



Connecting has never been **MORE** important! The Association of Corporate Counsel Houston Chapter (“ACC Houston”) is excited to offer the following sponsorship opportunities for 2021. Become a Sponsor this year and see more opportunities 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 more opportunities 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 22nd Annual Golf/Spa Event. As we approach 2021, we will all likely have more questions about what our events will look like. In our effort to plan, we decided to offer more options to provide value, regardless of what form our events take. Together we will connect more, offer more and network more.

CONNECT WITH THE WORLD’S LARGEST IN-HOUSE COUNSEL ORGANIZATION. MAKE **MORE** CONNECTIONS!

Sponsorship opportunities are limited; but this year we are offering more levels and more benefits. 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. There is more than one way to apply: sponsorship applications are also available online.

Thank you for your support of this great organization (a Top 10 Gold Chapter of Distinction of 2019). If you have any questions about sponsorship opportunities, or have more ideas 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



Note for COVID-19 Strategy:

As we are all aware, circumstances have necessitated our in-person events to convert to live on-line events, and it is unclear how long this will continue. As soon as government mandates and safety concerns permit, ACC Houston intends to return to either a dual in-person and on-line event format or an entirely in-person event format, depending also on the nature of the event. These decisions will be made in collaboration with our sponsors, but ultimately will be in ACC Houston's discretion.

2021 Sponsorship Highlights

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

2021 Important Events For Your Calendar

April 2021 –Diversity Reception and Dinner

April 2021—Houston Corporate Counsel Awards

August 2021—Annual Symposium

Fall 2021—Ethics Seminar and Golf/Spa Event

October 2021—ACC Annual Meeting

More about the **MORE**

So, you may be wondering how ACC Houston can deliver more if we are forced to continue operating in a virtual environment longer than anticipated due to the COVID-19 virus. In consultation with our generous sponsors and members, the ACC Houston Board of Directors has come up with the following ideas that have been incorporated into this sponsorship package to ensure that whether meeting in person or virtually, this year will be just as meaningful as any other.

- Higher attendance rates to webinars reach more and a broader spectrum of members
- ACC Houston has developed a webinar library where presentations are stored and eligible for CLE credit for a year. Members already use this new resource in significant numbers.
- The unique ability to breakout into smaller groups within our Zoom platform, increasing the connection value and touchpoints between members and sponsors
- ACC Houston provides turnkey services from registration through hosting webinars on the Zoom platform
- More flexibility including dates and times are available, especially since Mondays and Fridays are more feasible online
- Reduced sponsor costs - no expenditures on venue, food and beverages, and partner travel
- ACC Houston has added social media posts, spotlighting our Sponsors for increased visibility
- Faster, easier planning for online events
- Enhanced creativity in a virtual environment
- Unlimited sponsor invites for virtual events

Successful 2020 ACC Houston Virtual Events Held at the Height of COVID-19

“Let’s Uncork Some Fun” – a virtual happy hour with wine and commemorative glasses delivered to over 50 attendees prior to the event. Breakout rooms and icebreakers made for a lively event.

Attorney wellness and self-compassion event – A guided meditation for attendees focused on mental health and stress reduction that also included physical exercises to relieve back and neck tension

Webinar presentation with multiple panelists optimized the use of breakout rooms with a ratio of 1:3 leaders to members for more in-depth communications and flowed seamlessly between a full session of all attendees.

2021 Sponsorship Opportunities

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

Our Signature Event slated for Fall 2021. 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 2021 Calendar year
- ACC Houston Marketing (for details and benefits please see last page before Sponsorship Application), 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.. This event is designed to be held in-person, and may also be live-streamed and recorded and the recording added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event. If the event cannot be held in person, it will be held as a webinar and recorded for viewing in our Webinar Library.

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 Teams 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. But what if we can't meet in person? We are offering MORE choices!

Monthly Chapter Meeting Sponsorship benefits include: Host a one (1) hour CLE either in person with a live-streaming option or entirely on-line, PLUS **one** of the following options: (a) host a second one (1) hour CLE in person in the Woodlands (this option is only available if in-person meeting is permissible; Sponsor is responsible for event costs); **OR** (b) host a second one (1) hour CLE on-line; **OR** (c) host a virtual social on-line with facilitated networking capabilities; **OR** (d) host an on-line roundtable with up to 15 chapter members (who have identified themselves as having a special interest in the CLE topic presented earlier) selected from an opt-in raffle over lunch, where a meal is delivered to all participants (Sponsor is responsible for event costs). All events must take place during Sponsor's assigned month. All live streaming/webinar events may be recorded at Sponsor's option and added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event.

Additional benefits:

- 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

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 include: Host a four (4) hour CLE Seminar as an in-person event (at sponsor's expense) **OR** present an online Webinar with a social networking component.

Additional benefits:

- 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

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

Host a one (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 a one (1) hour CLE either in person with a live-streaming option or entirely on-line; PLUS one of the following options: (a) host a second one (1) hour CLE in person with a live-streaming option or entirely on-line; **OR** (b) host a one (1) hour social event, either in person or on-line. The first event must take place prior to June 30, 2021 and the second event must take place prior to December 31, 2021. All live streaming/webinar events may be recorded at Sponsor's option and added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event.

Additional benefits:

- Host an additional one (1) hour CLE in person with a live-streaming option or entirely on-line; **OR** (ii) host a one (1) hour social event, either in person or on-line for \$1,500 plus any 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

Current Practice Groups	<i>Best Practices</i>	<i>Data Privacy & Security</i>	<i>Energy</i>	<i>Environmental</i>
	<i>Ethics & Compliance</i>	<i>Healthcare Law</i>	<i>Intellectual Property</i>	<i>International</i>
	<i>Labor & Employment</i>	<i>Litigation</i>	<i>Mergers & Acquisitions</i>	<i>Small In-House Legal Departments</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 50-minute CLE presentation at ACC Houston's Annual Symposium, scheduled for August, 2021 as an in-person event with live-streaming option **OR** as a virtual event over a three-day period. For virtual CLE events, all sponsors will be assigned a one-hour slot during the Symposium's three-day schedule, and a virtual networking session will be added to the end of one or more of the days. All live streaming/webinar events may be recorded at Sponsor's option and added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event

- 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

Single Webinar CLE Sponsorship\$7,500

Host a one (1) hour CLE focusing on a best practices, ethics, compliance or other timely "hot topic" featuring an area of your firm's expertise and network with in-house counsel in a virtual setting. All webinars may be recorded at Sponsor's option and added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event

- Unlimited number are invited to attend the webinar from sponsoring firm.
- Two (2) Sponsor representatives at the Golf/Spa Reception

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

Named as Diversity Champion Sponsoring Firm on the ACC Houston website. Sponsors will enjoy a night of great food at Brennan's honoring recipients of our Diversity Scholarship Program. Reception will be held in April 2021. Sponsors also have the opportunity to receive resumes of Scholarship Recipients for clerkship opportunities.

Diversity Initiative Sponsorship benefits include:

- Five (5) 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
- Host a separate one (1) hour CLE event either in person with a live-streaming option or entirely on-line as a webinar. CLE should focus on the advancement of diversity in the legal profession (Sponsor covers event costs for in-person events). All live streaming/webinar events may be recorded at Sponsor's option and added to our Webinar Library, where it will be available for viewing for Texas CLE credit for a full year after the event
- Two (2) Representatives at Golf/Spa Reception

Special Interest Sponsorship—Women In-House (WIN)\$5,000(+event costs)

Women In-House Sponsorship benefits include: Host a two (2) hour social or educational event either in person with a live-streaming option or entirely on-line as a virtual meeting during Sponsor's assigned two-month window. (Sponsor is responsible for event costs).

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 for ACC Houston and spread some holiday cheer with good food, drinks, door prizes and great networking!

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! A great opportunity to plan something fun and relaxing with great networking! Socials must take place during the Sponsor's assigned month(s) during the 2021 calendar year.

Additional Sponsorship Opportunities

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 (1) sponsor 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 (1) sponsor 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 company name will also be advertised on a sign for our Signature Event! Golf teams will consist of two (2) sponsor representatives and two (2) in-house counsel (who do not need to be ACC Houston members) at the sponsor's invitation. This is a great opportunity to show client appreciation. 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 (2) sponsor representatives will network with all the golfers and provide the much-needed refreshments throughout the day and then send two (2) representatives to the Golf/Spa Reception. ACC Houston will provide the beverage cart supplies.

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

Advertise your company with a banner and table managed by two (2) sponsor representatives at the designated hole. Provide giveaways or goodies at your table for even greater impact! Two (2) Premium Hole sponsor representatives may also attend the Golf/Spa Reception.

Driving Range Sponsor.....\$1,000

Advertise your company with a banner and table managed by two (2) sponsor representatives at the driving range. Provide giveaways or goodies at your table for even greater impact! 2 Driving Range sponsor representatives may also attend the Golf/Spa Reception.

Tee Box.....\$500

Have your name advertised on a sign when golfers tee off, and then send one (1) sponsor representative to the Golf/Spa Reception.

2021 Sponsorship Guidelines

Continuing Legal Education

- All CLE event topics must be pre-approved by ACC Houston and submitted not less than four weeks in advance.
- Presentation teams for CLE events MUST include at least one (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 Program Materials page on the website for at least six (6) months following the event and for one (1) year in the Webinar Library for those events that are recorded.
- ACC Houston will manage CLE credits with the State Bar of Texas for Chapter Meetings, Golf/Spa and Symposium. Sponsors are solely responsible for obtaining CLE certification for all other CLE events, including Full-Day CLE Seminar, Half-Day CLE Seminar, and Practice Groups, as well as any add-on events.

Event Planning

- Sponsors must coordinate event dates with ACC Houston at least six (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.
- 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 & Beverages

- "+ 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”)

- ACC Marketing includes up to three 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, plus inclusion on revolving advertising space on ACC Houston’s website.
- 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 Director’s 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’s Website. Spotlights should be a one-paragraph, three sentence, summary of the company’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 and may include logo promotional items at their sponsored events.

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 so long as they provide their renewal Sponsorship Commitment application not later than September 30, 2020.
- 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, compliance with government mandates or in the interest of the health and safety of our members, 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 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 2021 calendar year (January 2021 - December 2021) 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: _____

Renewing Sponsors' applications are due September 30, 2020 to renew their selected sponsorships. All other applications are due by 5:00 pm October 16, 2020. Payments are due by Monday, December 14, 2020 unless otherwise approved by ACC Houston's Executive Director.

Golf/Spa Marquee Sponsor	\$25,000	Symposium Sponsor	\$8,000
All Day Marquee Sponsor	\$22,500 +	Single Webinar CLE Sponsor	\$7,500
Chapter Meeting Sponsor	\$15,000	Women In-House Sponsor	\$5,000 +
Half Day Seminar Sponsor	\$12,500 +	Diversity Champion	\$5,000
Practice Group Sponsor	\$10,000 +	Holiday Party Social Sponsor	\$3,000 +
Practice Group Preference#1		Social Sponsor	\$2,500 +
Practice Group Preference#2		A La Carte Golf/Spa Sponsorships	
Practice Group Preference#3			

Total Amount of Sponsorships: _____

Printed Name: _____ Signature: _____

Payment is due by December 14, 2020.
PLEASE NOTE OUR NEW MAILING ADDRESS
 Make checks payable to:
 ACC Houston Chapter
 7717 Louetta Rd. #11085 Houston, TX 77391.

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