



**ACC** Association of  
Corporate Counsel  
— SOUTH FLORIDA —

# ACC SOUTH FLORIDA

Sponsorship Opportunities 2022

# The Association of Corporate Counsel South Florida (ACC South Florida) and its Board of Directors cordially invite its current and prospective sponsors to support our organization during its 2022 programming year!

## ACC SOUTH FLORIDA

The Association of Corporate Counsel (ACC) is the global In-House Bar Association <sup>SM</sup> to in-house attorneys representing 85+ countries, and over 10,000 companies - including the legal departments of every Fortune 100 company. The ACC South Florida chapter is dedicated to supporting and developing those attorneys in Miami-Dade, Broward and Palm Beach counties. **Our 525+ members represent nearly 250 private and public sector companies with local, national and international footprints.**

ACC SOUTH FLORIDA MEMBERSHIP IS COMPRISED OF IN-HOUSE COUNSEL FROM THE FOLLOWING INDUSTRIES:

Automotive	Finance and Fintech	Telecommunications	Consumer Goods & Services
Entertainment	Logistics and Operations	Travel & Hospitality	Healthcare
Agriculture	Technology	Real Estate Development	Construction

### ACC South Florida membership is comprised of in-house counsel from the following industries:

ADP TotalSource, Inc.	Carnival Corporation	Florida Crystals Corporation
Microsoft Corporation	Citrix Systems	Canon U.S.A.
American Express Company	DHL	JM Family Enterprises
Assurant	Invicta Watch Group	Carrier
Lennar Corporation	NextEra Energy	Office Depot
Motorola Solutions	Humana Inc.	Hard Rock International
Perry Ellis International Inc.	salesforce.com, inc.	Mastercard
The Hertz Corporation	Zumba Fitness	Marriott International, Inc.
Perez Art Museum Miami	Bayview Asset Management	UKG Inc.
Federal Express	Dycom Industries	Restaurant Brands Int'l US Services
Memorial Healthcare System	Chewy.com	Bank of America Corporation
Mondelez	PepsiCo, Inc.	United States Sugar Corporation
HEICO	MotionPoint Corporation	NBC Universal

*\*For a full list of companies that represent ACC South Florida's membership, visit [www.acc.com/chapters-networks/chapters/south-florida](http://www.acc.com/chapters-networks/chapters/south-florida).*

# THE CASE FOR ACC SOUTH FLORIDA SPONSORSHIP

ACC South Florida acts to meet the unique professional needs of our diverse membership, offering outstanding educational programming, networking functions, social events, and community service opportunities. Your commitment to sponsoring our in-house community and the law departments of the clients that support your business helps our organization achieve these goals.



Being an active member of the ACC South Florida has provided tremendous opportunities for me, as General Counsel, to come in contact with a broad variety of top-notch, top-tier law firms in South Florida and nationally. I have hired class action litigators, labor & employment counsel and real estate experts through the ACC by getting to know these phenomenal attorneys & sponsors in networking and professional settings at ACC events over the course of the last five years. Recently, I had the opportunity to connect with both new law firm sponsors and other legal service providers, who have further expanded my understanding of e-discovery and legal support services that can be applicable in a variety of contexts. As my career has developed, so too have these invaluable long-term relationships.

—Aline Drucker, General Counsel,  
Invicta Watch Group

I have been involved with the ACC for the last 3 or 4 years. The ACC has proved to be tremendously helpful as I was navigating the transition from a government attorney to a private in-house counsel. The ACC events connected with several valuable service providers which have helped me, and in turn my company. Specifically, I have developed relationships with local south Florida firms who have provided invaluable support locally and nationwide, e-Discovery companies, and legal research vendors. The networking opportunities have been, and continue to be, incredible opportunities to develop strong relationships which have been instrumental in the growth of my legal operations and my company at large.

—Eric Masson, Chief Legal Officer and Chief  
Compliance Officer, Dental Whale, LLC

If you want to meet in house lawyers, there's no better organization in South Florida than the ACC South Florida. Shook has developed terrific business relationships and friendships as a result of our involvement with the organization. We look forward to the ACC South Florida events because the members are fun, outgoing, smart, and we learn as much or more from them than they learn from us.

—Alfred J. Saikali, Chair, Privacy & Data Security  
Practice, Shook, Hardy & Bacon, LLP

I have previously attended an ACC-hosted data privacy seminar sponsored by Shook Hardy & Bacon. Their talented team was near encyclopedic on discussing GDPR and conveying the real-world implications of GDPR to business practices. When it was time to stress-test our data privacy readiness for CCPA, calling SHB was a total no-brainer. Our engagement thus far has been fantastic, and thanks to having connected with them through their sponsorship of ACC, I see a long-term partnership with the firm for years to come.

—Jessica Rivera, Chief Legal Officer/EVP  
People & Performance, MotionPoint Corporation

# WHY YOUR SPONSORSHIP MATTERS

ACC South Florida is committed to giving sponsors a meaningful return on their investment. We have proven successful at adding value to our sponsors' marketing mix by connecting our membership with your products and services in unique and targeted ways. ACC South Florida sponsors receive:

**Access to the ACC South Florida membership, 130+ of whom are general counsel or C-Suite executives** at the companies for which they work. Sponsorship puts you in front of legal service purchasers, giving you direct access to those empowered to hire your firm.

**An ACC South Florida Board of Director Sponsor Success Partner** committed to the long-term success of your company's ACC South Florida sponsorship. Along with our Sponsorship chair, your Sponsor Success Partner will ensure that there is mutual commitment toward having an effective sponsorship year.

**Showcasing of your legal products and services.** Platinum, Gold, Silver and Bronze sponsorship packages include interactive attendance at ACC South Florida's 12th Annual CLE Conference ("CLE Conference"), the largest and most highly-attended in-house event in the region—with more than 300 attendees annually. Sponsorship at this level ensures your company brand is best represented, most broadly reaches our membership, and stays at the forefront of the in-house decision makers' mind. Workshop and social sponsorships are available separately, or as additions to these sponsorship tiers to further target our in-house membership in more intimate ways.

**Branding on ACC South Florida's online platforms.** Your company will be listed as a trusted ACC South Florida sponsor, and will include links to your web page from our site. Furthermore, all Platinum, Gold, Silver and Bronze sponsors are prominently listed by name in the CLE Conference program and mentioned by name throughout the event.



We have had a wonderfully successful partnership with ACC South Florida over the years. As a sponsor, we demonstrate our commitment to the in-house community by providing exceptional educational and networking opportunities. In return, we interact with lawyers and decision makers across a diverse set of industries, learning about the issues that face our current and prospective clients, and allowing us to better serve their needs. Sponsorship keeps our firm top of mind, and has been a win-win for all.

—Melissa Pallett-Vasquez, Partner & International Group Co-Chair, Bilzin Sumberg

# 2022 SPONSORSHIP OPPORTUNITIES

## 12TH ANNUAL CLE CONFERENCE - PLATINUM, GOLD, SILVER AND BRONZE SPONSORSHIPS

Platinum, Gold, Silver and Bronze sponsorships deliver the most extensive sponsorship value to our partners. All tiers include exhibit space at the Annual CLE Conference, and Silver, Gold, & Platinum sponsors receive CLE speaking opportunities. If your company seeks to combine its topical legal expertise with fun and less formal social interaction, Gold and Platinum sponsorships provide added opportunities to reach our membership through interactive social events.

Platinum & Gold Sponsors will create and plan a custom social event experience in coordination with your Sponsor Success Partner. Based on 2021 feedback from our membership concerning events they'd like to attend in the future, we recommend that our sponsors consider the following social event experiences to yield the best member engagement:\*

<p><b>Culinary Delights</b> Private cooking class or a culinary walking tour through a neighborhood.</p>	<p><b>Brewery Tasting/Tour</b> A delicious sampling of brews and tour of a brewery with tasty bites.</p>
<p><b>Golf Range or Bowling Night</b> Tee off or strike your way through a fun networking evening at a golf or bowling venue.</p>	<p><b>Fitness Events</b> Whether it be a full moon yoga flow, a private spin class, Corporate Run sponsorship, or otherwise, members are looking to move with our sponsors in 2022.</p>
<p><b>Museum Event</b> Private reception at an art exhibit, installation or museum such as Perez Museum, Frost Museum, Morikami Gardens or any other museum in the tri-county area.</p>	<p><b>Cocktail Reception</b> Get creative and host a cocktail reception in a private patio or outdoor garden where in-person events can safely take place outdoors.</p>

*\*Based on feedback from our membership, we would caution our sponsors against hosting standard cocktail reception events at their offices, as we believe these events will not yield the highest attendance possible due to the fact that these events have been a standard part of past events and we would like to focus on brand new events and experiences for 2022.*

## ACC PROGRESSIVE DINNERS (MIAMI-DADE)

Progressive Dinners are the most anticipated social events of our programming year! The Premier sponsor hosts a CLE seminar (topic chosen in coordination with Sponsor Success Partner), followed by the first course of cocktails and appetizers. The Dinner sponsor hosts the next course, followed by the Dessert sponsor. All sponsors are given a theme to follow in order to facilitate networking, and at the end of the evening, an award is given to the sponsor that best represented the chosen theme. Sponsors for the Progressive Dinner must be in close geographic proximity to one another. Preference will be given to Sponsors within the same building or within short walking distance of one another.





## COFFEE OR COCKTAIL TALK CLE SERIES

These sponsorships offer a unique opportunity to focus on relevant issues and practical skills for in-house counsel. Sponsors will work with Sponsor Success Partners to design an interactive 60 min CLE format to resonate with Chief Legal Officers and associate general counsels alike. This event can take place either in the morning (Coffee Talk) or evening (Cocktail Talk). For best attendance, we encourage the sponsor to select a venue outside of the busy downtown area (such as at a client's location).

## CLO ROUNDTABLE

This sponsorship is to host an engaging CLO roundtable event. It may take the format of either a GC-only discussion on legal issues impacting their office, or an interactive panel session where GCs and CLOs from our membership engage with other in-house peers who aspire to reach the desk of General Counsel. The GC/CLO panel will be chosen by ACC South Florida. This sponsorship is geared towards providing professional development content for our membership, and to interact directly with GC's and CLO's, rather than a standard CLE presentation by the sponsor. For best attendance, we encourage the sponsor to select a venue outside of the busy downtown areas (such as at a client's location).

## SPORTING EVENT & CLE PROGRAM

For the sponsor with sports team connections, this sponsorship includes hosting ACC members at a Florida Panthers, Florida Marlins, Miami Dolphins, or Miami Heat game, or at another sporting event of its choice (e.g. Honda Classic, Miami Open, etc.). Additional event programming is optional but recommended, and may include a CLE programming, private tour of the venue. The event can be designed as a member-only or family inclusive affair.

## CLO DINNER

This sponsorship is for an exclusive, "invitation-only" dinner reserved for up to 10 General Counsel & Chief Legal Officers only. As the sole dinner sponsor, the sponsor will handpick its guest list from a full list of companies in South Florida whose General Counsel and Chief Legal Officers are members of our chapter. Dinner is hosted at a venue selected by the sponsor, and may include up to an equal number of attendees from its firm.

## MEMBERSHIP APPRECIATION EVENT

This annual event is one of our mostly highly attended events of the year when we are able to honor and thank our far-reaching membership for their support and contributions to our chapter. Taking place in Broward County each July, this event provides an engaging, interactive activity and/or speaker to our entire membership, followed by a cocktail reception at a vibrant, sophisticated, and convenient venue for our members. Some past member appreciation events included motivational speakers, resume building training, professional headshots, and a Marvel comic book illustrator as guest speaker, and have taken place in Las Olas and the Margaritaville Resort in Hollywood, FL. The sponsor of this event works with ACC South Florida on the selection of the venue and programming and is prominently featured throughout the event, as the sole sponsor.





## MINI MBA

In today's evolving climate, it is more important than ever for in-house lawyers to take on a more strategic role, investing in the company's ability to grow. To support that, ACC South Florida and an exclusive sponsor would offer an opportunity for our members to participate in a full-day Mini MBA program with business education courses and legal seminars. The sponsor will organize and build a curriculum alongside ACC South Florida and will have the ability to provide seminars with their own subject matter experts, and network and engage with in-house counsels.

## HOLIDAY PARTIES IN MIAMI-DADE AND PALM BEACH COUNTIES

These sponsorship opportunities provide exclusivity in hosting one of ACC South Florida's annual holiday parties (in Miami-Dade or Palm Beach County, taking place the first or second week of December). The sponsor chooses its venue, to take place during the first or second week of December. Whether it be an ugly-sweater themed social, or a party that partners with a charity (e.g. Toys for Tots), these holiday sponsorship opportunities provide brand exposure to a wide variety of in-house counsel in a festive format.

## NEWSLETTER ARTICLE

Our quarterly newsletter is distributed via email and mailed in hardcopy form to all of our members. Sponsors would have an opportunity to include a substantive article or client alert in one quarterly edition of their choice. Sponsors may author new content or repurpose recent thought leadership. ACC South Florida will review all topics to avoid any duplication.

## BRONZE SPONSORSHIP BUNDLING OPPORTUNITY

For any sponsor who sponsors a non-CLE Conference event, (e.g. the Progressive Dinner or a Coffee Talk CLE), we are pleased to offer you bronze CLE Conference sponsorship at a discounted rate of \$2,000 (over a 40% discount from the standard bronze sponsorship rate). Dual sponsorship allows for multiple touch points with our membership during the year, presence at the CLE Conference (our highest attended event), and a higher priority level for selection of 2023 sponsorship year opportunities. \*For sponsors who are choosing to sponsor the CLE Conference, please inquire about discounts and bundling opportunities for non-CLE Conference events.

## 2022 UNDERWRITING AND ADVERTISING OPPORTUNITIES

ACC South Florida welcomes underwriters of events that support our Board of Directors, promote diversity or are aimed at assisting the greater South Florida community (e.g. pro bono clinics). The Board of Directors meets quarterly in person and welcomes underwriting support from sponsors, without additional sponsorship fees, to join us for dinner and networking at our in-person Board meetings and/or at the ACC Annual Meeting. We also seek assistance in the funding of the quarterly newsletter and unsponsored events. Print or e-mail advertising may also be available at a la carte pricing. Please e-mail [southflexec@accglobal.com](mailto:southflexec@accglobal.com) for more information if you are interested in more information.

# 2022 ACC SOUTH FLORIDA SPONSORSHIP PROGRAM

CLE Conference Sponsorship	Platinum	Gold	Silver	Bronze
Exclusivity	Ethics, <b>plus</b> lunch Technology CLE	—	—	—
CLE Hours	3.0 total CLE hours	1.0	1.0	—
# of CLE Conference Attendees	<b>6 comped</b>	<b>4 comped</b>	<b>4 comped</b>	<b>2 comped</b>
Advertising (in the event a conference app is used, a banner ad will be substituted)	“Presented by” billing; Full page ad	1/2 page ad	1/4 page ad	—
Guaranteed Social Opportunities	1*	1*	—	—
Newsletter Article Opportunities	4	1	—	—
2023 Sponsorship Priority Tier	1st	2nd	3rd	4th
# of Sponsorships Available	1	5	8	unlimited
Sponsorship Fee*	\$25,000	\$8,750	\$6,500	\$3,500

Miami-Dade Progressive Dinner ±	Premier Sponsor	Dinner Sponsor	Dessert Sponsor
Course Hosting	Appetizers, plus 1.0 CLE	Dinner and networking	Dessert and networking
2023 Sponsorship Priority Tier	3rd	4th	4th
# of Sponsorships Available	1	1	1
Sponsorship Fee*	\$7,500	\$4,000	\$4,000

Exclusive Program Sponsorships ±	CLO Legal Roundtable	Coffee/Cocktail Talk CLEs	Sports Outing & CLE Program
2023 Sponsorship Priority Tier	3rd	4th	4th
# of Sponsorships Available	1	4	1
Sponsorship Fee*	\$5,000	\$5,000	\$3,500

Exclusive Social Sponsorships ±	Member Appreciation	Holiday Party	GC/CLO Dinner
2023 Sponsorship Priority Tier	3rd	3rd	4th
# of Sponsorships Available	1 – Broward	1 – Dade; 1 - PBC	1
Sponsorship Fee*	\$5,000	\$3,000	\$3,500

Mini MBA
\$4,000

Quarterly Newsletter Article – 4 Available
\$750

\* All Sponsorship Fees include: (a) ACC web presence and branding, (b) attendance for two sponsor representatives at unsponsored events (as space allows); and (c) except where noted, complimentary CLE Conference attendance for two sponsor attendees. Sponsorship Fees do not include the costs associated with hosting the events included in each tier, which are sponsor’s responsibility.

± Eligible for the CLE conference bronze sponsorship bundle at a discounted rate of \$2,000.



# SPONSORSHIP TERMS & CONDITIONS

**1. Term.** The term of a sponsorship under the 2022 ACC South Florida Sponsorship Program begins on January 1, 2022 and ends on December 31, 2022. At ACC South Florida's sole discretion, programming and events reserved as part of the 2022 Sponsorship may be scheduled in the first quarter of the following year.

**2. Sponsorship Fee.** Each sponsor shall pay ACC South Florida the applicable Sponsorship Fee within ten (10) business days after execution and delivery of a Sponsorship form. If the Sponsorship Fee is not paid within ten (10) business days, ACC South Florida reserves the right to drop the sponsor's priority level for following year. Sponsorship Fees are as specified in this sponsorship programming guide. Throughout 2020 and 2021 the ACC South Florida Chapter, unlike most others, extended a courtesy to our sponsors and agreed to roll forward sponsorships commitments and re-schedule events due to the COVID pandemic. Despite the long lasting effects of the COVID pandemic, we have been able to pivot to both virtual events, and have also been able to return to successful in person events. As a result, ACC South Florida will not be able to roll forward any future sponsorships going forward that have not already been re-scheduled/postponed.

**3. Additional Costs.** In addition to payment of the applicable Sponsorship Fee, unless otherwise mutually agreed upon by the ACC South Florida and sponsor, each sponsor is responsible for any costs associated with a particular sponsored program or event. For example, there are additional costs associated with a breakfast, lunch or social event, such as providing food and beverage to those in attendance. Progressive Dinner Sponsors are specifically responsible for food, beverage, print materials, decor costs, etc. associated with their hosted program or event.

**4. Program and Event Marketing.** ACC South Florida will actively market sponsored programs and events to its membership in coordination with your marketing personnel. Law firm sponsors may also market the program or event they are sponsoring to their in-house counsel clients, but may not market directly to ACC South Florida members without the express written permission of ACC South Florida. In order to ensure that an ACC South Florida program or event is marketed in a timely and effective manner, the sponsor responsible for that program or event is expected to work closely with ACC South Florida and to adhere to all deadlines associated with the program or event. The content of all programs and the design, layout and content of all sponsor advertising and

promotional materials and articles is subject to prior approval by ACC South Florida.

**5. Continuing Legal Education (CLE).** ACC South Florida will arrange for Continuing Legal Education (CLE) credits with the Florida Bar at its sole expense. The sponsor will arrange for Speaker Lecture Credit for its CLE presenter(s) at its sole expense.

**6. CLE Topics and Presentation Materials.** If the selected Sponsorship includes the opportunity to present CLE to ACC South Florida Members, sponsor shall submit both a primary and backup topic to ACC South Florida no later than ninety (90) days prior to the event. Topic selection is subject to ACC South Florida's approval in its sole and absolute discretion, and may not be changed without ACC South Florida's written consent. Sponsors must provide ACC South Florida with presentation information and materials requested by ACC South Florida no later than eight (8) weeks prior to the date of the CLE presentation. Sponsor shall be responsible for any late fee or rush fee required by the Florida Bar which is necessitated by sponsor's failure to meet submission deadlines. ACC South Florida reserves the right to suspend presentation rights under the Sponsorship for any sponsor who fails to meet Sponsorship deadlines set forth by ACC South Florida. Any CLE presentation may be presented as a Webinar at sponsor's sole effort, cost and expense, upon prior reasonable notice to ACC South Florida.

**7. Program Cancellation.** Programs may not be canceled by the sponsor. Any Sponsorship Fee paid by a sponsor is final and non-refundable. In the unlikely event ACC South Florida cancels a program, the fee shall be refunded unless ACC South Florida cancels a program due to (i) the effects of the COVID-19 pandemic, health or safety circumstances and/or emergency, and/or pursuant to CDC and/or local health guidelines and/or requirements; (ii) the failure of a sponsor to meet the timeframes and responsibilities set forth in the Sponsorship Terms & Conditions; or (iii) if in ACC South Florida's sole discretion, a sponsor has not prepared sufficiently in advance, or has provided insufficient detail for ACC South Florida to adequately market and publicize the program to its members.

**8. Additional Programming.** ACC South Florida reserves the right to offer additional programming throughout the year.

**9. Sponsorship Terms and Conditions.** The Sponsorship Program and the foregoing terms and conditions are subject to change at any time at the discretion of ACC South Florida.

# SPONSORSHIP ENROLLMENT FORM



Name of Sponsoring Law Firm/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## SPONSORSHIP LEVELS

PLEASE CHECK THE BOX INDICATING THE SPONSORSHIP(S) YOU WISH TO SECURE FOR 2022:

### 12th Annual CLE Conference

- Platinum Sponsor (\$25,000)
- Gold Sponsor (\$8,750)
- Silver Sponsor (\$6,500)
- Bronze Sponsor (\$3,500)

### Exclusive Program Sponsorships

- CLO Legal Roundtable (\$5,000)
- Coffee/Cocktail Talk CLE (\$5,000)
- Sports Outing & CLE Program (\$3,500)

### Newsletter

- One Quarterly Newsletter Article (\$750)

### Progressive Dinner (Miami-Dade)

- Premier Sponsor (\$7,500)
- Dinner Sponsor (\$4,000)
- Dessert Sponsor (\$4,000)

### Exclusive Social Sponsorships

- Member Appreciation (\$5,000)
- Holiday Party (\$3,000)
- GC/CLO Dinner (\$3,500)

### Mini MBA

- Mini MBA Sponsorship (\$4,000)

## Underwriting Opportunities

- We would be interested in being contacted for underwriting opportunities for ACC South Florida during the year.

The executed Sponsorship Enrollment Form should be returned via mail to Christina Kim, Executive Director, PO Box 221263, Hollywood, FL 33022 or via e-mail to southflexec@accglobal.com. Each Sponsor shall pay ACC South Florida the applicable Sponsorship Fee within ten (10) business days after execution and delivery of a Sponsorship Form. If the Sponsorship Fee is not paid within ten (10) business days, ACC South Florida reserves the right to drop the Sponsor's priority level for following year and cancel the sponsorship. By signing below, you represent that you are authorized to sign this Sponsorship Enrollment Form on behalf of the Sponsor named below, and the Sponsor agrees to abide by the Terms and Conditions of the ACC South Florida's 2022 Sponsorship Program and to pay the applicable sponsorship fee as provided above.

Name of Sponsor: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sponsorship Payment

Payment Total: \$ \_\_\_\_\_

**All payments must be made by check and mailed to:** ATTN: ACC South Florida, P.O. Box 221263, Hollywood, Florida 33022