



20 | SPONSORSHIP 23 | PROGRAM

ACC Association of
Corporate Counsel
— SAN FRANCISCO BAY AREA —



ACC SFBA

CHAPTER SPONSORSHIP



The Board of Directors of ACC San Francisco Bay Area Chapter is pleased to present the Chapter's 2023 Sponsorship Program.

ACC SFBA is the regional association for in-house counsel, serving organizations from across the Bay Area. With over 2,700 members, ACC SFBA is the largest Association of Corporate Counsel Chapter in the U.S. and among the largest chapters in the world.

ACC SFBA is the premier provider of continuing legal education and networking opportunities in our region. Annually, we offer 50+ educational programs that provide in-house counsel with the tools they need to advise their clients and stay up-to-date on the latest changes in the law. In addition, we host numerous social, networking, diversity & inclusion, career development, and Pro Bono events each year.

In response to the COVID-19 pandemic, the Chapter developed new and innovative ways for sponsors to connect with its members. In 2023, the Chapter will continue to offer a mix of in-person and virtual event sponsorship opportunities to reach in-house counsel across the Bay Area and beyond.



CHAPTER

MEMBERSHIP PROFILE

ACC San Francisco Bay Area is the largest ACC Chapter in the U.S., and one of the largest in the world.

2,700

in-house counsel from

863

companies

200

large law departments

369

GCs/CLOs

What Members Are Saying:

Networking & Pro Bono Events

- ▶ Consistently ranked as favorites

Individual CLE Programs

- ▶ 70% of members would like more

CLE Conferences (PRODUCE THE HIGHEST ATTENDANCE)

- ▶ Deal or No Deal 2021: Destination Knowledge (Oct.) - 285 attendees
- ▶ Race to the Finish 2022 (Jan.) - 193 attendees
- ▶ Life Sciences: At Home & Across the Globe 2022 (May) - 177 attendees

In-Person vs. Virtual

- ▶ Members want a mix of in-person & virtual programs in 2023

STEP 1: CHOOSE ITEMS FROM THE LIST BELOW TO BUILD YOUR SPONSORSHIP PACKAGE

Let us help you choose the events that fit your sponsorship goals, then add up your total sponsorship amount for 2023.

IN-PERSON ALL DAY EVENT	PRICE	INCLUDES:
<u>Deal or No Deal CLE Conference</u> Nov. 2023 (tbc) 1.0 hour CLE speaking slot	\$15,000	5 all-day event admissions to CLE programs, networking breakfast, lunch and reception; 1 expo table; opportunity to host a business card draw
Networking reception, Wi-Fi, Breakfast Sponsorships	\$4,500	3 all-day admissions to CLE programs, networking breakfast, lunch and reception; 1 expo table; opportunity to host a business card draw
Expo Tables	\$3,000	3 all-day admissions including networking breakfast, lunch and reception; opportunity to host a business card draw
VIRTUAL HALF-DAY EVENTS	PRICE	INCLUDES:
<u>Race to the Finish 2-Morning CLE Conference</u> Jan. 25 & 26 2023 1.0 hour CLE speaking slot	\$6,500	5 event admissions to CLE programs & virtual lunch; opportunity to conduct a virtual business card draw
<u>Life Sciences 2-Day CLE Conference</u> May 9, 10, 11 2023 1.0 hour CLE speaking slot	\$6,500	5 event admissions to CLE programs & in-person networking event; opportunity to conduct a virtual business card draw
In-Person Networking Reception Sponsorship	\$4,500	5 event admissions, branding in event communications, opportunity to distribute promotional materials and conduct a business card draw
Virtual Coffee or Lunch Sponsorship	\$3,500	5 event admissions, branding in event communications, opportunity to conduct a virtual business card draw
IN-PERSON CLE PROGRAM	PRICE	INCLUDES:
CLE Program	\$11,000	Includes 1.0 Hour CLE delivered in up to 2 locations (e.g. SF & Palo Alto) in the same week & the opportunity to host a business card draw.
VIRTUAL CLE PROGRAM	PRICE	INCLUDES:
CLE Webcast	\$5,000	Includes 1.0 Hour CLE webcast & the opportunity to host a virtual business card draw.



SPECIALTY EVENT	PRICE	INCLUDES:
Career Development or Mini MBA Event	\$7,000	1-2 Hour program (CLE or non-CLE, virtual or in-person) & the opportunity to host a business card draw.
CLO EVENT*	PRICE	INCLUDES:
CLE and/or Networking Event	\$10,000	\$2,000 food, beverage & venue credit; opportunity to host a business card draw.
NETWORKING EVENT*	PRICE	INCLUDES:
Social Event – Custom	\$7,000	\$2,000 food, beverage & venue credit; opportunity to host a business card draw.
Winery Tour 1.0 Hour CLE	\$12,500	All food, beverage & venue expenses; opportunity to host a business card draw.
Cooking Class	\$12,500	All food, beverage & venue expenses; opportunity to host a business card draw.
DIVERSITY, EQUITY & INCLUSION EVENT*	PRICE	INCLUDES:
CLE, Social or Panel Format	Starts at \$7,000	All food, beverage & venue expenses; opportunity to host a business card draw.
SPORTS EVENT*	PRICE	INCLUDES:
Giants, A's, Warriors or Sharks 1.0 Hour Pre-Game CLE	Starts at \$30,000	All food, beverage & venue expenses; 1.0 Hour CLE program prior to the game. opportunity to host a business card draw.
PRO BONO EVENT	PRICE	INCLUDES:
CLE Followed by Consultations & Networking with Pro Bono Clients	\$0	5 hours total; includes 1-1.5 Hour CLE. Sponsors are responsible for lunch, CLE programming and a networking reception. Sponsors of other 2023 programs will be given priority.

*Sponsors are responsible for venue, food & beverage costs for in-person CLE programs and any overages (above \$2,000 credit that comes with sponsorship) for any Networking, Sports, CLO, or Diversity Equity & Inclusion Events. Hosting a CLE program over lunch at a restaurant typically costs \$3,500 - \$6,000 depending on registration numbers, the venue and the A/V needs. The ACC SFBA Programming Committee will work to avoid CLE topic conflicts, ensuring that no two sponsors present on the same topic within the same month. Topic and date preference will be awarded based on sponsorship tier and time of booking.



STEP 2:

2023 SPONSORSHIP TIERS

Whatever total sponsorship amount you met or surpassed in Step 1 is your 2023 Sponsorship tier. See below for benefits by tier.

BENEFITS	DIAMOND \$40K	PLATINUM \$30K	GOLD \$20K	SILVER \$12K	BRONZE \$5K
Topic Choice & Date Preference	1 st	2 nd	3 rd	4 th	5 th
Your Logo on ACC Chapter Website	Year-Round	Year-Round	Year-Round	Year-Round	Year-Round
Your Logo in ACC Chapter Communications	Weekly	Weekly	Leading up to events	Leading up to events	Leading up to events
Lunch with ACC SFBA Board	Included	Included	Included	Included	
Chapter Member Email Blast	2x per year	2x per year	1x per year		

STEP 3:

SUBMIT YOUR REQUEST

Contact Kerry Fliss at kfliss@accglobal.com with your selections and she will send you a sponsorship summary and invoice. Once your request has been processed, we will reach out regarding dates and topics so that holds can be placed on the ACC SFBA master programming calendar.

Please let us know if you have any questions. We look forward to working with you this coming year!

Best regards,

Kerry Fliss
Executive Director
ACC SFBA
kfliss@accglobal.com

Alex Ponce de Leon
Corporate Counsel, Google
ACC SFBA Sponsorship Co-Chair
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FAQ's:

» What is Deal or No Deal?

Deal or No Deal is the ACC SFBA's premiere annual event, hosted each fall, that brings together in-house counsel from across the Bay Area for a full day of CLEs and networking. Sponsors are invited to present CLE topics that center on transactions, contracts, and related case law. Sponsorships for this event sell out quickly.

Tentative Date: November 2023

» What is Race to the Finish?

Race to the Finish is a virtual, 2-morning CLE event hosted at the end of January. It enables members to jumpstart their year with a series of CLE programs on a broad range of topics. It also enables members whose California State Bar filing deadlines are approaching in February to get last-minute credits. It is the year's second largest event and attracts members from all industries.

Dates: January 25 & 26, 2023 - mornings

» What is the Life Sciences Event?

Our Life Sciences conference is a virtual, CLE event, hosted over 2 mornings in May, with a social networking event the evening prior. Last year's event attracted members from health and life sciences companies from the Bay Area and across the country. The event was promoted by other ACC Chapters in San Diego, Colorado, and the Northeast (Boston) area and received strong reviews from members.

Dates: May 9 - 11, 2023

» Can I buy an expo table, wi-fi sponsorship, breakfast sponsorship or networking reception sponsorship for an all-day or half-day event, without being a tiered (e.g., Bronze, Silver, Gold, etc.) sponsor?

Yes. We welcome firms and companies who want to get to know our Chapter to purchase one of these lower-level sponsorships

» What if an in-person program cannot take place due to COVID-19 restrictions?

If you cannot host your in-person CLE program in person, it can be converted to 2 webcasts on 2 separate topics on 2 separate days. Alternatively, if you would prefer to convert it to a virtual networking event or half-day event sponsorship, please contact kfliss@accglobal.com to discuss the available options. Programs must be delivered in the 2023 sponsorship year, i.e. by December 31, 2023.

» Can I defer payment to January 2023?

Yes. Please contact Kerry Fliss at kfliss@accglobal.com to discuss your invoice and payment schedule.