

ACC NCR Sponsorship Options 2019

| | Diamond | Emerald | Platinum | Spotlight | Gold | Silver | Reception | Bronze | Leadership Academy Champion | Prof. Growth Partner | Business Partner | Add-On: Leadership Academy Host | Add-On: Social, Community-Based, or GVA CLE Program | NEW SPONSOR: Social, Community-Based, or GVA CLE Program |
|---|-------------------------------|----------------------------|-----------|--|-----------|--------------|-----------|---------|------------------------------------|--|------------------|---------------------------------|---|--|
| How many expected in 2019 | 1 | 4 | 6 | 8 | 7 | 8 | 5 | 12 | 2 | 6 | 6 | 6 | * see below | * see below |
| General Benefits: | | | | | | | | | | | | | | |
| Fee | \$35,000 | \$23,000 | \$16,000 | \$18,000 | \$13,000 | \$11,000 | \$10,000 | \$9,000 | \$14,000 | \$5,000 | \$7,500 | \$3,000 | \$2,500 | \$4,000 |
| Banner ad on ACC NCR website | Yes | Yes | Yes | Yes | Yes | No | No | No | Yes (and logo on Academy web site) | Listing on Career Dev Forum web page | No | | | |
| News Alerts | 8 | 4 | 2 | TBD (Distribute any articles or alerts that are related to their CLEs to members) | 1 | 0 | 0 | 0 | 0 | 1 (PGP sponsor news alerts may overlap with other sponsors.) | 0 | 0 | 0 | 0 |
| Directory Ad | Full page, inside front cover | Full page, prime placement | Full-page | Quarter-page | Half-page | Quarter-page | Logo | Logo | Quarter page | Logo | Logo | N/A | N/A | Logo |
| Guaranteed CLE or Educational Program | 3 | 2 | 2 | 2 (Guaranteed subject area - topic TBD with volunteer leaders and staff) | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| News Alerts will be shared via social media | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Corp Scholars Contribution | \$6,000 | \$3,500 | \$2,500 | \$3,000 | \$2,000 | \$1,500 | \$1,300 | \$1,300 | \$2,000 | \$0 | \$1,000 | \$0 | \$0 | \$0 |

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|---|-----------------|-----------|-----------|--------------|--------------|--------------|---|--------------|---------------------------------------|---|------------------|---------------------------------|---|--|
| Informal social with members and Corporate Scholars tickets | 6 | 4 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 0 |
| Signature program tickets | 12 | 10 | 8 | 10 | 6 | 4 | 2 | 2 | 4 (plus 2 tickets for Annual Meeting) | 0 (2 tickets to Annual Meeting and 2 tickets to GC Lunch) | 2 | 0 | 0 | 0 |
| Awards Reception: | | | | | | | | | | | | | | |
| Tickets | 16 | 12 | 8 | 10 | 6 | 5 | 5 | 4 | 6 | 2 (may purchase 2 more) | 2 | 0 | 0 | 0 (but may purchase 2 tickets) |
| Event Program Ad | full page prime | full page | half-page | Quarter-page | Quarter-page | Logo (large) | Logo (small) <i>plus, signage for aspect sponsored</i> | Logo (small) | Quarter-page | Logo (Small) | Logo (Small) | N/A | N/A | No |
| WBJ Ad | full page prime | full page | half-page | Quarter-page | Quarter-page | Logo (large) | Logo (small) | Logo (small) | Quarter-page | No | Logo (Small) | N/A | N/A | No |
| OTHER: All sponsors get -- | | | | | | | | | | | | | | |
| two (2) posts to ACC NCR social media accounts before an event and one (1) post after the event | | | | | | | | | | | | | | |
| two (2) reps at appreciation reception in January (Diamond sponsor gets 3) | | | | | | | | | | | | | | |
| two (2) reps at end of year breakfast/reception (Diamond sponsor gets 3) | | | | | | | | | | | | | | |
| two (2) reps at June GC luncheon (Diamond sponsor gets 3) | | | | | | | | | | | | | | |
| two (2) reps at Sponsor ROI event | | | | | | | | | | | | | | |
| periodic updates or reports on utilization of sponsor benefits and opportunities | | | | | | | | | | | | | | |

ACC NCR Sponsorship Options 2019

*** Social, Community-Based, and Greater Virginia CLE Options:**

10 – Forum Social Events (One for Each of the 10 Forums)

8 – Affinity Events (e.g., Young Lawyers, LGBTQ+)

6 – Events in Greater Virginia

6 – Pro Bono or Community Service Events

4 – Diversity Initiative Events

2 – Roundtable Dinners (i.e., President and Corporate Counsel Award Recipients)

1 – CLO Club Reception (May 9, 2019)