



## CoSponsorship Policy

The Association has a long-standing policy regarding endorsement of third-party programs. This responded to increasing requests for endorsements and a recognition that competing programs (whether competing with the chapter or the association's annual conference or meeting) may be detrimental to the association's programs.

The Association carefully considers requests from third-party organizations to endorse national programs, conferences, or other events. The President may, with the approval of the Chair of the Services Committee and the Chair of the Board, authorize endorsement, subject to the following criteria:

The threshold determination to be made is whether the program competes with a currently scheduled or anticipated association program or event either because of its content or time proximity. If the program competes with a currently scheduled or anticipated association program, ACC will not and nor should the national committee or local chapter, consider sponsorship or promotion of the event.

Should this threshold be passed then the following factors will be considered:

- uniqueness of the program topic and potential value to a significant segment of the membership (e.g., special focus on corporate counsel issues);
- financial benefit to the association (e.g., royalty) or its members (e.g., discounted registration fee), as well as potential financial risk;
- participation by members as faculty or program organizers;
- target audience (e.g., members of the bar, in-house attorneys, paralegals, non-legal managers, law firms);

- obligations such as promotion, finding faculty, program registration and administration, site and hotel identification and contract negotiation and potential impact on association resources, including finances and staff time;
- nature of the third-party (profit or non-profit), its reputation and the extent to which the association benefits through association with such organization;
- ongoing relationship between the association and the third-party and whether the relationship will be enhanced by such co-sponsorship;
- impact on future association activities (e.g., preclude or dilute value or marketability of planned event).

If a chapter or committee seeks to endorse or co-sponsor an event with a national third-party organization and the event will be marketed to a national or international audience, that event is a “National Event” for the purposes of this policy, and the chapter or committee must obtain approval for its endorsement or co-sponsorship of that National Event from the President of ACC. Chapters should direct their request to the national chapter liaison at [chapters@acc.com](mailto:chapters@acc.com). Committees should direct their request to the national committee liaison at [legalresources@acc.com](mailto:legalresources@acc.com). Approvals may be given on a case-by-case basis and endorsement of a third-party program shall not create an obligation to endorse future programs.

The President shall not approve a proposed endorsement or co-sponsorship of an event if such event competes with a currently scheduled or planned association program or event because of content or time proximity, or such program is organized in an attempt to trade upon the association’s name and the associated good will in a way that would confuse others and be detrimental to the association. The President will consider such event’s potential value to members, the association, and the chapter or committee, member participation, and any other factors the chapter or committee raises. A decision not to approve such National Event may be reconsidered, upon the request of the chapter or committee seeking approval, by the Chair, or by the Board and Services Committee.

Underlying this process is a recognition that competition between two or more association programs is not beneficial to the association, its chapters

or its members. Chapters may co-sponsor or endorse local events without seeking approval. Chapters should, however, consider the criteria listed above.