

Supporting the Association of Corporate Counsel Value Challenge

Managing Litigation

Presenting an Exclusive Opportunity
for Litigation Management Decision-makers

As A Business



ALIGNING VALUE AND COSTS OF LITIGATION SERVICES

► We are offering a limited number of sponsorships for the January 26, 2012, “Managing Litigation as a Business” kickoff event in Dallas.

ADVANTAGES OF PARTICIPATING

- **More than just education, “Managing as a Business” involves law department leaders / decision-makers in an ongoing collaborative effort to:**
 - Get better risk, dispute and litigation management results more quickly and at lower costs
 - Avoid reinventing the litigation management wheel
 - Take advantage of strategies and tools already working for others
 - Join a team effort by corporate law departments to better manage and control litigation costs
- **This groundbreaking initiative provides unique sponsorship and branding opportunities for your company or firm to be:**
 - Highlighted as a sponsor in email, print and website promotions of the program
 - Profiled as an event sponsor on the Litigation Management Portal
 - Profiled as a sponsor in the handout materials for the Dallas Managing Litigation kickoff
 - Involved in future Managing Litigation activities – in exclusive or first-right positions

EXCLUSIVE SPONSORSHIP AND BRANDING OPPORTUNITIES

- **Hosting & Reception Sponsor – *Sponsored by Jackson Walker***
 - Event Location: At this sponsor’s election, the ML kickoff event may be held at the sponsor’s Dallas downtown or metro area offices; or the sponsor may arrange to host the program at a suitable hotel or conference center at the sponsor’s sole cost.

- Audio / Visual Equipment. This sponsor agrees to provide at its sole cost any audio / visual support for the program, including but not limited to appropriate microphones, speakers and a PowerPoint slide projector and screen.
- Participant Materials, Name Badges and Signage. This sponsor also agrees to provide at its sole cost the printed and bound participant handout booklets for the program, as well as attendee name badges and event signage. The event producer, ML Institute, will prepare master files for duplication and specifications for printing these materials.
- Afternoon Networking Reception. This sponsor further agrees to provide at its sole cost hors d'oeuvres and refreshments for the afternoon networking reception.

Sponsor Benefits

- Pre-event email introduction to guest in-house counsel faculty / Process Leaders
- Opportunity for 4 company / firm representatives to attend the kickoff event and participate in meals, group discussions and small breakout meetings
- Opportunity to provide welcome statement and introduce kickoff event moderator(s)
- Opportunity for 2 company / firm representatives to serve as an event "Process Leaders"
- Verbal recognition as Hosting & Reception Sponsor, including all-day displayed signage
- Name / logo recognition in the event PowerPoint presentation and participant handout materials
- Opportunity to display and offer your company / firm collateral materials to event attendees
- Opportunity for 8 company / firm representatives to attend the afternoon networking reception
- Opportunity to provide "Thank You for Attending" comments at the afternoon reception
- Participant Registration List for the event for one-time post-event promotional mailing
- First-right to be the Hosting and Reception Sponsor for future Managing Litigation kickoff programs in other Texas locations
- Credit of \$2,000 towards first annual fee, in accepting a ML / MLRM Project Director invitation

► Continental Breakfast & Morning Break Sponsor – \$2,750 net

Sponsor Benefits

- Opportunity for 3 company / firm representatives to attend the kickoff event and participate in meals, group discussions, small breakout meetings and afternoon networking reception
- Opportunity to provide short "Welcome Statement" at the beginning of the morning break
- Opportunity for 1 company / firm representatives to serve as an event "Process Leader"
- Verbal recognition as Breakfast & Morning Break Sponsor, including all-day displayed signage
- Name / logo recognition in the event PowerPoint presentation and participant handout materials
- Opportunity to display and offer your company / firm collateral materials to event attendees
- Participant Registration List for the event for one-time post-event promotional mailing
- First-right to be the Breakfast & Morning Break Sponsor for future Managing Litigation kickoff programs in other Texas locations
- Credit of \$1,000 towards first annual fee, in accepting a ML / MLRM Project Director invitation

► Lunch & Afternoon Break Sponsor – \$2,750 net

Sponsor Benefits

- Opportunity for 3 company / firm representatives to attend the kickoff event and participate in meals, group discussions, small breakout meetings and afternoon networking reception
- Opportunity to provide short remarks and introduce the Luncheon Keynote Speaker(s)
- Opportunity for 1 company / firm representatives to serve as an event "Process Leader"
- Verbal recognition as Lunch & Afternoon Break Sponsor, including all-day displayed signage

- Name / logo recognition in the event PowerPoint presentation and participant handout materials
- Opportunity to display and offer your company / firm collateral materials to event attendees
- Participant Registration List for the event for one-time post-event promotional mailing
- First-right to be the Lunch & Afternoon Break Sponsor for future Managing Litigation kickoff programs in other Texas locations
- Credit of \$1,000 towards first annual fee, in accepting a ML / MLRM Project Director invitation

► **Guest Faculty Transportation Sponsor – \$2,750 net**

Sponsor Benefits

- Opportunity for 3 company / firm representatives to attend the kickoff event and participate in meals, group discussions, small breakout meetings and afternoon networking reception
- Opportunity to provide short remarks and introductions of in-house counsel guest faculty
- Opportunity for 1 company / firm representatives to serve as an event “Process Leader”
- Verbal recognition as Guest Faculty Transportation Sponsor, including all-day displayed signage
- Name / logo recognition in the event PowerPoint presentation and participant handout materials
- Opportunity to display and offer your company / firm collateral materials to event attendees
- Participant Registration List for the event for one-time post-event promotional mailing
- First-right to be the Guest Faculty Transportation Sponsor for future Managing Litigation kickoff programs in other Texas locations
- Credit of \$1,000 towards first annual fee, in accepting a ML / MLRM Project Director invitation

► **Sponsor Payment Terms**

Invoices for sponsorship fees will be provided by email and are due upon receipt. Payment of sponsorship fees must be received prior to the event. Thank you.

► **For Questions or to Become a Sponsor, please contact:**

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