



# 2025 Sponsorship Package



# MARKETING BENEFITS OF SPONSORSHIP

Recognizing that our sponsors seek a variety of channels to reach our in-house members, the ACC Northeast Chapter offers three categories of events for 2025: Highlighted Event Opportunities (pages 4-15), Signature In-Person Programming (pages 16-19), and Virtual Opportunities (pages 20-21).

In addition to the benefits noted below, we include the following branding opportunities in our communications to recognize your investment in our chapter and to help further your connection to the members. This branding will occur in our quarterly newsletter, LinkedIn social media posts, and direct email to our members.\*

- **Platinum Sponsor Designation** for total spend by a sponsor at \$18,000 and above for the year
- **Gold Sponsor Designation** for total spend by a sponsor at \$10,000 to \$17,999 for the year
- **Silver Sponsor Designation** for total spend by a sponsor at \$5,000 to \$9,999 for the year

\*ACC Northeast has 1,500 unique emails

\*ACC Northeast over 2,000 LinkedIn followers

## WHERE TO FIND ACC-NORTHEAST



# **BUSINESS DEVELOPMENT BENEFITS OF SPONSORSHIP**

We understand the need to cultivate/reinforce relationships with this legal community and demonstrate ROI, so we include additional networking opportunities throughout the year. All Sponsors will have the opportunity to Network with ACC-Northeast Board Of Directors and Members during their events and at the following member events in 2025.

- Sponsor Appreciation Reception (Winter 2025)
- SummerFest (Summer 2025)
- Managing Partner/General Counsel Forum (Fall 2025)

Important REMINDERS

Deadline to Submit Applications is November 15, 2024

## **PROSPECTUS Table of Contents:**

Page 4-15 - Highlighted Event Opportunities

Page 16-19 - Signature In-Person Event Opportunities

Page 20-21 - Virtual Event Opportunities

Page 22 - Sponsorship Guidelines

Page 23 - 2024 Sponsors

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## Technology Impact Summit

### **NEW IN 2025:**

Technology is at the forefront of today's cutting edge legal issues from -- Artificial Intelligence to Cybersecurity to Digital Identity. Today's rapidly developing technology challenges our understanding of well-established legal principles including those related to intellectual property, privacy laws, employment, and rights to publicity, to name a few. In 2025 the Northeast Chapter would like to bring its membership together in one forum to explore technology's impact on these pressing legal questions. We are inviting one or more Sponsor(s) to develop the content of this forum with us as a half-day program related to technology and the law. This one-of-a-kind forum will help in-house counsel understand the legal implications involved with technology, AI and the law so they can expertly advise their companies on today's (and tomorrow's) legal issues related to technology.

- \$10,000 per service provider

### Additional Benefits include:

- Open to 4-6 Sponsors
- Each Sponsor has designation as the Signature Forum Sponsor
- Two attendees at Sponsor reception
- Three attendees at ACC Northeast SummerFest
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## Signature Forum

**NEW IN 2025:** The Forum would bring together one law firm and legal vendor to partner on a specific topic. This event may include networking component which would be underwritten by Sponsors.

- \$20,000 (\$10,000 per participant)

Additional Benefits include:

- Designated as the Signature Forum Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at Sponsor reception
- Three attendees at ACC Northeast SummerFest
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## Peer Connect Development Sponsor

***NEW IN 2025:*** The ACC Northeast Peer Connect Leadership Development program provides the tools and skills in-house attorneys need to optimize their leadership potential and succeed at the highest levels of their organizations. The program is a series of individual leadership development sessions covering tailored information and knowledge sharing on relevant topics in management, leadership, and career development. The program enables approximately 30 participants to develop peer-to-peer connection with experts in the field and provides the opportunity for connection between sponsor attorneys and ACC Northeast members. We have had prior success with a blended learning structure, consisting of in-person networking and discussion sessions, virtual discussion sessions, and mentoring opportunities, all focused on relevant topics in leadership, including but not limited to influencing skills, strategic agility, decision making skills, execution, team building and managing change, leading in a global environment, and diversity, equity and inclusion topics. Participants explore how to best position themselves as trusted advisors to their in-house clients, and to secure a seat at the table. Sponsors will have the opportunity to shape the content if interested. (continued on next page)

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## Peer Connect Development Sponsor

**NEW IN 2025:** continued from previous page

- \$28,000

Additional Benefits include:

- Designated as the Peer Connect Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at Sponsor reception
- Three attendees at ACC Northeast SummerFest
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## MORNING BRIEFING

In collaboration with our Programs Committee, the sponsor is asked to develop and present a half day program to our members. Members have asked for longer programming so that they can focus and have a deep dive into a particular topic. It can be a legal subject, career focused or related to practice management. This event may include networking component which would be underwritten by Sponsors. Friday mornings have proven effective.

- \$18,000

Additional Benefits include:

- Designated as the Briefing Sponsor
- Thought Leadership Article in one of our Quarterly Newsletters (article topics to be pre-approved by ACC-Northeast)
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion



# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## GC ROUNDTABLE SPONSOR

Your firm will be the GC Roundtable SPONSOR, offering 3 Roundtable programs specific to the current leaders of in-house law departments. Topics are flexible and should include governance, working with the Board, becoming a business leader, and crisis management. This event may include networking component which would be underwritten by Sponsor.

- \$22,000 for two programs in 2025

Additional Benefits include:

- Designated as the GC Roundtable Sponsor
- Thought Leadership Article in one of our Quarterly Newsletters (article topics to be pre-approved by ACC-Northeast)
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## STATE SPONSOR\*

Your firm can be the exclusive content provider for either Maine, New Hampshire, Vermont or Rhode Island. These states have specific CLE requirements so that your firm can be uniquely positioned to provide the appropriate content and CLE credits. This event may include networking component which would be underwritten by Sponsor. This opportunity is open to any law firm of 100 lawyers or less.

- \$12,000 for two programs in 2025

Additional Benefits include:

- Designated as the State Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

\*OFFERED for: Maine, New Hampshire, Vermont, Rhode Island

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## PREMIERE TOPIC SERIES SPONSOR

Series programs have become popular with our members! Your firm will be identified as a designated Premiere Sponsor on a topic area of your choice (note some options below-open to other suggestions). The Premiere Topic Series is a “deep dive” on one topic for three programs in 2024. Past popular examples have included Conducting Investigations, Contracts, and Estate Planning.

- \$18,500 for all three programs in 2025
- Potential topics to be considered for 2025: IP, Labor & Employment, International Law, Cybersecurity/Privacy, AI, Compliance, Transactions and/Commercial Contracts.

Additional Benefits include:

- Designated as a Premiere Series Sponsor
- Thought Leadership Article in one of our Quarterly Newsletter (article topics to be pre-approved by ACC-Northeast)
- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at ACC-Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## WOMEN'S INITIATIVE SPONSOR

The Women's Committee has developed a loyal following across the Chapter. Women members seek interesting and current issues for discussion and education. This sponsorship gives a sponsor the opportunity to show their commitment to women's issues and provide thought leadership. Note this will be offered to one sponsor and consist of two programs/events per calendar year, at the sponsor's discretion.

- \$16,500 for two events per year (1 year exclusivity)

Additional Benefits include:

- Designated as a Women's Initiative Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion



# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## DIVERSITY, EQUITY & INCLUSION (DEI) SPONSOR

Diversity, Equity & Inclusion is an area of deep concern for our members. ACC Northeast seeks a sponsor who can bring information and discussion on this topic to our members. This sponsorship gives a sponsor the opportunity to show their commitment to DE&I issues and provide thought leadership. Note this will be offered to one sponsor and consist of two programs/events per calendar year, at the sponsor's discretion.

- \$16,500 for two events per year (1 year exclusivity)
- This sponsorship will be offered to one sponsor and comprise of two programs/events per calendar year, at the sponsors discretion.
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as a Diversity, Equity & Inclusion Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## NEXTGen SPONSOR

This sponsorship lays the groundwork for a strong future with chapter members practicing less than 10 years in-house. This sponsorship will be offered to one sponsor and consist of two programs, at the sponsor's discretion.

- \$16,500 for two events per year
- Each program is 1.5-2 hours long, followed by a networking reception.

Additional Benefits include:

- Designated as a NEXTGen Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 HIGHLIGHTED EVENT OPPORTUNITIES

## PERENNIAL SPONSOR

***NEW IN 2025:*** This sponsorship supports those chapter members moving through their work journeys, enjoying this stage of their careers, and looking forward to planning their next act. This sponsorship will be offered to one sponsor and consist of two networking events, which may include a featured speaker (sponsor's discretion).

- \$12,000 for two events per year

Additional Benefits include:

- Designated as a Perennial Sponsor
- Participation in the annual Managing Partner/General Counsel Forum
- Three attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 IN-PERSON EVENT OPPORTUNITIES

## NETWORKING/SOCIAL SPONSOR

Members turn to ACC Northeast to help them network and develop their professional connections. ACC Northeast Chapter would like to offer one event per month for the sole purpose of networking and socializing. The Sponsor would select the location and underwrite the cost of venue and food/beverage and/or additional entertainment. Family friendly events are very popular. In the past the Chapter has hosted family nights with WooSox game at Polar Park.

- \$5,500 per each networking event (limited to one per month)

Additional Benefits include:

- Logo on ACC Northeast website, linked
- One attendee to ACC Northeast Summerfest
- One attendee at Sponsor reception
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion



# 2025 IN-PERSON EVENT OPPORTUNITIES

## HEALTH & WELLNESS SPONSOR

In-house attorneys are seeking more balance in their lives and ways to practice/develop a healthier lifestyle. We invite you to partner with us to offer health and wellness strategies and opportunities for our members. The Sponsor would work with ACC-staff to determine content which could be virtual or in-person. Examples would be Mindfulness Training, Virtual Yoga sessions, Personal Organizational Skills Training and Nutrition Advise.

- \$5,500 per event

Additional Benefits include:

- Designation as a Health & Wellness Sponsor
- Logo on ACC Northeast website, linked
- One attendee at ACC Northeast SummerFest
- One attendee at Sponsor reception
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 IN-PERSON EVENT OPPORTUNITIES

## COMMUNITY SERVICE/PRO BONO SPONSOR

In-house attorneys are looking for ways to “give back” to their communities. We invite you to partner with us to facilitate volunteer opportunities for our members. The Sponsor would work with ACC staff to determine location and organization involved. Examples would be Cradles to Crayons, Food Banks, Walkathons, Beach Clean-ups. Our members are eager for family-friendly events.

- \$5,500 per event

Additional Benefits include:

- Designated as a Community Service Sponsor (This is a non-exclusive sponsorship)
- One attendee at ACC Northeast SummerFest
- One attendee at Sponsor reception
- Logo on ACC-Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,400 Northeast members
- LinkedIn promotion

# 2025 IN-PERSON PROGRAMMING OPPORTUNITIES

## INDIVIDUAL IN-PERSON CORE PROGRAM SPONSOR

In-person core programming include substantive informationallog with networking. These programs are exclusive to in-house counsel and our members have come to rely on these events for themselves and their legal teams. We seek ten individual programs with a mix of substantive legal topics and programs focused on law practice and legal departmentmanagement as well as career development and leadership skills for in-house attorneys. These content should be 1-1.5 hours with a networking component which sponsor will underwrite.

- \$10,500 per program with ten (10) individual programs offered per year (2 dedicated to Practice & Career Management topics)

Additional Benefits include:

- Participation in the annual Managing Partner/General Counsel Forum
- Two attendees at ACC Northeast SummerFest
- Two attendees at Sponsor reception
- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- LinkedIn promotion

# 2025 VIRTUAL EVENT OPPORTUNITIES

Virtual Opportunity offerings are designed for members with limited time for travel or off-hour events. We have two categories, Webinars are virtual and can review a substantive topic or provide a practical skills workshop. Quick Content/Product Showcase is for non-law firm sponsors., and include a demo of product/service.

## WEBINARS

Sponsors may develop and host a live, one-hour webinar. ACC Northeast will work with sponsor on topic, invitation, and marketing to the ACC Northeast membership. Sponsor is responsible for presenters and webinar set-up, execution and recording for future posting.

- \$6,000 per event with twelve (12) webinars offered per year

Additional Benefits include:

- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- One attendees at Sponsor reception
- Sponsors can maintain a link on their website with webinar recording and furnish ACC Northeast Chapter with a link to post to the ACC website
- LinkedIn promotion



# 2025 VIRTUAL EVENT OPPORTUNITIES

## QUICK CONTENT

Open to all legal vendors, Quick Content is a sponsorship option designed specifically and exclusively for companies that want to highlight their product. These are 30-45 minute sessions featuring education on vendors services & products. Appropriate for CLM Software, Discovery Tools, Billing Management, and Legal AI tools.

- \$4,500 per event

Additional Benefits include:

- Logo on ACC Northeast website, linked
- Logo appearing in Quarterly Newsletter distributed to 1,500 Northeast members
- Sponsors can maintain a link on their website with webinar recording and furnish ACC Northeast Chapter with a link to post to the ACC website
- LinkedIn promotion

# SPONSORSHIP RULES OF ENGAGEMENT/BEST PRACTICES

- Deadlines for topics and speakers is 45-60 days prior to event date
- Develop a working relationship with your program liaison and director early in planning process
- All Programming must be tailored to needs to ACC Northeast Membership
- All events must have an in-house panelist, which we can help find
- Rescheduling planned events is not feasible, dates cannot be switched after ACC Northeast calendar has been published
- Select venue as early as possible (but no later than 45 days before scheduled social event)
- Social events at a new or unique venues with fun activities are better attended
- In-house counsel clients who are not members are welcome to attend our events, so please promote your event to your clients
- The earlier we have the topic/description and speaker information the better, so that ACC Northeast can promote for 6-8 weeks in advance of the scheduled event

# 2024 SPONSORS



*We would like to recognize and thank all of our 2024 Sponsors for their support of the Chapter.*

