



2024 Sponsorship Package

ASSOCIATION OF CORPORATE COUNSEL NORTHEAST CHAPTER

The Northeast Chapter of the Association of Corporate Counsel (ACC Northeast) is pleased to offer a variety of sponsorship opportunities for 2024. The Sponsorship Package includes unique ways to highlight your investment in our chapter and showcase your commitment to our members. Note that ACC Northeast has kept its rates flat this year recognizing the challenges of today's economy.

ACC is the only global legal association exclusive to inhouse lawyers. ACC Northeast is one of its largest chapters, with approximately 1,400 members from companies of all sizes and industries. The Chapter reaches across five states including Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont. Our services support in-house lawyers no matter their seniority, industry, or subject-matter expertise.

A 2023 survey of members reveals continuing needs for professional education with a keen interest in programming on career development and legal operational issues. Members are equally interested in opportunities for networking. Your support enables us to address all member needs including up-to-date information on hot legal topics as well as practical tools and 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 2024 Sponsorship Package includes opportunities for you to engage with our members on educational AND values-based programming, as well as through our award-winning LinkedIn platform. Please review the package and reach out to Julie Duffy to discuss which opportunities best meet your needs. We also welcome your input should you have additional sponsorship ideas. 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 for sponsorship are due by **November 15, 2023** and should be directed to Julie Duffy at northeast-administrator@accglobal.com. You can also reach Julie at #617-480-8413. And as always, we appreciate your support of ACC-Northeast!

Stephanie Lambert
ACC Northeast President

Julie Duffy
ACC Northeast Director

ACC NORTHEAST 2024 SPONSORSHIP PACKAGE

Table of Contents:

Page 2 - Benefits of Sponsorship

Page 3-9 - Highlighted Event Opportunities

Page 10-13 - In-Person Event Opportunities

Page 14-16 - Virtual Event Opportunities

Page 17 - Sponsorship Guidelines

Page 18 - Sponsorship Application

ACC NORTHEAST MEMBER EVENTS IN 2024

- SummerFest/Sponsor Appreciation (Summer 2024)
- Managing Partner/General Counsel Forum (Fall 2024)

Deadline Reminder:

- Applications for sponsorship are due by **November 15, 2023**

Early Bird Discounts

- If payment is received by **December 1, 2023** a **10% discount** will be applied

BENEFITS OF SPONSORSHIP

Recognizing that our sponsors seek a variety of channels to reach our members, the ACC Northeast Chapter is again offering three categories of events for 2024: Highlighted Event Opportunities (pages 3-9), In-Person Programming (pages 10-13), and, for the busy practitioner, our Virtual Opportunities (pages 14-16).

We have instituted the following branding opportunities in our communications to recognize your investment in our chapter and to help further your connection to the members. This branding will occur in our quarterly newsletter, LinkedIn social media posts, and direct email to our members.*

- **Platinum Sponsor Designation** for total spend by a sponsor at \$16,000 and above for the year
- **Gold Sponsor Designation** for total spend by a sponsor at \$10,000 to \$15,999 for the year
- **Silver Sponsor Designation** for total spend by a sponsor at \$5,000 to \$9,999 for the year

*ACC Northeast has 1,400 unique emails

*ACC Northeast has 1,850 LinkedIn followers

NEW THIS YEAR: All sponsors will receive an executive summary of our 2024 members survey as a benefit for supporting the Chapter.

2024 HIGHLIGHTED EVENT OPPORTUNITIES

HALF DAY SUMMIT

NEW IN 2024: In collaboration with our Programs Committee, the sponsor is asked to develop and present a half day program to our members. Members have asked for longer programming so that they can focus and have a deep dive into a particular topic. It can be a legal subject, career focused or related to practice management.

- \$18,000

Additional Benefits include:

- Designated as the Summit Sponsor
- Thought Leadership Article in one of our Quarterly Newsletters (article topics to be pre-approved by ACC-Northeast)
- 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 1,400 Northeast members
- LinkedIn promotion

2024 HIGHLIGHTED EVENT OPPORTUNITIES

GC ROUNDTABLE SPONSOR

NEW IN 2024: Your firm will be the GC Roundtable SPONSOR, offering 3 Roundtable programs specific to the leaders of in-house law departments. Topics are flexible and may include executive leadership, mentoring the next generation, legal department operational issues, or business skills training.

- \$18,000 for all three programs in 2024

Additional Benefits include:

- Designated as the GC Roundtable Sponsor
- Thought Leadership Article in one of our Quarterly Newsletters (article topics to be pre-approved by ACC-Northeast)
- 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 1,400 Northeast members
- LinkedIn promotion

2024 HIGHLIGHTED EVENT OPPORTUNITIES

STATE SPONSOR

NEW IN 2024: Your firm can be the exclusive content provider for either Maine/NH/VT or RI. These states have specific CLE requirements so that your firm can be uniquely positioned to provide the appropriate content and CLE credits. This opportunity is open to any law firm of 100 lawyers or less.

- \$10,000 for two programs in 2024

Additional Benefits include:

- Designated as the State 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 1,400 Northeast members
- LinkedIn promotion

2024 HIGHLIGHTED EVENT OPPORTUNITIES

PREMIER TOPIC SERIES SPONSOR

Series programs have become popular with our members! Your firm will be identified as the designated Premier Sponsor on a topic area of your choice (note some options below-open to other suggestions). The Premier Topic Series is a “deep dive” on one topic for three programs in 2024. Past popular examples have included Conducting Investigations, Contracts, and Estate Planning.

- \$18,000 for all three programs in 2024
- Potential topics to be considered for 2024: Intellectual Property, Labor & Employment, International Law, Cybersecurity/Privacy, Compliance, Transactions and/or E-Discovery

Additional Benefits include:

- Designated as the Premier Series Sponsor
- Thought Leadership Article in one of our Quarterly Newsletter (article topics to be pre-approved by ACC-Northeast)
- 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 1,400 Northeast members
- LinkedIn promotion

2024 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.

- \$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 sponsor's discretion.
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as the 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 1,400 Northeast members
- LinkedIn promotion

2024 HIGHLIGHTED EVENT OPPORTUNITIES

DIVERSITY, EQUITY & INCLUSION (DEI) 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.

- \$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 sponsor's discretion.
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as the Diversity, Equity & Inclusion 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 1,400 Northeast members
- LinkedIn promotion

2024 HIGHLIGHTED EVENT OPPORTUNITIES

NEXTGen SPONSOR

This sponsorship lays the groundwork for a strong future with chapter members practicing less than 10 years in-house.

- \$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 sponsor's discretion.
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as the 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 1,400 Northeast members
- LinkedIn promotion

2024 IN-PERSON EVENT OPPORTUNITIES

NETWORKING/SOCIAL 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 if interested.

- \$4,500 per each networking event

Additional Benefits include:

- Logo on ACC Northeast website, linked
- One attendee at ACC Northeast Summerfest
- Logo appearing in Quarterly Newsletter distributed to 1,400 Northeast members
- LinkedIn promotion

2024 IN-PERSON EVENT OPPORTUNITIES

HEALTH & WELLNESS SPONSOR

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, Personal Organizational Skills Training and Nutrition Advise.

- \$5,000 per event

Additional Benefits include:

- Designation as a Health & Wellness Sponsor
- Logo on ACC Northeast website, linked
- One attendee at ACC Northeast SummerFest
- Logo appearing in Quarterly Newsletter distributed to 1,400 Northeast members
- LinkedIn promotion

2024 IN-PERSON 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
- One attendee at ACC Northeast SummerFest
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,400 Northeast members
- LinkedIn promotion

2024 IN-PERSON PROGRAMMING OPPORTUNITIES

INDIVIDUAL IN-PERSON CORE PROGRAM SPONSOR

In-person core practice programming is the traditional programming with networking that our members have come to rely upon from our chapter. These are in-person substantive events exclusive to in-house counsel that our members cannot get anywhere else.

We seek ten individual programs with a mix of substantive legal topics and programs focused on law practice and legal department management as well as career development and leadership skills for in-house attorneys. Our members are primarily mid to upper level professionals seeking legal content that is timely and relevant to their day to day work, and that offers 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. These programs are 1.5 hours and typically have an in-person networking component.

- \$8,500 per program with ten (10) individual programs offered per year (2 dedicated to Practice & Career Management topics)

Additional Benefits include:

- 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 1,400 Northeast members
- LinkedIn promotion

2024 VIRTUAL EVENT OPPORTUNITIES

Virtual Opportunity 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/Product Showcase is for non-law firm sponsors.

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 1,400 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

2024 VIRTUAL EVENT OPPORTUNITIES

LUNCH AND LEARN

A short virtual session on a hot topic or product demo providing lunch for attendees. Sponsor is responsible to set up technology to provide seamless interface for members attending the virtual session. To encourage attendance, the Sponsor is asked to arrange GrubHub/Pizza time or other delivery service, so that members can enjoy lunch while participating. 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 1,400 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

2024 VIRTUAL EVENT OPPORTUNITIES

QUICK CONTENT/PRODUCT SHOWCASE

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 vendor's services.

- \$3,000 per event

Additional Benefits include:

- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,400 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



SPONSORSHIP GUIDELINES

- The deadline for topics and speakers is 45-60 days prior to event date
- Each sponsor will be assigned a program liaison who will help guide you through the planning process
- ACC-Northeast will assist all sponsors in developing and tailoring their topic in order to best meet the needs of ACC-Northeast Membership
- Please note, all events must have an in-house panelist, which we can help you find an expert from our membership
- Rescheduling planned events is not feasible, dates cannot be switched after ACC Northeast calendar has been published
- Please plan to select venue as early as possible (but no later than 45 days before your scheduled Networking event)
- For Networking events, we have found that new or unique venues with fun activities are better attended
- In-house counsel clients who are not members are welcome to attend our events, so please feel free to invite your clients and in-house prospects to your event
- Ideally ACC-Northeast would like to promote 6-8 weeks in advance of each event, so please plan to adhere to the timeline set forth by Director
- Please reach out to us with any questions, or ideas as we want to help make your event a success.
- We look forward to working with you in 2024!