

2020 Sponsorship Opportunities Houston is Going Places!



The Association of Corporate Counsel Houston Chapter (the “ACC Houston”) is excited to offer the following sponsorship opportunities for 2020. Becoming a Sponsor is an exceptional opportunity to build professional relationships as well as market your firm to a captive audience of over 1100 in-house counsel in the Houston area, representing over 400 different companies. As a Sponsor, your firm will have the opportunity to interact and network with our members at CLE events, practice group meetings, social activities, community outreach initiatives and our Signature Event—ACC Houston’s 21st 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 in Houston. Thanks to the generous support of our sponsors, last year we were able to provide over \$60,000 to 12 very deserving students.

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

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 Form at the back of this packet. Sponsorship applications are also available online.

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 by email at acchouston@accglobal.com or by phone at 346.336.6154.

Thanks for your support!

ACC Houston

2020 Sponsorship Highlights

	CLE Event	2 nd CLE Event	Website Spotlight	Golf Team	Spa Attendee	Optional/ Add-On	Golf/Spa Reception
Golf/Spa Signature Event	✓	✓	✓	✓	✓		✓
Full Day CLE Seminar	✓		✓	✓	✓		✓
Monthly Chapter Meeting	✓	✓	✓	✓	✓	✓	✓
Half Day Seminar	✓		✓	✓			✓
Practice Group	✓	✓	✓	✓		✓	✓
Symposium	✓		✓	✓			✓
Diversity/Scholarship	✓		✓				✓
Women In-House	✓		✓				

2020 Important Dates For Your Calendar

March 31, 2020—Ethics Seminar and Golf/Spa Event

April 9, 2020 –Diversity Reception and Dinner

April 30, 2020—Houston Corporate Counsel Awards

August 20, 2020—Annual Symposium

October 13-16, 2020—ACC Annual Meeting, Philadelphia, PA

2020 Sponsorship Opportunities

Marquee Sponsorship – Golf/Spa Signature Event..... \$25,000

Our Signature Event slated for March 31, 2020. Spend the morning at the Hotel ZaZa enjoying the luxurious Spa or playing Golf at the Wildcat Golf Club. Breakfast and lunch are served at each followed by an afternoon ethics CLE with over 200 attendees at the Hotel ZaZa. The evening is closed with a networking reception with great raffle prizes, food and drinks! This fun event should not be missed!

Marquee Sponsorship benefits include:

- Identification as Marquee Sponsor at Golf /Spa Signature Event and throughout the year
- Ability to provide signage, brochures and other firm marketing material during afternoon CLE
- Two (2) Golf Teams
- Two (2) Sponsor participants at the Spa
- Eight (8) Sponsor representatives at the Golf /Spa Reception
- Hosting a 1-hour CLE at one (1) of ACC Houston's monthly Chapter Meetings (see details below)
- ACC Houston Website Spotlight for 2020 Calendar year
- ACC Houston Marketing, plus revolving advertising space on ACC Houston Website

Marquee Sponsorship – Full Day CLE Seminar.....\$22,500(+event costs)

An exclusive Full 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.

Marquee Sponsorship benefits include:

- Identification as Marquee Sponsor at the Full Day CLE Seminar and throughout year
- Eight (8) Sponsor representatives (in addition to presenters) at the Full Day CLE Seminar
- Two (2) Golf Team at the Golf/Spa Event
- One (1) Sponsor Spa participant at the Golf/Spa Event
- Five (5) Sponsor representatives at Golf/Spa Reception
- ACC Houston Website Spotlight for 2020 Calendar Year
- ACC Houston Marketing, plus revolving advertising space on ACC Houston Website

Monthly Chapter Meeting Sponsorship \$15,000

Demonstrate your knowledge and expertise to a room full of in-house counsel at one of our Monthly Chapter Meetings which are typically held on the 2nd Tuesday of every month at Maggiano's Little Italy in the Galleria area. A great opportunity to network and highlight some of your firm's practice areas.

Monthly Chapter Meeting Sponsorship benefits include:

- Host for a one (1) hour CLE at one of ACC Houston's Monthly Chapter Meetings
- Optionally, present the same CLE topic in The Woodlands (at Sponsor's cost)
- One (1) Golf Team at the Golf/Spa Event
- One (1) Sponsor Spa participant at the Golf/Spa Event
- Four (4) Sponsor representatives at the Golf/Spa Reception
- ACC Houston Website Spotlight in your assigned month of the Monthly Chapter Meeting
- ACC Houston Marketing, plus revolving advertising space on ACCWebsite

Half Day CLE Seminar Sponsorship\$12,500(+event costs)

A Half Day CLE Seminar is designed to allow your firm to highlight targeted areas of expertise. This is an excellent opportunity to spend half of the day networking with in-house counsel.

Half Day CLE Seminar Sponsorship benefits includes:

- Host a four (4) hour CLE Seminar
- Four (4) Sponsor representatives (in addition to presenters) at the Half Day CLE Seminar
- One (1) Golf Team at the Golf/Spa Event
- One (1) Sponsor Spa Networking attendee at the Golf/Spa Event
- Four (4) Sponsor representatives at the Golf/Spa Reception
- ACC Houston Website Spotlight in your assigned month of the Monthly Chapter Meeting
- ACC Houston Marketing, plus revolving advertising space on ACC Houston Website

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

Host a 1-hour breakfast, lunch, or cocktails with in-house counsel whose practice areas and industries align with the capabilities and offerings of your firm.

Practice Group Sponsorship benefits include:

- Host up to two (2) separate **1-hour** CLE events, with the first event by June 30th and the second event by December 31st. Alternatively, host a **1-hour** CLE event and a **1-hour** Social event. Optionally, host an additional **1-hour** CLE or a **1-hour** social event for \$1,500 (+ event costs)
- One (1) Golf team at the Golf/Spa Event
- One (1) Sponsor Spa Networking attendee at the Golf/Spa Event
- Four (4) Sponsor representatives at the Golf/Spa Reception
- ACC Houston Marketing, plus revolving advertising space on ACC Website

**Current
Practice
Groups**

<i>Best Practices</i>	<i>Environmental</i>	<i>Labor & Employment</i>
<i>Data Privacy & Security</i>	<i>Ethics & Compliance</i>	<i>Litigation</i>
<i>Energy #1</i>	<i>Healthcare Law</i>	<i>Mergers & Acquisitions</i>
<i>Energy #2</i>	<i>Intellectual Property</i>	<i>Small In-House Legal Departments</i>
	<i>International</i>	

Annual Symposium Sponsorship\$8,000

Participate at a day-long seminar covering a variety of topics. Focus on one (1) of your firm's areas of expertise and network with in-house counsel at lunch and the cocktail reception following the symposium.

Symposium Sponsorship benefits include:

- One (1) 50-minute CLE presentation at ACC Houston's Annual Symposium, scheduled for August, 2020.
- All speakers are invited to attend the entire day event including luncheon featuring the Symposium's keynote speaker.
- One (1) Golf Team at the Golf/Spa Event
- Two (2) Sponsor representatives at the Golf/Spa Reception
- ACC Houston Marketing, plus revolving advertising space on ACC Houston Website

Special Interest—Diversity Initiative Sponsorship\$5,000(+event costs)

Enjoy a night of great food at Brennan's honoring recipients of our Diversity Scholarship Program. Reception will be held on April 9, 2020

Diversity Initiative Sponsorship benefits include:

- Named as Diversity Reception Sponsoring Firm
- Two (2) Sponsor representatives and their guest/spouse attend the Diversity Reception , where one (1) Sponsor representative is invited to give a testimonial or perspective on Diversity & Inclusion for up to 15 minutes
- Ability to provide promotional items at the Diversity Reception
- Opportunity to receive resumes of Scholarship Recipients for clerkship opportunities
- Host a separate 1-hour CLE event focusing on the advancement of diversity in the legal profession (Sponsor covers event costs)
- ACC Houston Website Spotlight in the month of Diversity CLE event
- Honored as Diversity Champion on ACC Houston Website
- Two (2) Representatives at Golf/Spa Reception

Special Interest Sponsorship—Women In-House (WIN)\$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!

- Option to host 1-hour Ethics CLE event on pro bono issues (Sponsor covers event costs)
- ACC Houston Website Spotlight
- ACC Houston Marketing

Social – December Holiday Party Sponsorship\$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 – Social Sponsorship\$2,500(+event costs)

Host an outing at a baseball game, the Houston Livestock Show & 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

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).

Golf/Spa Reception.....\$500

Send one firm representative to enjoy the Golf/Spa Reception with in-house counsel.

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 at the firm's invitation. All participants are invited to the 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.

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

Advertise your firm with a banner and table manned by two firm representatives at the designated hole. Provide giveaways 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.

2020 Sponsorship Guidelines

Continuing Legal Education

- All CLE event topics must be pre-approved by ACC Houston.
- Presentation teams for CLE events MUST include at least 1 in-house counsel of the Sponsor's choosing. Additionally, CLE events should include no more than two (2) Sponsor presenters. ACC Houston is available to assist the Sponsor in identifying in-house panelists.
- In addition to the Sponsor presenters, up to five (5) additional Sponsor representatives may attend each presentation to connect with ACC members.
- Sponsors will provide all presentation materials to the Executive Director, President, and/or Sponsor Liaison at least five (5) business days before the CLE Presentation.
- All presentation materials MUST 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.

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

Marketing and Communications (“ACC Houston 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 ACC Houston 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.
- All Sponsors are expected to provide at least one (1) promotional item to be included in both the golf and spa bags distributed to event participants.

Golf & Spa Specific

- Golf Teams will have four (4) players.
- Golf Teams that are part of the sponsorship benefits criteria will include two (2) firm and two (2) in-house counsel at the firm’s invitation
- 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.

Reservation of Rights

- 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.
- 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.
- 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. There will be no refunds of Sponsorship fees due to weather conditions or any other reason.
- 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

Sponsorship Commitment

We desire to sponsor ACC Houston for the 2020 calendar year (January 2020 - December 2020) 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 _____ Phone: _____

Email Address: _____

Additional Contact: _____ Phone: _____

Email Address: _____

Mailing Address: _____

All applications are due by 5:00 pm November 1, 2019. Payments are due by Monday, December 16, 2019 unless otherwise approved by ACC Houston's Executive Director.

<input type="checkbox"/>	Golf/Spa Marquee Sponsor	\$25,000	<input type="checkbox"/>	Symposium Sponsor	\$8,000
<input type="checkbox"/>	All Day Marquee Sponsor	\$22,500 +	<input type="checkbox"/>	Women In-House Sponsor	\$5,000 +
<input type="checkbox"/>	Chapter Meeting Sponsor	\$15,000	<input type="checkbox"/>	Diversity Sponsor	\$5,000
<input type="checkbox"/>	Half Day Seminar Sponsor	\$12,500 +	<input type="checkbox"/>	Holiday Party Social Sponsor	\$3,000 +
<input type="checkbox"/>	Practice Group Sponsor	\$10,000 +	<input type="checkbox"/>	Social Sponsor	\$2,500 +
	Practice Group Preference#1			A La Carte Golf/Spa Sponsorships	
	Practice Group Preference#2				
	Practice Group Preference#3				

Total Amount of Sponsorships: _____

Printed Name: _____ Signature: _____

Payment is due by December 16, 2019.

PLEASE NOTE OUR NEW MAILING ADDRESS

Make checks payable to:

ACC, Houston Chapter

7717 Louetta Rd. #11085 Houston, TX 77391.

Please email sponsorship questions to ACC Houston's Executive Director,
Elena Baer at acchouston@accglobal.com or call (346)336-6154.