

2026 Sponsorship Guidelines

All Sponsors will have one or more dedicated Board liaisons, including the Chair and Co-Chair of the Sponsorship category. Once Sponsorships are confirmed Board liaisons will connect with Sponsors to help with the planning, including date selection, event ideas, topic choices, and venue selections, as applicable, and provide guidance in maximizing Sponsorship opportunities. Our goal is to help our sponsors create the best and most well-attended events possible for our members.

Renewing sponsor applications are due by October 10, 2025, to renew their current sponsorships. ACC Houston will award all other available sponsorship opportunities after receiving all applications submitted by October 31, 2025. Payments will be due 45 days after acceptance of application.

Calendaring Policy:

ACC Houston attempts to schedule no more than 2 events/week to maximize attendance for all our sponsors.

- Returning sponsors have priority when selecting dates.
- Sponsorships with multiple events are required to host in Q1/Q3 or Q2/Q4.
- Chapter meetings are always the second Tuesday of the Month

Tips:

- Jan/Feb/June/July/Aug are our least crowded months (event-wise)
- April/May/Oct/Nov/Dec are our most difficult months to schedule
- The 1st and 4th week of each month are generally lighter.

Continuing Legal Education

- Pre-approval of CLE topic and panelists: All CLE event topics and panelists must be pre-approved by ACC Houston and submitted not less than six weeks in advance.
- CLE panel composition: Sponsors should include at least one (1) in-house counsel of the Sponsor's choosing in presentation panels. Additionally, CLE events should include no more than two (2) Sponsor presenters. Consideration for panel diversity is expected and appreciated.
- Sponsor attendance: In addition to the Sponsor presenters, up to five (5) additional Sponsor representatives may attend each in-person presentation to connect with ACC members. We offer unlimited attendance for online Sponsor attendees.
- ACC approval of presentation materials: Sponsors must provide all presentation materials to the Executive Director and Board Liaison for approval at least five (5) business days before the CLE Presentation.
- ACC co-branding on presentation: All presentation materials MUST include the ACC Houston logo anywhere the Sponsor logo appears. It is recommended that the ACC Houston logo appear on every page of the presentation materials.
- Availability of CLE materials after events: ACC Houston will make the CLE materials available to its members on the ACC Houston Program Materials page on the website for at least six (6) months following the event and for one (1) year in the member restricted Webinar Library for those events that are recorded for CLE credit for that time-frame.
- Responsibility for obtaining CLE credit: ACC Houston will obtain CLE accreditation with the State Bar of Texas for Chapter Meetings, Golf/Spa, Symposium and all Webinars. Sponsors are solely responsible for obtaining CLE accreditation for all other in-person CLE events, including Full-Day CLE Seminar, Half-Day CLE Seminar, and Practice Groups, as well as any add-on events.
- Platform for Webinars: All Webinars will be managed by ACC Houston on the ACC Houston Zoom Webinar Platform. This management includes registration and attendance verification in compliance with the State Bar of Texas MCLE Accreditations.

- Webinar practice meeting: All Webinars require a practice meeting for all speakers not more than five days in advance of the event date to ensure program flow and to iron out technical details.

Event Planning

- Event dates: Sponsors may provide preferences for event dates. While we make every effort to schedule events at a Sponsor's preferred day/time, ACC will assign in accordance with the scheduling policy.
- Deadline for event dates: Sponsors must coordinate event dates with ACC Houston at least six (6) weeks prior to the event. All events must be held in the sponsorship calendar year. Please use the [Sponsor Event Planning Form](#) to give us event details.
- Eligible attendees: All events will be made available to ACC Houston members and those who are eligible to become members. Please see our [attendance policy](#) on our website.
- Event registrations: All event registrations will be created and processed through an ACC registration link provided by the ACC Houston Executive Director.
- Registration fees: Events are offered to ACC Houston members and other in-house counsel either for free or for a modest registration fee. Any such registration fees collected by ACC Houston shall remain the property of ACC Houston.
- Door prizes: Sponsors are requested and encouraged to provide one or more door prizes, selected randomly from business cards (or entries) provided by attendees. As ACC Houston is not permitted to share membership information (including contact information for any member), this is a great way to enable follow-up communication with attendees at events.
- Promotional materials: 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 and Board Liaison.
- Program handouts; nametags: Sponsors are responsible for developing, producing and printing all program handouts.
- Registration table; nametags: ACC will handle the registration table and nametags for Chapter meetings. For other events: the Sponsor will handle the registration table; and ACC will provide a registration list and electronic copies of nametags for Sponsor to print.
- Event Planning/Logistics:
 - Chapter Meetings, Symposiums, Golf/Spa, Holiday Party: ACC Houston will handle registration table, name tags and logistics (planning, CLE (if applicable) for Chapter Meetings, Symposiums, Spa Event, Golf Event, and Holiday Party.
 - All other events: Sponsor is responsible for the name tags and logistics (location, CLE, ect.).
 - All events: ACC Houston will handle registration for all events. ACC Houston will provide a registration link after the [Sponsor Event Planning Form](#) is submitted, and list of attendees at least one day prior to the event.
- Code of conduct; photo release: ACC Houston had an attendee code of conduct and photo release for our events which also applies to Sponsor guests and presenters. By inviting your firm members, clients and speakers, you agree to make them aware of our [code of conduct and photo release](#).

Venue, Food & Beverages

- Responsibility for event costs: "+ event costs" means that Sponsor is responsible for arranging, contracting and paying vendors directly for use of accommodation, food, drinks, audio-visual needs, venue rental fees and all other event costs. Expenses incurred by the Sponsor are the Sponsor's sole responsibility.
- Event venue: All event venue selections require prior approval from ACC Houston.

Marketing and Communications ("ACC Houston Marketing")

- Marketing provided by ACC: ACC Houston Marketing includes invitations for each event, sent directly to all ACC Houston members; inclusion on any "upcoming events" emails sent within two weeks prior to the event; inclusion on table tents at in-person Chapter Meetings; and may include mention in social media postings prior to or after the event, in ACC Houston's discretion. In addition, a direct link to the Sponsor's website will be made available on the ACC Houston website.

- Marketing must be done or approved by ACC Houston: Every event is considered an ACC Houston 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 invitation of in-house clients; non-in house counsel: Sponsors are encouraged to directly invite in-house clients, including non-ACC members, to their sponsored ACC Houston events, as well as post the event to their website and advertise on social media using direct links to ACC Houston registration. Such marketing efforts must be approved by ACC Houston prior to distribution. Once consent is received, Sponsor may send the pre-approved event invitation to Sponsor's in-house clients at the Sponsor's sole cost and expense according to ACC Houston's marketing timeline. All registrations must be done through ACC Houston's website, and the Sponsor may only distribute a direct registration link. Non-legal invitees are subject to ACC Houston's Attendance Policy. ACC Houston members will be prioritized when space is limited.
- Preparation and approval of Sponsor spotlights: All "Spotlights" will be drafted by the Sponsor and approved by ACC Houston before they are posted to ACC Houston's Website. Spotlights should be a summary of the company's capabilities and areas of expertise, preferably relevant and tied to the event. Links to the partner contact, articles, links to the Sponsor's website, etc. are encouraged.
- Sponsor-provided promotional items for golf/spa events: All golf/spa event Sponsors are expected to provide at least one (1) promotional item to be included in the golf and spa bags distributed to event participants and may include logo promotional items at their Sponsored events.

Reservation of Rights

- Assignment of sponsorship opportunities: The ACC Houston Board of Directors reserves the right to assign, and if needed, reassign, sponsorship opportunities each sponsorship year. Special consideration will be given to Sponsors requesting renewal of previous year's sponsorships so long as they provide their renewal Sponsorship Commitment application not later than October 20, 2023.
- Event approval of topics and panelists: ACC Houston makes the final determination as to whether an idea or event is of interest to its members and. ACC Houston reserves the right to not accept program content, speakers, or presenters at its sole discretion.
- Ownership of ACC data; use of member contact information: 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 as specifically authorized by ACC Houston in writing. Use of membership contact information for an authorized purpose must be coordinated with the ACC Houston Executive Director.
- Exceptions: 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.
- Acceptance of sponsorship applications: ACC Houston reserves the right to accept or reject any sponsorship application.
- Disclaimer of warranties; no refunds: 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. There will be no refunds of sponsorship fees due to weather conditions, compliance with government mandates or in the interest of the health and safety of our members, or any other reason.
- Failure to comply with guidelines: 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.