



2023 SPONSORSHIP PROGRAM

The Board of Directors of the Association of Corporate Counsel – Charlotte Chapter is pleased to announce its 2023 Chapter Sponsorship Program and to invite your firm to be one of our Chapter Sponsors for the coming year.

The Association of Corporate Counsel is the preeminent international organization for in-house counsel and the **Charlotte Chapter continues to be one of the most vibrant chapters** among hundreds of ACC chapters across the globe. Our Charlotte Chapter membership is currently **over 720 members strong**, having grown from just over 525 members at the end of 2016 and having maintained membership above 700 despite the COVID challenges. We currently **average over 70 attendees at our virtual CLE events**. **We thank our Sponsors for your partnership!**

With the challenges of the past two years, we have seen changing dynamics and demographics of our in-house corporate legal departments and our members' demand is expanding in terms of number, types and geographic location of events. A membership survey this past year confirmed member satisfaction with the core CLEs offered by our Sponsors, but also indicated member interest in: continued opportunity for **Virtual CLEs**; **half-day CLEs** focused on particular areas of the law; and expanded opportunities for **networking and socializing events**.

With that, we are pleased to announce some of the highlights to our sponsorship program and offerings for 2023:

- **Virtual CLE Event – Platinum, Gold and Silver Sponsor-levels eligible:** Our members responded well to the virtual format and have requested that we continue to offer some of our CLE programming in virtual format. Sponsors will pay for the arrangements and expenses for the Virtual CLE Event.
- **In-Person Chapter CLE Lunches:** For 2023, we will return to a monthly in-person CLE, to be held at a central location selected by the Chapter. In addition, we will offer Sponsors the option to record these events for posting on the ACC website, thereby making them available to a wider audience.
- **Professional Development Events:** A Sponsor may choose to host an Event with a specific focus on professional development topics, e.g., soft skills, emotional intelligence and thriving in a hybrid/virtual environment. A Sponsor may host a panel discussion with firm lawyers or engage non-lawyers to join the conversation. After the program, the Sponsor may provide up to two hours of networking time. Sponsors pay for the

arrangements and expenses for this event, which may include lunch or a cocktail reception after the event. Sponsor may elect whether this event is in-person or virtual.

- **Costs of Events:** For consistency and fairness of approach, the Chapter will pay for the arrangements and expenses of the In-Person Chapter CLE Lunches and New Member Social Events; otherwise, Sponsors will pay for the arrangements and expenses of the above events.

2023 Sponsorship Opportunities:

Please refer to the **2023 Sponsorship Reservation Form** for additional details on Sponsorship Level events and options. Please note that the Chapter reserves the right to limit the number of each level of sponsorship to maintain a number of annual events that will enhance the value of sponsorship and maximize member attendance.

Platinum Level Sponsorship: \$24,000

Gold Level Sponsorship: \$19,000

Silver Level Sponsorship: \$15,000

Bronze Level Sponsorship: \$10,000

Description of Specific Programming Offerings:

In-Person Chapter CLE Lunches are 1 hour programs to be held at a central location and date selected by the Chapter in January through November. CLE presentations can be on breaking issues or issues of particular importance to the Sponsor. This can be an opportunity for a Sponsor to spotlight a particular practice group or to distinguish their firm through the use of new and innovative presentation formats. Topics must be submitted 90 days in advance to the liaison assigned to the sponsor on the Programming & Sponsorship Committee for review and approval in an effort to ensure a diverse range of topics and good attendance by Chapter members. Sponsors are strongly encouraged to offer a choice of three topics so that the Programming & Sponsorship Committee is able to provide feedback as to which topic will provide the most interest to members. ACC Charlotte requests that Sponsors invite no more than 10 attorneys to these In-Person Chapter CLE Lunches (including the speakers). Sponsors, at their cost and expense, may elect to record this event so that the content may be made available to other members at a later date. The cost of the event is included in Sponsorship fee.

Virtual CLE Events are 1-hour programs hosted by a Sponsor in a virtual format. CLE presentations can be on breaking issues or issues of particular importance to the Sponsor. This can be an opportunity for a Sponsor to spotlight a particular practice group. Topics must be submitted 90 days in advance to the liaison assigned to the sponsor on the Programming &

Sponsorship Committee for review and approval in an effort to ensure a diverse range of topics and good attendance by Chapter members. Sponsors are strongly encouraged to offer a choice of three topics so that the Programming & Sponsorship Committee is able to provide feedback as to which topic will provide the most interest to members. Sponsors pay for the arrangements and expenses for these Events.

Firm CLE Events are 1-hour programs available to Bronze members to be hosted at a location of the Sponsor's choosing or to be offered virtually. CLE presentations can be on breaking issues or issues of particular importance to the Sponsor. This can be an opportunity for a Sponsor to spotlight a particular practice group or to distinguish their firm through the use of new and innovative presentation formats. Topics must be submitted 90 days in advance to the liaison assigned to the sponsor on the Programming & Sponsorship Committee for review and approval in an effort to ensure a diverse range of topics and good attendance by Chapter members. Sponsors are strongly encouraged to offer a choice of three topics so that the Programming & Sponsorship Committee is able to provide feedback as to which topic will provide the most interest to members. Sponsors pay for the arrangements and expenses for these Events. ACC Charlotte requests that Sponsors invite no more than 10 attorneys to the CLE portion of these Firm CLE Events (including the speakers) but may invite additional attorneys to any social networking in connection with the CLE presentation.

Inclusion, Equity and Diversity Events are available to our Platinum and Gold Sponsors. These Events are 1-hour programs hosted by a Sponsor with a specific focus on understanding, accepting and valuing differences between people, along with a focus on the legal considerations in the workplace. These events can involve honest conversations, perspective and creating an environment that is conducive to feedback, supporting diversity and equity, and being inclusive. A Sponsor may host a panel discussion with firm lawyers or engage non-lawyers to join the conversation. Sponsors pay for the arrangements and expenses for this event, which may include lunch or a cocktail reception after the event. Sponsor may elect whether this event is in-person or virtual. Sponsors, at their cost and expense, may elect to record this event so that the content may be made available to other members at a later date.

Professional Development Events are 1-hour programs hosted by a Sponsor with a specific focus on professional development topics, e.g., soft skills, emotional intelligence and thriving in a hybrid/virtual environment. A Sponsor may host a panel discussion with firm lawyers or engage non-lawyers to join the conversation. Sponsors pay for the arrangements and expenses for this event, which may include lunch or a cocktail reception after the event. Sponsor may elect whether this event is in-person or virtual. Sponsors, at their cost and expense, may elect to record this event so that the content may be made available to other members at a later date.

New Member Social Events are available to our Platinum Sponsors and are to be held at a central location during the lunch or cocktail hour. They are designed to introduce new members to Sponsors, board and committee members, and Chapter opportunities. New Chapter members are invited to attend all New Member Social Events during their initial year

of membership. A Sponsor may invite four firm lawyers to attend. The Chapter makes the arrangements and covers the cost for all attending.

General Counsel Hot-Topic Events are available to our Platinum Sponsors and can be roundtable discussions on the latest legal hot topics of interest to General Counsels and can include a breakfast or lunch for these members. Sponsors pay for the arrangements and expenses for these Events.

Affinity Group Events are events targeted towards smaller subset groups within the Chapter's membership. Sponsors can propose a past Affinity Group or present a new Affinity Group to the Chapter. Past sponsored Affinity Groups have included Manufacturing, New to In-House, International Affairs and Retail. Sponsors who supported a particular Affinity Group in 2022 will have priority to support the same group in 2023, regardless of level of sponsorship in 2023. If the Sponsor would like to propose a new group, the Chapter will mutually agree with the Sponsor as to whether there would be interest in that Affinity Group and will then work with the Sponsor to contact potentially interested members and craft affinity-focused events. To create continuity with the Affinity Groups, Sponsors will sponsor two events during the year for their Affinity Group. The Chapter's Affinity Group Committees will assist Sponsors to decide whether to provide an industry-related tour, a roundtable discussion, a social/networking opportunity or a non-legal speaker. These events should be different than our typical CLE event and should be tailored to the specific group. If a Sponsor would like to have a CLE event, advance approval is required by the Chapter's Sponsorship and Programming Committee to ensure that topics are not duplicated. Sponsors pay for the arrangements and expenses for these Events.

Women's Group Events are events targeted specifically to topics and venues of interest to our women members. The Chapter's Women's Committee will work with the Sponsor to provide suggestions and event ideas and coordinate details and attendance limitations. Past events have included cooking classes, wine and painting events, spa events and an inspirational speaker. Sponsors pay for the arrangements and expenses for this Event.

Social/Networking Events are purely social events for up to 3 hours in-person or up to 1.5 hours virtually at a location of the firm's choosing. The Chapter's Social Committee will work with Sponsors to provide suggestions and event ideas and coordinate details and attendance limitations. Sponsors pay for the arrangements and expenses for these events.

Community Service Events should not require legal skills or be a pro bono event. The Chapter's Community Outreach Committee will work with Sponsors to provide suggestions on event ideas and coordinate details and attendance limitations. Examples of such events would be making dinner (or providing donations for a dinner) at a homeless shelter, sponsoring an event to collect items for an organization like Dress for Success, providing clothing for the homeless, providing classroom supplies for underprivileged children, sponsoring an angel tree, filling

holiday stockings or other community service projects. Sponsors pay for the arrangements and expenses for this event, which may include lunch or a cocktail reception after the event.

Satellite CLE Events are 1-hour events hosted by a Sponsor in smaller communities within the Chapter at their offices or another location, such as Winston-Salem. ACC Charlotte covers most of western North Carolina. Sponsors pay for the arrangements and expenses for these CLE Events. Note that events in Ballantyne or North Charlotte (i.e. Huntersville, Mooresville, Concord) are not considered Satellite CLE Events.

A **Sponsor Appreciation Event** will take place in late November or early December and will be a social event for our Sponsors, the ACC Charlotte Board of Directors, the Programming and Sponsorship Committee and other Chapter committee members. Each Sponsor may have up to 3 representatives attend. The purpose of this event is to facilitate networking between our Sponsors, ACC leadership and Chapter members, and the cost of the event is included in the Sponsorship Fee.

Scheduling of Programming Offerings:

The Chapter will assign events and dates for all events and will try to honor a Sponsor's first or second choice whenever possible. However, if there are conflicts between Sponsors who want the same events or dates, the level of sponsorship and the date that the reservation form is received shall be considered in determining how to resolve that conflict.

Please complete the Sponsorship Reservation Form and indicate your choices no later than Friday, October 7, 2022 at 5:00 p.m.

Thank you for your sponsorship of our ACC Charlotte Chapter. If you have any questions, please contact your ACC Charlotte Chapter liaison or Noelle Sproul, VP for Programming and Sponsorship, at noellesproul@protonmail.com, or Jane Nohr, Executive Director, at charlotte@accglobal.com.