

# 2017 Sponsorship Opportunities



THANK YOU FOR YOUR SUPPORT!



The Association of Corporate Counsel Houston Chapter (ACC Houston) is excited to offer the following sponsorship packages for 2017. Becoming a sponsor is an exceptional opportunity to build professional relationships as well as market your firm to a captive audience of over 1200 in-house counsel in the Houston area, representing over 350 different companies in over 85 countries. As a sponsor, your firm will have the opportunity to interact and network with our membership at CLE events, practice group meetings, social activities, pro bono projects and our signature event—ACC Houston’s 19<sup>th</sup> Annual Golf/Spa Event. Portions of each sponsorship also help fund the ACC Houston Diversity Scholarships given to students at the three area law schools. Thanks to the generous support of our sponsors, last year we were able to provide over \$48,000 to 12 very deserving students.

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**CONNECT WITH THE WORLD’S LARGEST IN-HOUSE  
COUNSEL ORGANIZATION. WE ARE YOUR CLIENTS!**

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Sponsorship opportunities are limited. So, we encourage you to submit your sponsorship registration form as soon as possible. Details and important dates are included on the Sponsorship Commitment at the back of this packet.

Thank you for your support of this great organization. If you have any questions about sponsorship opportunities, or would like to create your own sponsorship/event outside of this packet, please contact our Executive Director, Elena Baer at 713-375-2735 or by email at [acchouston@accglobal.com](mailto:acchouston@accglobal.com).

Thanks for your support!

ACC Houston

## 2017 Sponsorship Highlights

	Golf/Spa	One Day Seminar	Monthly Chapter Meeting	Practice Group	Symposium	Diversity
CLE Event	✓	✓	✓	✓	✓	✓
2 <sup>nd</sup> Event	✓		✓	✓		
Website Spotlight	✓	✓	✓	✓	✓	✓
Golf Team	✓	✓	✓	✓	✓	
Diversity Dinner						✓
Spa Participant	✓	✓				
Golf/Spa Reception	✓	✓	✓	✓		✓
	\$25,000	\$22,500	\$15,000	\$10,000	\$8,000	\$5,000

# 2017 Sponsorship Opportunities

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## **Marquee Sponsorship-Golf/Spa Signature Event (1).....\$25,000**

*Our Signature Event! — Spend the morning enjoying breakfast and ethics CLE with over 100 ACC in-house counsel, followed by lunch and an option for two teams to play at Memorial Golf Course or spend a relaxing afternoon at the luxurious Trellis Spa, all followed by a networking reception with great raffle prizes, food and drinks! This fun event should not be missed! Sponsorship benefits include:*

- Identification as Marquee Sponsor at Golf /Spa Event and throughout year
- Ability to provide signage, brochures and other firm marketing material during morning CLE
- 2 Golf Teams
- 2 Sponsor Spa Participants
- 8 Sponsor representatives at Golf /Spa Reception
- Option to sponsor additional Golf/Spa Participants at a la carte prices
- Host for 1 hour CLE at one of ACC Houston's monthly Chapter Meetings (see details below) with ability to give same CLE in The Woodlands
- Website Spotlight for 2017 Calendar year
- ACC Marketing, plus revolving advertising space on ACC Website

## **Marquee Sponsorship- All Day CLE Event (1).....\$22,500 (+ event costs)**

*An exclusive All-Day CLE Seminar designed with input from ACC members that highlights your firm's attorneys and their expertise. This is an excellent opportunity to spend an entire day networking with in-house counsel who could end up as clients. You may couple this with a seminar put on for your own clients who are not ACC members, who could learn the benefits of ACC membership from participating ACC members. Sponsorship benefits include:*

- Identification as Marquee Sponsor at the All Day CLE Seminar and throughout year
- 8 Sponsor representatives (in addition to presenters) invited to participate
- 1 Golf Team at Golf/Spa Event
- 1 Spa Participant at Golf/Spa Event
- 5 Sponsor Representatives at Golf/Spa Reception
- Option to sponsor additional Golf/Spa participants
- Website Spotlight for 2017 Calendar Year
- ACC Marketing, plus revolving advertising space on ACC Website

**Monthly Chapter Meeting Sponsorship (10).....\$15,000**

*Demonstrate your knowledge and expertise to a room full of in-house counsel at one of our Monthly Chapter meetings held on the 2<sup>nd</sup> Tuesday of every month at Maggiano's Little Italy in the Galleria area. A great opportunity to network and show off your skills. Sponsorship benefits include:*

- Host for 1 hour CLE at one of ACC Houston's Monthly Chapter Meetings
- Ability to present same CLE topic in The Woodlands
- 1 Golf Team at Golf/Spa Event
- 1 Spa Participant at Golf/Spa Event
- 4 Golf/Spa Reception Participants at Golf& Spa Event
- Option to sponsor additional Golf/Spa participants
- ACC Website Spotlight in your assigned month of the Monthly Chapter Meeting
- ACC Marketing, plus revolving advertising space on ACC Website

**Practice Group Sponsorship (8).....\$10,000 (+event costs)**

*Host breakfast, lunch, or cocktails with in-house counsel whose practice areas and industries align with the capabilities and offerings of your firm. Sponsorship benefits include:*

- Host up to 2 separate events—a 1 hour CLE event over either breakfast or lunch or a host a Social
- Option to sponsor an additional CLE or social events for \$1500 (+ event costs) per event
- 1 Golf team at Golf/Spa Event
- 3 Golf/Spa Reception Participants
- ACC Marketing
- Practice Groups Available:

*Banking & Finance*

*Ethics & Compliance*

*Labor & Employment*

*Best Practices*

*Intellectual Property*

*Litigation*

*Data Privacy & Security*

*International*

*Mergers & Acquisitions*

*Energy*

*Small Legal*

**Back to School Symposium Sponsorship (6).....\$8,000**

*Participate as 1 of 6 firms and a keynote lunch speaker at a day-long seminar covering a variety of issues. Focus on 1 of the firm's areas of expertise and network with in-house counsel at lunch and the cocktail reception following the symposium. Sponsorship benefits include:*

- 50-minute CLE presentation at ACC Houston's Annual CLE Symposium, typically in August
- 1 Golf Team at Golf/Spa Event
- 3 Representatives at Golf/Spa Reception
- Option to sponsor additional Golf/Spa participants
- ACC Marketing

**Special Interest Sponsorship—Diversity Group (2).....\$5,000 (+ event costs)**

*Enjoy a night of great food at Brennan's honoring recipients of our Diversity Scholarship Program. Reception typically held in April.*

- Host for Diversity Reception (2 Sponsor representatives)
- Ability to provide promotional items at Reception
- Access to the ACC Diversity Scholarship Recipient Database
- Additional 1-hour CLE event on a different date focusing on the advancement of diversity in the legal profession (at Sponsor's expense)
- ACC Website Spotlight in the month of Diversity CLE event
- Honored as Diversity Champion on ACC Houston website and in a Houston Business Journal ad recognizing ACC Houston and its diversity scholarship recipients??
- 2 Representatives at Golf/Spa Reception

**Special Interest Sponsorship- Connect Pro Bono (2) .....\$5,000 (+ event costs)**

*Connecting in-house counsel with outside counsel to serve the Greater Houston community through volunteerism and legal pro bono services.*

- Host 1 family friendly volunteer event indoors or outdoors
- Host 1 "Pro Bono Pairings" event in which Sponsor and ACC in-house counsel have an opportunity to pair-up and work together on a pro bono case
- Host 1-hour Ethics CLE event on pro bono issues
- ACC Website Spotlight as Pro Bono Champion
- ACC Marketing

**Special Interest Sponsorship—Women's Group (4) .....\$5,000 (+ event costs)**

*Host a fun social or educational event geared towards our female membership. These events are always well attended, lots of fun and a great opportunity to network!*

**December Holiday Party Sponsorship (1) .....\$3,000 (+ event costs)**

*Your sponsorship of this festive event for in-house counsel and their significant others is a great way to ring in the holiday season! Show your support of ACC Houston and spread some holiday cheer with good food, drinks, and door prizes!*

**Social Sponsorship (6) .....\$2,500 (+ event costs)**

*Host an outing at a baseball game, the Houston Livestock & Rodeo, a painting class, a progressive dinner, a family-friendly activity, or other social event to get to know our members of the ACC in-house community! A great opportunity to plan something fun and relaxing with great networking!*

**Golf/Spa A La Carte Sponsorships**

**Golf Team.....\$2,500**

*Join the fun on the course followed by the Golf/Spa Reception. Your firm name will also be advertised on a sign for our Signature Event! Golf Teams will consist of 2 Sponsor Representatives and 2 In-House Counsel.*

**Spa Participant.....\$3,000**

*Enjoy one spa treatment followed by the Golf/Spa Reception. While you are waiting, get to know in-house counsel in a relaxed, intimate setting at one of Houston's premier spa facilities.*

**Spa Networking.....\$2,000**

*Send one firm representative to hang out in the spa and enjoy the Golf/Spa Reception with in-house counsel (does not include any treatment).*

**Premium Hole.....\$1,500**

*Advertise your firm with a banner and table manned by two firm representatives at the designated hole. Provide give-aways or goodies at your table for even greater impact! 2 Premium Hole sponsor representatives may also attend the Golf/Spa Reception.*

**First Tee Box.....\$500**

*Have your name advertised on a sign when golfers tee off, and then send one representative to the Golf/Spa Reception.*

**Beverage Cart.....\$2,000**

*Be a part of the fun as the golf event beverage cart sponsor. Two sponsor representatives will network with all the golfers and provide the much needed refreshments throughout the day and then send two representatives to the Golf/Spa Reception. ACC Houston will provide the beverage cart supplies.*

# 2017 Sponsorship Guidelines

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## Event Planning

- Sponsors must coordinate event dates with ACC Houston at least 6 weeks prior to the event.
- All events will be made available to ACC Houston members and those who are eligible to become members.
- All electronic registrations will be created and processed through an ACC registration link by the ACCH Executive Director.
- Chapter Meeting Sponsors will present 1 hour CLE topic at the Galleria location on the second Tuesday of their assigned month. Sponsors may also present, at their own expense, the same CLE topic at an approved Woodlands venue within the same assigned month.
- Sponsors may place promotional materials, business cards, and giveaways on the registration table at their sponsored events as discussed in advance with ACC Houston's Executive Director.

## Venue & Food/Drinks

- "+ event costs" means that Sponsors are responsible for arranging, contracting and paying vendors directly for use of accommodations, food, drinks, and other event costs.
- All event venue selections requires prior approval from ACC Houston.
- Any expenses incurred by the Sponsor are the Sponsor's sole responsibility.

## Marketing and Communications ("ACC Marketing")

- A link to the Sponsor's website will be made available on the ACC Houston website.
- Every event is considered an ACC Event, and therefore all marketing efforts for the events shall be done by or at the direction of ACC Houston. Any of Sponsor's marketing efforts must be approved by ACC Houston before any distribution.
- Sponsor may not market or otherwise invite non in-house counsel to events without the prior consent of ACC Houston. Once consent is received, Sponsor may send any pre-approved event invitations to Sponsor's corporate in-house clients at the Sponsor's sole cost and expense and in agreement with the ACCH Executive Directors marketing timeline for the event.
- All "Spotlights" will be drafted by the Sponsor and approved by ACC Houston before they are posted to ACC Houston website. Spotlights should be a one-paragraph, three sentence, summary of the firm's capabilities, preferably relevant and tied to the event triggering the Spotlight.

## Continuing Legal Education

- All CLE event topics to be presented must be pre-approved by ACC Houston.



- Presentation teams for CLE events (e.g., Practice Groups, Chapter Meetings, etc.) should include at least 1 in-house counsel of the Sponsor's choosing and no more than 2 Sponsor presenters. ACC Houston is available to assist the Sponsor in identifying in-house panelists.
- In addition to the Sponsor presenters, up to 5 additional Sponsor representatives may attend each presentation to connect with ACC members.
- Sponsors will provide all presentation materials to the Executive Director/President/Sponsor Liaison at least 3 business days before the CLE Presentation.
- All presentation materials will include the ACC Houston logo anywhere the sponsor logo appears. It is generally recommended that the ACC Houston logo appear on every page of the presentation materials.
- ACC Houston will make the CLE materials available to its members on the ACC Houston website for at least 6 months following the event.
- ACC Houston will manage CLE credits with the State Bar of Texas for Chapter Meetings, Golf/Spa and Symposium. CLE credits for all other events will be managed by the Sponsor.

#### **Golf & Spa Specific**

- All Sponsors are expected to provide at least 1 promotional item to be included in both the golf and spa bags distributed to event participants.
- In addition to the allocated number of golf teams and spa participants granted as part of its package, each Sponsor may request additional participants for additional costs, subject to availability.

#### **Miscellaneous**

- ACC Houston shall retain ownership and control over its proprietary data, including its membership contact information and ACC Houston logo. Sponsor shall not use the membership contact information for any purpose, including solicitation for non-ACC matters, other than what is specifically authorized by ACC Houston in writing. Use of membership contact information for an authorized purpose must be coordinated with the ACC Executive Director.
- ACC Houston may make exceptions to these guidelines for good cause and in the best interests of the chapter, as appropriate, subject to approval by the ACC Houston Executive Committee.
- ACC Houston reserves the right to accept or reject any sponsorship application.
- ACC Houston makes no representations or warranties to Sponsor of any expected results from participating in the sponsorship program. ACC Houston does not guarantee a minimum level of attendance to any program.
- Failure to comply with these guidelines may result, in ACC Houston's sole discretion, in the (a) cancellation of scheduled programming, (b) Sponsor's prohibition from participating in future programs, events, or sponsorship applications, and/or (c) restricted access to ACC activities during the remainder of the sponsorship year.

# Sponsorship Commitment

We desire to sponsor ACC Houston for the 2017 fiscal year (October 2016 through September 2017) and confirm our commitment to comply with the Sponsorship Guidelines.

Sponsor: \_\_\_\_\_

\*Note: Please print name as it should appear in written materials and publicity

Partner Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Additional Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

Current 2016 Sponsors may renew their sponsorship by returning their registration form by 5:00 pm Friday September 30, 2016. After that time, ACC Houston will award available sponsorship opportunities after receiving all applications. All applications are due by 5:00 pm October 14, 2016. Payments are due 45 days after acceptance of application.

____ Golf/Spa Marquee Sponsor	\$25,000	____ Holiday Party Sponsor	\$3,000+
____ All Day Marquee Sponsor	\$22,500+	____ Social Sponsor	\$2,500+
____ Chapter Meeting Sponsor	\$15,000		
____ Practice Group Sponsor	\$10,000+	Golf/Spa Sponsorships:	
Practice Group Preferences:		____ Golf Team Sponsor	\$2,500
Preference#1 _____		____ Spa Participant Sponsor	\$3,000
Preference#2 _____		____ Spa Networking Sponsor	\$2,000
Preference#3 _____		____ Premium Hole Sponsor	\$1,500
____ Symposium Sponsor	\$8,000	____ Tee Box Sponsor	\$500
____ Diversity Sponsor	\$5,000+	____ Beverage Cart Sponsor	\$2,000
____ Pro Bono Sponsor	\$5,000+		
____ Women's Group Sponsor	\$5,000+		

Total Amount of Sponsorships: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Payment is due within 45 days after submitting sponsorship registration form. Make checks payable to **ACC, Houston Chapter** and mail to **10401 Westoffice Drive, Houston TX 77042**. *Sponsorship payments (less value of goods and services provided) are tax deductible to the extent provided by applicable law.*

Please email Sponsorship Registration Form to Elena Baer at [acchouston@accglobal.com](mailto:acchouston@accglobal.com)  
Questions? Please call Elena Baer at (713) 839-0808.