsor may send representatives to the event, equal to the greater of four (4) or 20 percent of registration.
  - Hosting involves providing space for the event and providing refreshments.
  - Sponsor is responsible for all expenses for refreshments.

**Dates for hosting:** TBD by ACC NCR and sponsor

## **ADD-ON SPONSOR OPTIONS FOR ANNUAL RELATIONSHIP SPONSORS**

### **CLO Club Reception or Roundtable Lunch or Dinner Host Sponsorship (\$2,756.25)**

#### **Features**

- These sponsorships are available ONLY as “add-ons” for a discounted fee to annual relationship sponsors.
- Opportunities include:
  - Annual CLO Club Reception
  - President’s Roundtable
  - Roundtable Lunches or Dinners
- ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- Host sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and a limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).

### **Social, Community-Based, & Greater Virginia or MD or Nonprofit CLE Program Sponsorship (\$2,756.25)**

#### **Features**

- These sponsorships are available as optional “add-ons” for a discounted fee to annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.
- Opportunities include:
  - Social Events
  - CLE or Other Events in Greater Virginia or Suburban Maryland
  - CLE or Other Event with our Nonprofit & Associations Committee
  - Pro Bono or Community Service Events
- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- These sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).

## **Affinity Group Social Event Host (\$1,250)**

### **Features**

- These sponsorships are available as optional “add-ons” for a discounted fee to annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.
- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- These sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).

## **Meeting Host (\$551.25)**

### **Features**

- Host sponsorships offer an exclusive opportunity to host a meeting of the ACC NCR Executive Committee, Board of Directors, or other leadership team and network with such leaders in a small group setting. They are available ONLY as optional “add-ons” for annual relationship sponsors.
- A sponsor representative may provide welcome and introductory remarks and a limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants) may attend the social/networking portion of the meeting, but may NOT attend the meeting.
- ACC NCR will thank the sponsor on its social media platforms after the program.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule the meeting and will be responsible for out-of-pocket costs associated with the event.

## **News Alert with Social Media Post (\$551.25)**

### **Features**

- News Alert sponsorships offer an opportunity to share one additional written update with our members via our weekly e-newsletter and our social media accounts and are available ONLY as optional “add-ons” for annual relationship sponsors. Please note, many sponsorship levels include news alerts; those sponsors may select this add-on for an additional opportunity for exposure.
- Sponsors provide a substantive article or client alert with a link from the article to the sponsor’s home page. ACC NCR staff sets the schedule and may decline to publish a news alert, in which case the sponsor will be given the opportunity to submit a different alert.

## **A LA CARTE SPONSOR OPTIONS**

### **Corporate Counsel Awards Reception Sponsor (\$5,512.50)**

#### **Benefits at the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Publicity at the largest event for in-house counsel in the DMV!
- Logo items and signage at the event. Options may include:
  - bar sponsor;
  - dessert and cocktail napkins;
  - awards gifts bags/boxes; and
  - lounge area
- Four (4) tickets for attendees to the reception
- Logo in print collateral for the Awards
- Logo as Reception Sponsor on slide show

#### **Other benefits:**

- ACC NCR will publicize the sponsorship via its social media accounts, both before and after the reception, noting the sponsor and linking and tagging the organization as appropriate.
- Logo in ACC NCR 2023 Chapter Directory

### **VIP Reception Before the Corporate Counsel Awards Reception Sponsor (\$11,025)**

#### **Benefits at the 19th Annual Corporate Counsel Awards Reception (date to be announced)**

- Sponsor of pre-event for finalists, their nominators, and ACC NCR leaders. Sponsor representative may provide welcome.
- Publicity at the largest event for in-house counsel in the DMV!
- Five (5) tickets for attendees to the VIP reception and full reception
- Logo in print collateral for the Awards
- Logo as the VIP Reception Sponsor on slide show

#### **Other benefits:**

- ACC NCR will publicize the sponsorship via its social media accounts, both before and after the reception, noting the sponsor and linking and tagging the organization as appropriate.
- Logo in ACC NCR 2023 Chapter Directory

### **Conference Meal Sponsor (\$4,410.00)**

#### **Key Features**

- Publicity at a chapter conference
- Sponsor of breakfast, lunch, or happy hour (sponsor is responsible for cost of refreshments).
- Provide logo items and welcome at event.
- Host table and network during breakfast, lunch, happy hour, and breaks.
- Three (3) representatives may attend the sponsored event.

**Other benefits:**

- ACC NCR will thank you the sponsor via its social media accounts after the conference.
- Logo in ACC NCR 2023 Chapter Directory
- May purchase two (2) tickets to the 2023 ACC NCR Corporate Counsel Awards Reception

**Conference Exhibit Sponsor (\$2,205)****Key Features**

- Publicity at an ACC NCR conference.
- Staff table during breakfast, lunch, happy hour, and breaks.
- Provide logo items.
- Two (2) representatives may attend the sponsored event.

**Other benefits:**

- ACC NCR will thank you the sponsor via its social media accounts after the conference.
- Logo in ACC NCR 2023 Chapter Directory
- May purchase two (2) tickets to the 2023 ACC NCR Corporate Counsel Awards Reception

**Social, Community-Based, and Greater Virginia or MD CLE Program Host Sponsorship (\$5,512.50)****Features**

- These host sponsorships are available as optional “add-ons” in 2023 first to organizations selected as 2023 ACC NCR annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.
- Opportunities include:
  - Social Events
  - CLE or Other Events in Greater Virginia or Suburban Maryland
  - CLE or Other Event with our Nonprofit & Associations Committee
  - Pro Bono or Community Service Events
- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, host sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- Host sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).
- Listed in the 2023 Chapter Directory as host sponsors and may purchase two tickets to the 19th Annual Corporate Counsel Awards Reception (date to be determined).

**Affinity Group Social Event Host (\$1,750)****Features**

- These sponsorships are available as optional “add-ons” for a discounted fee to annual relationship sponsors, and then to others as an a la carte sponsorship opportunity.

- ACC NCR will publicize the program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.
- As with all sponsored events, sponsors will work with ACC NCR volunteer leaders and staff to schedule and develop the event or program and will be responsible for out-of-pocket costs associated with the event (e.g., refreshments).
- These sponsorships offer an exclusive opportunity to network with ACC NCR members and will be open only to members, in-house guests, and a limited number of sponsor representatives (the greater of three (3) representatives or 20 percent of registrants).

## **PARALEGAL INSTITUTE SPONSORS**

The ACC NCR Annual Paralegal Institute brings together more than 100 in-house paralegals for a full day of educational programs. Sponsors of this event have the opportunity to network and/or promote their organization with these key members of legal departments. The options are:

### **Gold (\$1,653.75)**

- Two (2) representatives may attend the Paralegal Institute and staff a table.
- Sponsor may distribute materials and branded giveaways.
- ACC NCR will publicize such program via its social media accounts, both before and after the program, noting the sponsor and linking and tagging the organization as appropriate.

### **Silver (\$1,102.50)**

- One (1) representative may attend the Paralegal Institute and staff a table.
- Sponsor may distribute materials and branded giveaways.
- ACC NCR will thank the sponsor via its social media accounts after the program, noting the sponsor and linking and tagging the organization as appropriate.

### **Bronze (\$551.25)**

- Sponsor may distribute materials and branded giveaways.

## **ACC National Capital Region SPONSOR GUIDELINES**

The ACC NCR Board of Directors has promulgated these guidelines to provide rules and procedures to be followed in connection with a successful relationship with sponsors.

### **Overall Guidelines:**

1. ACC NCR selects sponsors who are able to furnish information, services, ideas, opportunities, and expertise that will provide value to our members.
2. In developing programs for ACC NCR, sponsors shall note and follow these guidelines.
3. ACC NCR works cooperatively with its sponsors to develop and refine programs, including the topics of CLE programs.
  - a. All program topics will be reviewed by an ACC NCR volunteer leader and staff member for the subject, content, and expertise demonstrated to ensure it is relevant and of interest to our members.
    - i. ACC NCR will favorably consider a sponsor's proposed programs, panels, speakers, topics, and methods of presentation that demonstrate not only substantive qualifications, but also the sponsor's commitment to diversity.
    - ii. Every panel program shall include an in-house counsel as a panelist, moderator, or speaker for the substantive portion of the program, in addition to the sponsor speaker(s), unless the circumstances are highly unusual.
  - b. ACC NCR will assign a volunteer leader to work on each program to ensure that the program is at an appropriate level and aligns with the vision the sponsor and ACC NCR have for the content, and to help the speakers.
  - c. Ultimately, ACC NCR makes the final determination as to whether an idea is of interest to its members. ACC NCR reserves the right to not accept program content, speakers, or presenters at its sole discretion.
3. Program dates will be jointly decided by the sponsor and ACC NCR.
4. Sponsor and ACC NCR will work together to choose a venue for live presentation of the program that is beneficial for both sponsor and ACC NCR members. In addition, ACC NCR CLE programs may be provided simultaneously by webinar, which will be recorded and available on an archive maintained by ACC NCR.
5. ACC NCR is an approved MCLE provider in Virginia and will handle the processing of all MCLE applications as part of organizing any ACC NCR MCLE program. Sponsor must adhere to the Virginia MCLE Board guidelines regarding written materials (see <http://www.vsb.org/site/members/mcle-opinion-14>) in assembling the program materials.
6. ACC NCR will handle promotion, invitations, registration, and check-in for all events.
7. Sponsors are welcome and are encouraged to invite in-house counsel clients who are not members of ACC NCR to ACC NCR programs sponsored by that sponsor. The sponsor can forward the ACC NCR invitation or ACC NCR will send the invitation to a list provided by the sponsor. All RSVPs for these guests should come to ACC NCR (either from the individual or the sponsor organization) so we can track participation in our events. These clients should register as "Guest of Presenter."

8. ACC NCR does not guarantee a minimum level of attendance at any program.
9. Sponsors will be provided with an attendance list for their programs (registrants' names, titles, and company names, but not email addresses or other contact information per ACC Global policy).
10. ACC NCR is a non-profit 501(c)(6) trade association and all fees paid through the Sponsorship Program are allocated to chapter operations. Admission prices for events, if any, will be set by ACC NCR, based on several factors. Sponsorship fees and admission fees are used by ACC NCR to subsidize the cost of a broad variety of ACC NCR programs and activities throughout the programming year. All ACC NCR financial activity is subject to and part of an annual accounting process.
11. ACC NCR is exceedingly grateful to its sponsors, whose strong support plays an integral role in the chapter's successful programs, events, and initiatives. Nonetheless, each year's sponsorship program stands on its own and is completely open to current and potential new sponsors. As a result, from one year to the next, sponsors are not guaranteed that they will continue in their sponsorship level or as sponsors.

### **Program Logistics:**

1. Scheduling of all programs will take place through ACC NCR staff. Once a program is scheduled, the sponsor will work with ACC NCR staff on all logistics.
2. ACC NCR and sponsors will work together to select specific venues for programs.
  - c. Subject to ACC NCR agreement, sponsors that have adequate space at their offices may host programs at their office location, and will provide appropriate room set-up, catering, audio/visual technology and support, and other requirements.
  - d. If the sponsor's office is not the best place to hold the program, ACC NCR or the sponsor will arrange and/or book another venue, including contracting for the space and arranging appropriate catering, audio/visual technology, and support, etc. No sponsor may make booking arrangements, unless previously approved by ACC NCR.
  - e. For those programs held outside of the sponsor's offices and for which ACC NCR incurs out-of-pocket costs, the presenting sponsor(s) will be responsible for all food/beverage and venue costs.
  - f. Periodically and for various reasons, ACC NCR will organize a multi-session program (e.g., half or full-day conference). Participation in one session of a multi-session program constitutes a sponsor's allotted CLE or other program. In addition, sponsors will share in the out-of-pocket costs, such as meals/refreshments and AV.
3. ACC NCR will determine whether or not to charge a fee for a CLE and will collect and retain all fees.
  - a. Non-member in-house counsel will be charged a fee to attend or participate by distance-learning in ACC NCR programming (unless a specific membership promotion grants them free admission).
  - b. If a non-member is invited to participate in an ACC NCR program by a sponsoring organization, the fee for that attendee will be waived or arrangements will be made to bill the sponsor for the fee, provided that attendee registers as a "Guest of Presenter."
4. ACC NCR reserves the right to cancel, change times, and modify all aspects of the

programming, including venue, for reasons of weather or other exigent circumstances. In the event of a venue-driven cancellation or change, ACC NCR reserves the right to reschedule the program. Generally, ACC NCR makes every effort to ensure that the show will go on.

5. If, after a program is scheduled, a sponsor's speaker is unable to participate in that program, for whatever reason, we expect that another qualified individual from the sponsor will fill in for that person. Otherwise, ACC NCR may be able to find a replacement speaker for that program. Programs will not necessarily be canceled just because a speaker withdraws.

### **Program Content, Materials, and Procedures:**

1. Sponsors are expected to prepare and provide all attendees with useful, informative, and practical written educational materials on the topic (which should, at a minimum, include a paper handout of any presentation slides), and to provide electronic versions to ACC NCR for sharing in electronic format on the ACC NCR website. Such materials must conform with the Virginia Bar MCLE guidelines (<http://www.vsb.org/site/members/mcle-opinion-14>).
  - a. Visual presentation materials, such as a PowerPoint® presentation, are encouraged for all CLEs and are required if the CLE will be presented by webinar. Creative formats to get across seminar subject matter are also encouraged.
  - b. Sponsors are strongly encouraged to provide forms, templates, agreements, checklists, and other practical guidance and resources in addition to presentation materials.
  - c. All program content and materials for the program must be reviewed in advance by the volunteer leader liaison and ACC NCR staff. Sponsors will provide program content and materials per the timetable specified by ACC NCR to allow adequate time for such review and sponsor speakers will make themselves available for conference calls with the volunteer leader liaison and ACC NCR staff to discuss the topic, content, and materials.
2. Presentation materials will be posted on the ACC NCR website (and, if applicable, the ACC NCR webinar site) for download by members. By returning the signed Sponsorship Application form, sponsor agrees to this sharing, use, and distribution requirement.
3. All hand-out materials and presentation materials must prominently display the ACC NCR logo, in addition to the sponsor(s) logo(s) and must clearly represent that the seminar is an ACC NCR event.
4. Program materials should include biographies for all speakers. They also may include brief promotional information on sponsor's firm, services, etc. Please note, however, that sponsor will not be permitted to make introductory comments about his/her firm and its services during the substantive presentation.
5. At the beginning of all programs, an ACC NCR representative will welcome attendees and introduce the program and speakers.

### **Marketing and Publicity:**

1. ACC NCR will advertise and seek publicity for all chapter events at its expense. ACC NCR will share such materials with the presenting sponsor.
2. If a sponsor creates its own promotional materials (i.e., to send to the sponsor's clients and to post on the sponsors' website), any such promotional materials shall be submitted to ACC NCR staff for approval prior to their distribution or posting.
3. ACC NCR staff members handle all mailings and communications to ACC NCR members.

## **Rules of Conduct:**

1. Sponsorship of ACC NCR events by outside counsel and vendors is not intended to and will not result in a member's organization (or its in-house attorney) being obligated to purchase the services of any sponsor.
2. Sponsorship fees are not intended as, and should not be considered as, an illegal, improper, or unethical gift or gratuity to a specific organization or in-house attorney.
3. Attendance at ACC NCR events is limited to ACC NCR members and their guests, sponsors and their guests, and prospective ACC NCR members.
4. Attendance by sponsor personnel, beyond the allotted number of invitees (if any), is not permitted. Sponsors may not attend programs that they are not organizing/presenting or explicitly invited to, unless their attendance is approved in advance by ACC NCR.
5. ACC NCR reserves the right to refuse any sponsor, as well as the right to restrict or remove any presentation or exhibit that, in the opinion of ACC NCR, detracts from the general character of a program or event. This reservation applies to displays, printed matter, promotional materials, inappropriate conduct, and method of operation. In the event of such restrictions, ACC NCR will not be liable for any refunds or other program expenses.
6. As determined by the Board of Directors, failure to comply with any provision of the Sponsor Guidelines may lead to:
  - a. Warning to the sponsor; and/or
  - b. Sponsorship termination and forfeiture of all fees paid by the sponsor.

## ACC NCR 2023 Sponsorship Application

The sponsorship application has the following parts to be completed:

### All Applicants:

- Full contact information.
- Affirmation: By completing this form, you represent that:
  - You have carefully reviewed and fully understand the terms and provisions of the 2023 ACC NCR Sponsorship Program and that you are committed to working within the Program and its requirements, specifically the ACC NCR Sponsor Guidelines.
  - You are authorized to submit this sponsor application form on behalf of the sponsor applicant; and
  - You will pay the sponsorship fee to ACC NCR by the applicable deadline.
- Sponsorship applicants may rank up to 3 choices for annual relationship sponsorship levels.
- Sponsors can specify if they would like one or more add-on or ala carte sponsorships.
- Questions (Required):
  - In one or two paragraphs, please state how your firm/company envisions having a successful relationship with ACC NCR and its members through sponsorship. If you have sponsored before, what have you found valuable about your sponsorship? If this would be your first time, what interests you about ACC NCR sponsorship? *[30,000-character limit]*
  - If applicable, please indicate which practice area(s) or individual(s) at your organization are the stakeholders for this sponsorship (i.e., providing the funding for sponsorship). If the sponsorship is not tied to a specific practice area or individual, please type "General" in the box below. *[500-character limit]*
  - ACC NCR is committed to supporting and increasing diversity in the legal community. Please describe your organization's policies and practices that support diversity and steps that will be taken to ensure diverse representatives of your organization will have the opportunity to be engaged with ACC NCR and its members. *[30,000-character limit]*
  - If you are selected as an ACC NCR sponsor for 2023 that entails hosting program(s)/CLE(s), which practice area(s) would want to take advantage of the opportunities to present the program(s) that is/are provided by the sponsorship level(s) for which you are applying? *[500-character limit]*
  - Please indicate any specific topics your organization would want to present on, ideas for events you would want to host, or chapter programs you would like to be part of (a conference, etc.)? Include as much details as possible, including noting priorities if you have multiple ideas. *[30,000-character limit]*
  - Comments or information that you would like us to know. *[30,000-character limit]*

### New Applicants:

- Please indicate who will be the primary point(s) of contact for all administrative matters concerning the sponsorship (please include title, phone number, and email address). These communications include confirmation and invoice, as well as sponsor updates about benefits, deadlines, and deliverables.