



STEP UP TO THE PLATE MEMBER MIXER

*2025 Chapter Grant
Application, Progress Report,
& Final Report Highlights*





ACTIVITY PURPOSE

The primary goal of the event is to foster networking and strengthen connections among members while providing a casual and engaging environment to introduce potential new members to the organization. Hosting the event at a baseball park, aims to create a memorable experience that encourages camaraderie and highlights the value of the organization in a fun, relaxed setting.

Members will benefit from enhanced networking opportunities, the chance to build professional relationships, and a unique opportunity to share the benefits of membership with colleagues in an enjoyable setting. The event will increase member engagement, strengthen connections within the chapter, and serve as a tool for member retention and recruitment.

By growing the membership base and raising awareness of the organization's value, this event supports the ACC's overarching goals of professional development, community building, and advancing the organization's mission.

This event aligns with the organization's goals by:

- **Expanding Membership:** Encouraging members to bring a colleague introduces new professionals to the benefits of ACC membership in an informal and inviting atmosphere.
- **Fostering Community:** Providing a space for members to connect strengthens the professional network and builds foster a sense of belonging.
- **Showcasing Value:** Demonstrating the value of ACC membership through networking, camaraderie, and shared experiences reinforces its importance to both current and prospective members.
- **Increasing Engagement:** Hosting events in unique venues like a baseball park captures attention, encourages participation, and keeps members actively involved in the organization.
- This event blends networking, member engagement, and recruitment efforts in a creative and impactful way.

GOALS ACHIEVED

- **Delivered a High-Impact, In-Person Networking Experience** | Successfully hosted a sold-out event at Oracle Park's Cloud Club, providing a unique and memorable setting for member engagement.
- **Showcased Executive-Level Legal Leadership** | Featured a fireside chat with SF Giants CLO Jack Bair and SVP & GC Amy Tovar, offering rare insight into legal leadership at the highest levels of professional sports.
- **Expanded Member Outreach Through "Bring-a-Colleague" Model** | Invited members to bring a colleague, resulting in broader visibility for ACC SFBA and several new prospective member inquiries.
- **Strengthened Strategic Partnership with SF Giants Legal Team** | Collaborated with an iconic local legal department to co-create a premium program, reinforcing community connections and future collaboration potential.
- **Elevated the Member Mixer Format** | Transformed the traditional "happy hour" concept into a structured, high-value program blending professional development with casual networking.
- **Generated Strong Post-Event Feedback** | Participants cited the fireside chat as the highlight and praised the balance of content and connection in the format.
- **Demonstrated Smart Use of Grant Funds** | Maximized value through in-kind support and efficient budgeting, making a high-profile event possible within a modest financial framework.

JUSTIFICATION FOR FUNDING

This baseball-themed member mixer is a strategic initiative designed to foster member engagement, drive recruitment, and promote the chapter's mission. While sponsorship dollars are limited for this event, funding is essential to ensure its success and long-term benefits for the chapter and ACC.

Here's why this activity merits investment:

Member Retention and Engagement

Justification: Creating opportunities for members to connect in unique, memorable settings increases satisfaction and builds loyalty, directly supporting member retention. Events like this demonstrate the chapter's commitment to providing value beyond regular programming. **Funding Need:** Without sponsor dollars to offset costs, chapter funding ensures this critical engagement opportunity is executed successfully. **ROI:** Retained members contribute to a stable revenue base, reducing the costs associated with member churn.

Recruitment of New Members

Justification: Allowing members to bring a colleague for free provides a compelling recruitment tool, especially in an informal setting where potential members can experience the organization's value firsthand. **Funding Need:** Limited sponsorship dollars mean that chapter funding is essential to cover guest expenses, ensuring an inclusive and welcoming experience. **ROI:** Each new membership generates long-term value through dues, event participation, and increased chapter influence.



Unique Branding Opportunity

Justification: A baseball-themed event at a professional venue positions the chapter as innovative and member-focused, distinguishing it from competitors. The unique venue choice increases visibility and boosts member pride. **Funding Need:** Sponsor shortages mean the chapter must invest directly to capitalize on this branding opportunity. **ROI:** Enhanced brand visibility strengthens the chapter's reputation, attracting more members and engagement in future activities.

Supporting Chapter Goals Despite Sponsor Limitations

Justification: The lack of sponsorship dollars for this event highlights the need for the chapter to invest in its members and strategic initiatives. Providing funding ensures that high-quality programming continues, even when external support is unavailable. **ROI:** Investing chapter funds in this event demonstrates a commitment to members, fostering goodwill and loyalty, which supports retention and recruitment efforts over time.

Long-Term Value from Short-Term Investment

Justification: Hosting a combined networking and recruitment event maximizes the impact of a single activity, making it a cost-effective solution despite funding challenges. **Funding Need:** Without sponsorship dollars, chapter funding is crucial to realize this value and ensure the event's success. **ROI:** The event promotes immediate engagement while driving future growth through new memberships and stronger member connections.

While limited sponsorship funds present a challenge, funding this event directly from chapter resources is a strategic investment. The benefits—member retention, new recruitment, increased engagement, and enhanced visibility—far outweigh the short-term costs, ensuring long-term sustainability and success for the chapter and ACC.

BUDGET

Application

Requested Funds: \$6,000

- Venue Rental | \$12,500.00
- Beverages | \$2,625.00
- Food | \$2,325.00
- Tax | \$512.32
- Security Charge | \$990.00
- Venue Rental Discount | \$(8000.00) *due to our long standing partnership with the Giants organization*
- **Deposit Due | \$10,952.33**

Final Report

Approved Funds: \$6,000

- Venue Rental | \$12,500.00
- Beverage | \$3,750.00
- Food | \$3,000.00
- State Sales Tax 8.625% | \$698.63
- Service/Operator Charge 20.0% | \$1,350.00
- **Grand Total | \$21,298.63**

PROMOTIONAL MATERIALS



Agenda

5:30PM-6:00PM - Check-In/Networking

6:00PM - 6:30PM - Fireside Chat:

Jack F. Bair - Chief Legal Officer & President, Giants Development Services

Amy Tovar - Senior Vice President & General Counsel

6:30PM - 7:30PM Networking, food & drinks in the Cloud Club