2024 SPONSORSHIP PACKAGE ATTACHMENT: SPONSOR GUIDELINES

ACC SD is exceedingly grateful to its sponsors, whose strong support plays an integral role in the Chapter's successful programs, events, and initiatives. These Sponsor Guidelines are provided to assist in successful sponsor engagement.

Scheduling Sponsor Programs

- All events must be held in the sponsorship calendar year. There is no rollover of events into the next calendar year.
- ACC SD generally will schedule no more than 6 programs each month, of which only 2 may be in-person, except for November and December during which ACC SD will schedule no more than 4 programs (maximum 2 in-person) each month.
- Dates for programming, including the limited in-person opportunities are offered on a first-come, first-served basis. Sponsors should reserve their dates and specify whether their programs will be virtual or in-person as soon as possible.
- Once a program is scheduled, the sponsor will work with ACC SD on all logistics. Sponsors must finalize event dates with ACC SD at least six (6) weeks prior to the event.

Program Venue and Logistics

- Sponsors may select, depending on availability noted above, whether to host their programs live or virtually. For CLE-only programs, attendance is much higher for virtual webinars.
- Webinars will be managed by ACC SD on the ACC SD Zoom Platform.
- For in-person programs, ACC SD and sponsors will work together to select the optimal venues for programs to serve both sponsor and member needs.
  - Generally, sponsor offices do not drive as much interest and attendance from members. If ACC SD supports programming at their office location, the sponsor must ensure adequate space is available for the program, and provide appropriate room set-up, catering, audio/visual technology support, etc.
  - For events hosted off-site (i.e., not at the sponsor's offices), the sponsor must arrange and/or book the venue, including contracting with the space, arranging appropriate catering, audio/visual technology support, etc. The sponsor(s) will be responsible for food/beverage and venue costs.

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Program Content

The Chapter helps with selection of topics of interest to members. Sponsor is responsible for developing and delivering the substantive content.

- ACC SD has prepared a Topic List summarizing many topics that are of interest to our members. ACC SD strongly encourages Sponsors to take advantage of this list when selecting their topic.
- Sponsors should provide forms, templates, agreements, checklists, and other practical guidance and resources in addition to presentation materials.
- ACC SD will manage CLE credits with the State Bar of CA. Sponsors are solely responsible for obtaining CLE accreditation for all in-person or virtual events.
- Sponsors should provide program content and materials not less than six weeks in advance of their program.

Sponsor Panelists/Speakers

- In addition to the sponsor speaker(s), sponsors should strive to include an in-house counsel as a panelist, moderator, or speaker for the substantive portion of their program. This greatly enhances member engagement and attendance. ACC SD will help sponsors identify in-house counsel who would like to participate.
- If, after a program is scheduled, a sponsor's speaker is unable to participate, for whatever reason, the sponsor must select another qualified individual to fill in rather than move the program. ACC SD can help with identifying a replacement speaker.

Attendees

- Sponsors are welcome and are encouraged to invite in-house counsel clients who are not members of ACC SD to their sponsored events. Sponsors can forward the ACC SD invitation or have ACC SD send the invitation to a list provided by the sponsor. All RSVPs for these guests should come to ACC SD (either from the individual or the sponsor organization) so we can track participation.
- Sponsors will be provided with an attendance list for their programs (registrants' names, titles, and company names).
- ACC SD does not guarantee a minimum level of attendance at any program.

Marketing and Publicity

- ACC SD will advertise all chapter events at its expense. ACC SD will share such materials with the presenting sponsor. If a sponsor creates its own promotional materials (i.e., to send to the sponsor's clients and to post on the sponsor's website), such promotional materials need ACC SD approval prior to distribution or posting.
- Presentation materials will be posted on the ACC SD website for download by members. By returning the signed Sponsorship Application form, sponsor accepts this use and distribution requirement.
- In addition to the sponsor(s) logo(s), presentation materials must prominently display the ACC SD logo and clearly represent that the program is an ACC SD event.
- ACC SD will handle promotion, invitations, registration, and check-in for all events.
- Sponsors may place promotional materials, business cards, and giveaways on the registration table at their event if discussed in advance with ACC SD.

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