



VENDOR Sponsorship Levels and Benefits for 2024

Diamond - Event Sponsor - \$6,050

Sponsor can choose to host/co-host one of the following:

- Co-host a CLE with a law firm sponsor (subject to approval; ACC NEO can help match interested firms and vendors).
- Host/co-host a non-CLE event (e.g., New Member Happy Hour, professional development seminar, pro bono or other charity event).

Includes the following benefits:

- Sponsorship of four (4) issues of Friday Five newsletter that is distributed to ~400 ACC NEO members, plus ACC NEO sponsors, potential members, and colleagues in the legal industry.
- Your logo and link on the ACC NEO website and in 2024 program materials.

Sapphire - Thought Leadership Sponsor - \$3,850

Sapphire sponsors receive the following benefit:

- Opportunity to host/co-host a non-CLE event (e.g., New Member Happy Hour, professional development seminar, pro bono or other charity event).

Sapphire sponsors also receive the following benefits:

- Sponsorship of three (3) issues of Friday Five newsletter that is distributed to ~400 ACC NEO members, plus ACC NEO sponsors, potential members, and colleagues in the legal industry.
- Firm name with link on ACC NEO website.
- Your logo and link on the ACC NEO website and in 2024 program materials.

Pearl - Networking Sponsor - \$2,200

Pearl sponsors receive the following benefits:

- Sponsorship of two (2) issues of Friday Five newsletter that is distributed to ~400 ACC NEO members, plus ACC NEO sponsors, potential members, and colleagues in the legal industry.
- Firm name with link on ACC NEO website.
- Your logo and link on the ACC NEO website and in 2024 program materials.

Optional add-on for DIAMOND/SAPPHIRE/PEARL levels (\$1,000 each)

- Two (2) Friday Five sponsorships
- Host an in-person Board Meeting (held every other month in 2024)

SPONSORSHIP GUIDELINES

1. SPONSORSHIP GENERALLY

Any law firm or legal services vendor may apply to the Northeast Ohio Chapter of the Association of Corporate Counsel ("ACC NEO" or "Chapter") to serve as a sponsor for a Chapter educational program ("Program") and/or social/networking event ("Event"), provided that the sponsorship is approved by the Chapter Board and/or President. A limited number of sponsorships are available for Programs/Events on an annual basis. All Program/Event specifics will be finalized with the Chapter's Executive Director ("Executive Director").

2. SPONSOR PROGRAM/EVENT DEADLINES

All 2024 Sponsorship Application Forms are due to the ACC NEO Executive Director, via e-mail or mail, by the end of the day (Midnight) EST, February 29, 2024.



Any applicant whose Sponsorship Application Form is received after this date may still be considered for a 2024 ACC NEO sponsorship but is subject to availability.

Upon receipt, a confirmation email detailing the selected sponsorship level and associated benefits will be sent along with an invoice for the full amount due. Sponsors will be required to submit their non-refundable sponsorship fee within 30 days of the invoice date. Successful applicants that do not submit payment by such date will forfeit their sponsorships and the applicable Program/Event may be reassigned to another applicant.

Upon receipt of invoice, sponsorship fee checks must be made payable to "NEO ACCA" and sent to the following address:

Association of Corporate Counsel NEOH
Attn: Ray Stefanski, Treasurer
PO Box 41234
Brecksville, OH 44141

3. COSTS/EXPENSES

In addition to payment of the applicable sponsorship fee, sponsors will be responsible for all expenses associated with a particular sponsored Program/Event. Where applicable, the Chapter will also charge non-members a fee for attended Programs.

4. PROGRAM/EVENT PLANNING TIMELINES

Sponsors are expected to abide by the following timeline to ensure a successful Program/Event:

- (a) Coordinate the date for the Program/Event with the Executive Director within three weeks following sponsorship commitment. Requests will be considered as they are received; first respondents will have the best chance of confirming their preferred topic/event date and time.
- (b) Confirm Program topic with the Executive Director as soon as possible after committing to sponsorship to ensure reservation of the topic, but in no event no later than twelve (12) weeks prior to the Program date;
- (c) Provide Executive Director with final copy approval of electronic invitation containing all relevant data (i.e., topic, description, date/ time, location and logos) relating to the Program/Event no less than six (6) weeks prior to the Program/Event date.

5. PROGRAM TOPICS; PROGRAM PANEL

Both educational and professional program topics should be addressed from the perspective of in-house counsel and all CLE panels MUST include an in-house panelist.

Presentations should contain useful, substantive, and relevant information for Program attendees. Host/presenters who promote their services will not be invited to return as sponsors. Speakers are expected to provide attendees with substantive written materials (e.g., printed, flash drive) related to the topic; materials must be at least 10 substantive pages (with regards to CLEs, copies of PowerPoint slides are not considered substantive by the Supreme Court and will not be included in the 10-page count). Speakers are expected to follow the agenda, including time limitations.

6. FACILITY, FOOD + BEVERAGE EXPENSES

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

The sponsor is responsible for paying the facility or caterer directly for food and drinks and, where applicable, any facility/equipment rental fees. The Chapter will collect no monies



related to food/beverage/venue expenses. Any additional expenses incurred by the sponsor are the sponsor's sole responsibility.

7. SPONSOR ANNOUNCEMENTS/INVITATIONS

Programs/Events are co-sponsored with ACC NEO, and the Chapter logo must be included in all invitations, announcements and advertising of the Program/Event. Placement and size of logos must be approved by the Executive Director prior to distribution. The sponsor will be mentioned in all Chapter announcements of the Program/Event, and the sponsor's logo may be included in the meeting announcement if received sufficiently in advance by the Executive Director.

The sponsor may send the Program/Event announcement to the sponsor's in-house clients at the sponsor's sole cost and expense. The sponsor may also advertise the Program/Event at the sponsor's sole cost and expense, provided the Chapter first approves any advertisements. The sponsor's employees and the sponsor's clients may attend at no charge.

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

8. RSVPS

RSVPs and all attendee lists (name, title and company only) will be shared between sponsor and the Chapter.

9. ACC NEO LITERATURE

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

10. SPONSOR/SPEAKER MARKETING

The sponsor may not market any other firm or vendor event unrelated to the ACC in any advertising or materials provided to ACC NEO members. The sponsor's knowledge of the subject matter should sell itself, rather than aggressive promotion of the firm's/vendor's services. Speakers may not market their services or organizations in connection with the presentation, except as specifically agreed to in advance with ACC NEO. The sponsor may distribute promotional materials and business cards during the Program/Event, biographical information on speakers and brief history and description of firm/company and its services.

11. CONTINUING LEGAL EDUCATION (CLE) and PROGRAM EVALUATION FORMS

The Executive Director will arrange for Ohio Continuing Legal Education (CLE) credit prior to the Program. ACC Northeast Ohio or its agent will distribute and collect evaluation forms from all Program attendees, results to be shared with host/presenter.

12. PROGRAM/EVENT CANCELLATION

Programs/Events may not be cancelled by a sponsor. Any sponsorship fee paid by a sponsor is final and non-refundable. In the unlikely event that ACC Northeast Ohio cancels a Program/Event, the fee will be refunded unless: (a) ACC Northeast Ohio cancels a Program/Event due to the failure of a sponsor to meet the timeframes and responsibilities set forth in these Guidelines, or (b) if in ACC Northeast Ohio's sole discretion, a sponsor has not prepared sufficiently in advance, or has provided insufficient detail for ACC Northeast Ohio to adequately market and publicize the Program/Event to its members.

13. QUICK REFERENCE GUIDELINES FOR CLEs AND OTHER SPONSORED EVENTS

**Host/Presenters will provide:**

- Speaker bios (the panel MUST include at least one in-house presenter), the presentation and one hard copy of program materials for each participant plus availability of materials in electronic form.
- FOR CLEs: Provide topic, summary, speaker bios, and number of pages in handouts (at least 10 not including PowerPoint slides) to Executive Director at least 60 days prior to the Program so that a CLE credit request may be submitted. If the required materials are provided less than 60 days prior to the Program, the sponsor will be required to reimburse the Chapter for the \$125 penalty imposed by the Ohio Supreme Court, for which the sponsor will be invoiced.
- Appropriate meeting space with registration table.
- Meal or cocktail reception as appropriate.
- Parking arrangements (please provide validated, complimentary parking, when applicable; social events must offer valet parking, when available).
- Table and two (2) chairs for event sign-in.
- Sponsors' logos must be submitted as a high-resolution (300 dpi) jpeg.

Northeast Ohio Chapter obligations:

- The Chapter will apply for CLE credit and send notices about the program to its members (which will prominently feature sponsor's name and logo).
- The Executive Director will accept reservations and keep sponsor apprised of responses.
- Notice of the meeting will be on the Chapter webpage at [Northeast Ohio | Association of Corporate Counsel \(ACC\)](#) and will be marketed in the Friday Five weekly email, which is sent to over 500 people, including ACC NEO members, sponsors, vendor sponsors, local legal organizations, attorneys, law students, and faculty.
- The day of the Program, the Executive Director will: (a) provide nametags for speakers and participants, sign-in sheets and requests for teaching CLE forms (where applicable); and (b) check-in participants.
- In the case of CLEs. following the Program, the Executive Director will electronically submit attendees' CLE requests; teaching requests are mailed to Ohio Supreme Court.
- Attendees receive a survey to rate the Program, speaker, materials, and venue; the Chapter will supply results to presenters along with a list of attendees (name, title and company only).

14. CO-HOSTING BETWEEN ACC NEO FIRM AND VENDOR SPONSORS

While most details of the firm/vendor relationship are up to the firm/vendor to decide, ACC NEO requests that when a FIRM and VENDOR agree to co-host an event, the FIRM sponsor is always the primary host; the VENDOR is the secondary, or co-host, and shall be listed accordingly. Also, the FIRM is expected to provide its VENDOR co-hosts with sufficient opportunities to contribute to the program/event.

15. CHANGES AND EXCEPTIONS TO GUIDELINES

The Sponsorship Program and the foregoing Guidelines are subject to change at any time at the discretion of ACC Northeast Ohio. The Chapter President or Executive Director may make exceptions to these Guidelines for good cause and in the interests of ACC Northeast Ohio.

If you have any questions or concerns, please don't hesitate to contact Betsy Keck, ACC NEO's Executive Director, at 216.333.3008 or neoh@accglobal.com.

We look forward to working with you!