



2022 SPONSORSHIP PROGRAM

The Board of Directors of Association of Corporate Counsel - Wisconsin is pleased to present the 2022 ACC-Wisconsin Sponsorship Program.

Our goal is to provide exceptional educational programs and networking opportunities for in-house counsel serving in the State of Wisconsin. This goal is accomplished with the help of our Sponsors.

The Board requests that each potential Sponsor submit the attached Application for Sponsorship **no later than DECEMBER 1, 2021**. We will notify you of your sponsorship level by December 20, 2021 and send an invoice. All invoices must be paid by **JANUARY 31, 2022**.

On behalf of the 500+ in-house counsel of the chapter, the Board of ACC-Wisconsin would like to thank you for your support in 2021 and we look forward to receiving your application for 2022.

If you have any questions about these sponsorship guidelines and options, please do not hesitate to contact Amy Westrup, Executive Director of ACC-Wisconsin, at Wisconsin-exec@accglobal.com or (414) 861-9006.

Sincerely,

The Board of Directors, ACC-Wisconsin

Anne Dorn - President

Direct Supply, Inc.

Paul J. Hinkfuss - Vice-President

MLG Family of Companies

Pam Stokke-Ceci - Treasurer

Badger Meter, Inc.

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Northwestern Mutual Life Insurance
Company



PLATINUM LEVEL - \$8,500

Limited Availability

ANNUAL CONFERENCE

- Opportunity to speak at the annual conference (Scheduled for **MAY 19-20, 2022**). Speaker(s) and topics (which may include Ethics presentations) are ultimately selected by ACC-Wisconsin, but ACC-Wisconsin will consider all sponsor's preferred topic and speaker suggestions, provided they are received prior to **DECEMBER 1, 2021**.
- Three firm representatives at the annual conference (including the speaker(s)).
- Display table in the exhibit area at the annual conference.
- Firm name included in annual conference registration brochure, conference materials and signage.
- Firm logo on the ACC-Wisconsin website February 2022 - December 2022.
- Opportunity to donate a door prize at the conference.
- Two free admissions to in-house attorneys who are non-members of ACC of your choice to the Annual Conference (excludes hotel stay).
- Logo on the "thank you" signs at the lunch, cocktail reception, or dinner on Thursday night at the annual conference or other networking opportunities/events at the annual conference.

CLE PRESENTATION/NETWORKING/EVENT OPPORTUNITY

- Exclusive opportunity to present a CLE or host a Social or Networking Event for our members. If you choose to present a CLE, a Board member will work with your firm to choose a topic. We will advertise this program via our listserv and the Chapter website. In all other respects, your firm will cover costs and handle the details. This could include a lunch, a breakfast, a cocktail reception, a social event, or networking event. Note: Topics must be approved six (6) weeks prior to the program.+

ARTICLE AND A WEBINAR

- Article - As a Platinum Sponsor, you have the opportunity to circulate one substantive article during the sponsorship period that will be posted on the Chapter Website and sent to our membership via our listserv. Topics must be approved by ACC-Wisconsin at least six (6) weeks prior to publication.*
- Webinar - Reach our members around Wisconsin with a Live Webinar or recorded webcast. The topics must be approved by the ACC-Wisconsin and the registration link sent via the ACC Listserv and posted on our website. Webinar cannot conflict with other sponsor topics or reserved dates.

SUMMERFEST THANK YOU EVENT

- Six tickets to our Annual Thank You event held at the BMO Harris Pavilion Club at Summerfest.

FALL ETHICS PROGRAM

- Held November 3, 2022, our annual 3-hour Ethics CLE is attended each year by more than 100 members. You may send two representatives from your firm to this program.

+ CLE Presentation dates will be assigned in December 2021. Final topics and marketing materials for the CLE Presentation must be provided to the ACC-Wisconsin Executive Director for review and approval no less than six weeks before the CLE Presentation.

* Articles must be provided to the ACC-Wisconsin Executive Director at least two weeks prior to the date of publication. The article must be formatted as a PDF, ready to be distributed electronically. Photo(s) of the author(s) and firm logo may be included.



NEW OPPORTUNITIES

PLATINUM PLUS SPONSORSHIP

Opportunities to Platinum Sponsors as chosen by the Board:

DIVERSE CORPORATE COUNSEL SOCIAL EVENT - \$1,000

- Social opportunity (virtual or in person) designed for diverse in-house attorneys, to be designed by Sponsor and approved by ACC-WI or upon request, developed in connection with ACC-Wisconsin. Event expenses to be covered by Sponsor. Event will be advertised via our listserv, Chapter website, and highlighted on LinkedIn.

WOMEN'S CORPORATE COUNSEL SOCIAL EVENT - \$1,000

- Social opportunity (virtual or in person) designed for women in-house attorneys, to be designed by Sponsor and approved by ACC-Wisconsin or upon request, developed in connection with ACC-WI. Event expenses to be covered by Sponsor. Event will be advertised via our listserv, Chapter website, and highlighted on LinkedIn.

WELLNESS EVENT - \$1,000

- Opportunity (virtual or in person) to foster mental health and wellness for in-house attorneys, to be designed by Sponsor and approved by ACC-Wisconsin or upon request, developed in connection with ACC-WI. Event expenses to be covered by Sponsor. Event will be advertised via our listserv, Chapter website, and highlighted on LinkedIn.





GOLD LEVEL - \$4,500

Limited Availability

ANNUAL CONFERENCE

- Opportunity to speak at the annual conference (Scheduled for **MAY 19-20, 2022**). Speaker(s) and topics (which may include Ethics presentations) are ultimately selected by ACC-Wisconsin, but ACC-Wisconsin will consider all sponsor's preferred topic and speaker suggestions, provided they are received prior to **DECEMBER 1, 2021**.
- Three firm representatives at the annual conference (including the speaker(s)).
- Display table in the exhibit area at the annual conference.
- Firm name included in annual conference registration brochure, conference materials and signage.
- Firm logo on the ACC-Wisconsin website February 2022 - December 2022.
- Opportunity to donate a door prize at the conference.
- Two free admissions to in-house attorneys who are non-members of ACC of your choice to the Annual Conference (excludes hotel stay).
- Logo on the "thank you" signs at the lunch, cocktail reception, or dinner on Thursday night at the annual conference or other networking opportunities/events at the annual conference.

ARTICLE

- Article - As a Gold Sponsor, you have the opportunity to circulate one substantive article during the sponsorship period that will be posted on the Chapter Website and sent to our membership via our listserv. Topics must be approved by ACC-Wisconsin at least six (6) weeks prior to publication.*

SUMMERFEST THANK YOU EVENT

- Four tickets to our Annual Thank You event held at the BMO Harris Pavilion Club at Summerfest.

FALL ETHICS PROGRAM

- Held November 3, 2022, our annual 3-hour Ethics CLE is attended each year by more than 100 members. You may send two representatives from your firm to this program.

* Articles must be provided to the ACC-Wisconsin Executive Director at least two weeks prior to the date of publication. The article must be formatted as a PDF, ready to be distributed electronically. Photo(s) of the author(s) and firm logo may be included.



SILVER LEVEL - \$2,500

ANNUAL CONFERENCE

- Display Table in the exhibit area at the conference.
- Company name in the conference registration brochure, the conference materials, and on the sponsor signs.
- Two company representatives at the conference.
- Opportunity to donate a door prize at the conference.

SUMMERFEST THANK YOU EVENT

- Two tickets to our Annual Thank You event held at the BMO Harris Pavilion Club at Summerfest.

FALL ETHICS PROGRAM

- Held November 3, 2022, our annual 3-hour Ethics CLE is attended each year by more than 100 members. You may send two representatives from your firm to this program.

ADDITIONAL OPPORTUNITIES

ANNUAL CONFERENCE EVENT SPONSORSHIP - \$1,000

- Exclusively for non-law firm service providers
- Display Table in the exhibit area at the annual conference.
- Company name and logo in the conference registration brochure, conference materials and on sponsor signs.
- Two company representatives at the annual conference.

ANNUAL CONFERENCE APP SPONSORSHIP - \$500

App Sponsorship is available to all ACC-WI sponsors. A banner ad is a great way to engage attendees and key corporate counsel decision makers before they arrive on-site and throughout the event with your banner ad placement. This is an effective and targeted way to reach your prospective clients. There are five Banner ads available on the conference App. These are on a first come, first serve basis.

ADDITIONAL INFORMATION FOR 2022 SPONSORSHIP BENEFITS

1. If a Sponsor is unable to meet deadlines provided above for any level sponsorship, the Sponsor risks forfeiting the right to the associated benefits. Sponsorship fees are non-refundable and non-transferable, even if the sponsorship is forfeited. While ACC-Wisconsin endeavors to work with its Sponsors on particular topics of interest to the Sponsor, ACC-Wisconsin reserves the right to reject any CLE presentation or article topics, for any reason, in its sole discretion.
2. The term of the Sponsorship is from February 1, 2022, through December 31, 2022. Sponsorship fees are due no later than **JANUARY 31, 2022**. Invoices will be provided once ACC-Wisconsin has made sponsorship decisions by **DECEMBER 20, 2021**.
3. If you are applying for Platinum or Gold level sponsorship, **your application must include proposed topics for our Annual Conference** – please identify each topic as 101 (introductory level), 201 (intermediate level) or 301 (advanced level) to help create balance and potential tracks for our programs (proposed firm speaker(s) are also appreciated). Complete applications must be received by **DECEMBER 1, 2021**.
4. Programs:
 - **An in-house panelist is required** for all programs presented at the ACC-Wisconsin Annual Conference. It is NOT required that the in-house panelist be a member of ACC.
 - Although not required for all other programming, an in-house panelist is encouraged.
 - ACC-Wisconsin will market all sponsored programs to its members via email notices and our website. All Sponsors are strongly encouraged to market their events (and our Annual Conference) to their respective in-house clients. ACC-Wisconsin will provide sponsors with a pdf invitation to share with clients. *ACC-Wisconsin will not provide a mailing list or an email list to any Sponsor under any circumstances.*
 - In order to ensure that programs are marketed in a timely and effective manner, please ensure that all deadlines and program requirements are strictly met. Those deadlines and requirements will be included with your sponsorship notification in December.
 - ACC-Wisconsin will apply for CLE credit for programs associated with the Annual Conference. Platinum Sponsors will obtain credit for their individual programs.
 - All topics shall be addressed from the perspective of the in-house counsel.
 - The sponsor must provide, substantive handouts related to the topic(s).
 - Topics will be considered that will qualify for Wisconsin CLE credit as either general or ethics based hours.
5. Platinum Plus sponsorships are for firms applying for Platinum Sponsorships only, and are chosen at the discretion of the Board.
6. Additional Sponsorship Opportunities:
 - Upon receiving notification of your accepted sponsorship for 2022, you may be notified of additional exclusive sponsorship opportunities for upcoming programming and networking events. These may include, but are not limited to the following:
 - o Regional CLE Presentation opportunities (i.e., Fox Valley, Madison, Lacrosse, Racine/Kenosha)
 - o Exclusive web content (webinars, on-line CLE, web briefings)



ASSOCIATION OF CORPORATE COUNSEL WISCONSIN 2022 SPONSORSHIP APPLICATION

Name of Sponsor: _____

Marketing Contact: _____

Email/Phone Number: _____

Attorney Contact: _____

Email/Phone Number: _____

Mailing Address: _____

Please select your preferred level of Sponsorship for 2022. If all sponsorships at your preferred level have been filled, you will be contacted regarding other sponsorship opportunities. **If your preference is a Platinum or Gold level sponsorship, your application must include proposed topics for our Annual Conference (proposed firm speaker(s) are also appreciated).**

_____ **Platinum Sponsor - \$8,500** Please indicate your top two preferred months for your Platinum event. We will do our best to accommodate your request.

_____ **Platinum Plus Sponsor - \$1,000**

- Diverse Corporate Counsel Social Event Women's Corporate Counsel Social Event Wellness Event

JAN	FEB	MAR	APRIL	JUNE	JULY	SEPT	OCT	NOV	DEC

_____ **Gold Sponsor - \$4,500**

_____ **Event Sponsor - \$1,000**

_____ **Silver Sponsor - \$2,500**

_____ **App Sponsor - \$500**

_____ **Please contact our firm with additional sponsorship opportunities throughout the year.**

Please return this completed application, with proposed topics to Amy Westrup, Executive Director of ACC-Wisconsin, at Wisconsin-exec@accglobal.com no later than **DECEMBER 1, 2021**. We recommend that you submit it as PDF email attachment. Applications may also be submitted by mail to **P.O. Box 170584 Milwaukee, WI 53217** or by FedEx/UPS to: **Attn: Amy Westrup, ACC-Wisconsin, 201 West Devon, Milwaukee, WI 53217.**

By signing below, you are confirming that you have reviewed, understand and agree to the requirements of the ACC-Wisconsin 2022 sponsorship program.

Signature Sponsor Representative: _____

Print Name: _____ Title: _____

Sponsor Name: _____