



2023 Sponsorship Package

**2020-2021 Gold
Chapter of
Distinction
Award**

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

**Second largest
chapter LinkedIn
followers in the
United States**

ASSOCIATION OF CORPORATE COUNSEL NORTHEAST CHAPTER

Greetings,

The Northeast Chapter of the Association of Corporate Counsel (ACC-Northeast) is pleased to present a variety of sponsorship opportunities for you throughout 2023. The Sponsorship Package includes new ways for the ACC-Northeast to recognize your investment in programming with our chapter and further highlight your commitment to our chapter.

Please review the package and reach out to Julie Duffy to discuss which opportunities meet your needs. We also welcome your input should you have additional sponsorship ideas.

ACC is the only global legal association exclusive to in-house lawyers. Our services support in-house lawyers no matter their seniority, industry, or subject-matter expertise. ACC-Northeast is one of the largest chapters of the ACC, with approximately 1300 members from companies of all sizes and industries. The Chapter spans multiples jurisdictions including Massachusetts, Maine, New Hampshire, Rhode Island and Vermont. Our members seek educational and professional development programs tailored to their specific needs as in-house counsel. Your support enables us to provide these programs to our members and partner with you to cover thoughtful leadership topics as well as practical tools/tips in-house counsel need to stay ahead of today's legal challenges. We continually seek to promote the strong core values that define who we are, including values related to diversity, equity and inclusion, ethics, and wellness. This 2023 Sponsorship Package includes opportunities for you to engage with our members on educational AND values-based programming and via our exceptional LinkedIn platform.

As we move into 2023, we look forward to offerings more events where our sponsors and members can interact in person, while also maintaining the educational webinars and other online offering that our members appreciate as busy practitioners. Note, 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 limit in-person events during 2023, we will convert in-person events to virtual events, subject to mutual agreement.

We are confident that participation at any sponsorship level, whether in person or via a webinar, will mutually benefit our sponsors and members.

Please note that all applications are due by November 1, 2022 (see opportunities for discounts) and should be directed to Julie Duffy at juliesduffy@gmail.com.

Stephanie Shores Lambert,
ACC-Northeast President

Julie Duffy,
ACC-Northeast Executive Director

ASSOCIATION OF CORPORATE COUNSEL NORTHEAST CHAPTER

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Deadline Reminder:

- Applications due by November 1, 2022

Early Bird Discounts

- Application & Payment received by October 1, 2022 - 15% discount
- Application & Payment received by December 1, 2022 - 10% discount

BENEFITS OF SPONSORSHIP

NEW for 2023! The ACC Northeast Chapter has developed new ways for you to connect with our members!

Recognizing that our sponsors seek a variety of avenues to connect with our members, the ACC Northeast Chapter is offering three categories of events in 2023: Highlighted Event Opportunities (pages 3-6), In-Person Programming (pages 7-8), and, for the busy practitioner, our Virtual Opportunities (pages 9-10).

We have instituted additional branding opportunities in our communications to recognize your investment in our chapter for the year. This branding will occur in our quarterly newsletter, LinkedIn social media posts, and direct email to members.

- **Platinum Sponsor Designation** for total spend by a sponsor at \$15,000 and above for the year
- **Gold Sponsor Designation** for total spend by a sponsor at \$10,000 to \$14,999 for the year
- **Silver Sponsor Designation** for total spend by a sponsor at \$5,000 to \$9,999 for the year

ACC NORTHEAST CHAPTER SPOTLIGHT

- 1500+ LinkedIn Members
- Gold Chapter of Distinctions 2020-2021
- Best Membership Strategy Award in 2021 for Social Media Strategy
- Engaged YouTube audience

EARLY BIRD DISCOUNTS

- For a discount to apply payment must be received by:
- October 1, 2022 = 15% discount or
- December 1, 2022 = 10% discount
- All opportunities are on a first come, first served basis
- All programming must be completed by December 31, 2023



2023 HIGHLIGHTED EVENT OPPORTUNITIES

CLO/GC LEADERSHIP SPONSOR

NEW for 2023! Your firm will be a CLO/GC LEADERSHIP SPONSOR, offering 3 programs specific to the leaders of in-house law departments. Topics are flexible and may include executive leadership, mentoring the next generation, legal dept/ operational issues, or business skills training.

- \$18,000 for all three programs in 2023

Additional Benefits include:

- Designated as a CLO/GC Leadership Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

PREMIERE TOPIC SERIES SPONSOR

Series programs have become popular with our members! Your firm will be identified as a designated Premiere Sponsor on a topic area of your choice (note some options below-open to other suggestions). The designation will appear in our newsletter and social media posts. The Premiere Topic Series is a “deep dive” on one topic for three programs in 2023. Past popular examples have included Conducting Investigations, Contracts, and Estate Planning.

- \$18,000 for all three programs in 2023
- Potential topics to be considered for 2023: Intellectual Property, Labor & Employment, International Law, Cybersecurity/Privacy, Compliance, E-Discovery

Additional Benefits include:

- Designated as a Premiere Series Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 HIGHLIGHTED EVENT OPPORTUNITIES

WOMEN'S INITIATIVE SPONSOR

The Women's Committee has developed a loyal following across the Chapter. Women members seek interesting and current issues for discussion and education. This sponsorship gives a sponsor the opportunity to show their commitment to women's issues and provide thought leadership. Note this will be offered to one sponsor and consist of two programs/events per calendar year, at the sponsor's discretion.

- \$16,000 for two events per year (1 year exclusivity)

Additional Benefits include:

- Designated as a Women's Initiative Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

DIVERSITY, EQUITY & INCLUSION SPONSOR

Diversity, Equity & Inclusion is an area of deep concern for our members. ACC-Northeast seeks a sponsor who can bring information and discussion on this topic to our members. This sponsorship gives a sponsor the opportunity to show their commitment to DE & I issues and provide thought leadership. Note this will be offered to one sponsor and consist of two programs/events per calendar year, at the sponsor's discretion.

- \$16,000 for two events per year (1 year exclusivity)
- This sponsorship will be offered to one sponsor and comprise of two programs/events per calendar year, at the sponsors discretion.
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as an Diversity, Equity & Inclusion Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 HIGHLIGHTED EVENT OPPORTUNITIES

NEXTGen SPONSOR

This sponsorship lays the groundwork for a strong future with chapter members practicing less than 10 years in-house. This sponsorship will be offered to one sponsor and consist of two programs, at the sponsor's discretion.

- \$16,000 for two events per year
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as a NEXTGen Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

PRACTICE & CAREER MANAGEMENT SPONSOR

We invite you to partner with the P & CM Committee to craft programs that focus on career development, department management, effective people management, and leadership.

- \$16,000 for two events per year
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as a P & CM Sponsor (This is a non-exclusive sponsorship)
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 HIGHLIGHTED EVENT OPPORTUNITIES

COMMUNITY SERVICE SPONSOR

In-house attorneys are looking for ways to “give back” to their communities. We invite you to partner with us to facilitate volunteer opportunities for our members. The Sponsor would work with ACC-staff to determine location and organization involved. Examples would be Cradles to Crayons, Food Banks, Walkathons, Beach Clean-ups. Our members are eager for family-friendly events.

- \$5,000 per event

Additional Benefits include:

- Designated as a Community Service Sponsor (This is a non-exclusive sponsorship)
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

HEALTH & WELLNESS SPONSOR

NEW for 2023! In-house attorneys are seeking more balance in their lives and ways to practice/develop a healthier lifestyle. We invite you to partner with us to offer health and wellness strategies and opportunities for our members. The Sponsor would work with ACC-staff to determine content. Examples would be Mindfulness Training, Virtual Yoga sessions, Organizational skills training.

- \$5,000 per event

Additional Benefits include:

- Designation as a Health & Wellness Sponsor
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 IN-PERSON PROGRAMMING OPPORTUNITIES

In-person core practice programming is the traditional programming and networking that our members have come to rely upon from our chapter.

These are in person substantive and/or networking events exclusive to in-house counsel that our members cannot get anywhere else. All in person gatherings will be subject to current CDC/local regulatory guidelines.

INDIVIDUAL IN-PERSON CORE PROGRAM SPONSOR

An individual program is developed by the sponsor in conjunction with members of the ACC-Northeast Programs Committee or Practice & Career Management Committee depending on subject matter area. Please note in your submission which type of program you prefer and we will make every effort to accommodate your request. All individual programs are 1.5-hour presentations with a networking reception following.

We seek ten individual programs with a mix of substantive legal topics and programs focused on law practice and career management. Our members, who are mid to upper-level professionals seek legal content that is timely, offering practical information with actionable takeaways. Beyond that, our members are very interested in learning new skills, growing in their careers and being more informed on current operational issues and legal department management.

- \$8,500 per program with ten (10) individual programs offered per year

Additional Benefits include:

- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC-Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 IN-PERSON PROGRAMMING OPPORTUNITIES

NETWORKING SPONSOR

Members turn to ACC-Northeast to help them network and develop their professional connections. ACC-Northeast Chapter would like to offer quarterly events for its members for the sole purpose of networking and socializing. The Sponsor would select the location and underwrite the cost of venue and food/beverage and offer additional entertainment.

- \$4,500 per networking events offered per year

Additional Benefits include:

- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- LinkedIn promotion

2023 VIRTUAL OPPORTUNITIES

Virtual Opportunities offerings are designed for members with limited time for travel or off-hour events. We have three categories: Webinars, Lunch & Learns, and Quick Content events. Webinars are virtual and can review a substantive topic or provide a practical skills workshop. Lunch & Learns are virtual programs held at lunchtime that cover a hot topic or demo a product for members. Quick Content is NEW for non-law firm sponsors to showcase their offerings. Sponsors arrange for lunch delivery.

WEBINARS

Sponsors may develop and host a live, one-hour webinar. ACC-Northeast will work with sponsor on topic, invitation, and marketing to the ACC-Northeast membership. Sponsor is responsible for presenters and webinar set-up, execution and recording for future posting.

- \$5,500 per event with twelve (12) webinars offered per year

Additional Benefits include:

- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- Sponsors can maintain a link on their website with webinar recording and furnish ACC-Northeast Chapter with a link to post to the ACC website
- LinkedIn promotion

LUNCH AND LEARNS

A short virtual session on a hot topic or product demo providing lunch for attendees. Sponsor is responsible to arrange GrubHub/Pizza time or other delivery service. All sessions are virtual and are capped at 1 hour.

- \$4,000 per event

Additional Benefits include:

- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- Sponsors can maintain a link on their website with webinar recording and furnish ACC-Northeast Chapter with a link to post to the ACC website
- LinkedIn promotion

2023 VIRTUAL OPPORTUNITIES

QUICK CONTENT

NEW for 2023! Open to all non-law firms, Quick Content is a sponsorship option designed specifically and exclusively for legal vendors. These are 30-minute sessions featuring education on vendors services & products.

- \$3,000 per event

Additional Benefits include:

- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to ~1300 Northeast members
- Sponsors can maintain a link on their website with webinar recording and furnish ACC-Northeast Chapter with a link to post to the ACC website
- LinkedIn promotion

WHERE TO FIND ACC-NORTHEAST

- **Website:** acc.com/chapters-networks/chapters/northeast
- **Leadership:** acc.com/chapters-networks/chapters/northeast/our-leadership
- **LinkedIn:** linkedin.com/company/acc-northeast
- **Twitter:** twitter.com/ACCNortheast
- **YouTube:** youtube.com/channel/UCqta407qYupJ9EaAmD4i8lg
- **Podcast:** anchor.fm/accnortheast



2023 SPONSORSHIP APPLICATION

Sponsor Name:

Sponsor Address:

City:

State:

Zip Code:

Please list the person to whom 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 1st, 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.

By submitting a Sponsorship Application, Sponsor agrees to comply with ACC Northeast Sponsor Rules of Engagement. The term of a 2023 ACC Northeast sponsorship is January 1, 2023, through December 31, 2023.

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