

Sponsorship Opportunities

November CLE Workshop

November 15-17, 2017

Washington, D.C.



About NACUA

NACUA is the leading organization in the field of higher education law and the primary source of information on legal developments facing colleges and universities.

Established in 1960 by a small group of attorneys who regularly provided legal services to colleges and universities, NACUA has become a vital part of the legal counsel's day-to-day operation by providing members with a broad range of services that can be used to identify, analyze, resolve, and prevent legal problems on campus.

Built on strong membership participation of more than 1,800 campus institutions, encompassing more than 4,000 attorneys, NACUA has assisted member attorneys by educating them on legal issues facing the colleges and universities they serve.

NACUA's Mission

Advancing the effective practice of higher education attorneys for the benefit of the colleges and universities they serve.

Are you looking for ways to promote your organization or firm to key decision makers in the field of higher education law?

NACUA's Continuing Legal Education (CLE) Workshops are a great way to position your organization or firm for growth. Through sponsorships you can gain visibility with attorneys who represent various types of colleges and universities. These workshops provide up-to-date legal information from practitioners with real "hands-on" experience, and equally important—give members the critical opportunity to interact with colleagues who share their challenges and concerns. Your sponsorship of these meetings will put you directly in touch with NACUA member attorneys and their colleagues on campus.

November CLE Workshop 2017

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Omni Shoreham Hotel
Washington, DC

Projected Attendance: 200

College and University Compliance Programs: Succeeding in an Era of Change

Colleges and universities are governed by a vast array of federal, state, and local regulations. The broad and once expanding regulatory landscape appears to be experiencing a moment of change. Questions abound as to what this perceived shift may mean for existing college and university compliance programs generally, and compliance with specific regulations in particular, as well as enforcement.

This is an intermediate-advanced level program. Registrants will be presumed to have general knowledge of institutional compliance programs and of issues surrounding institutional compliance. The program is directed to college and university counsel with responsibility for institutional compliance programs and issues. Campus administrators such as compliance officers, risk managers, chief business officers, and others with significant responsibility for college and university compliance will also benefit from the program.

Sponsorship Opportunities

Sponsorship options and pricing are listed below. Options more than \$5,000 include a display table in the sponsor area. Breakfast, Lunch, and Reception sponsorships allow for an additional table in the room where the event is taking place.

1

WIRELESS INTERNET
\$7,500

- Acknowledgment on sign in registration area
- One display table in the sponsor area
- Printed acknowledgment in the program
- Logo and hyperlink on event website
- Firm name is part of the wifi log-in accessed by every attendee

5

BREAKFAST
\$3,500

- Admission to the breakfast
- One display table at the breakfast
- Acknowledgment on sign at breakfast
- Printed acknowledgment in the program
- Logo and hyperlink on event website

2

MOBILE APP
\$7,000

- Acknowledgment on sign in registration area
- One display table in the sponsor area
- Printed acknowledgment in the schedule
- Logo and hyperlink on event website
- Firm's logo is on the app splash screen and appears for every attendee that uses the app

6

REFRESHMENT BREAKS
\$2,000

- Acknowledgment on sign in break area
- Printed acknowledgment in the program
- Logo and hyperlink on event website
- Morning breaks typically offer coffee; afternoon breaks may offer ice tea or lemonade

3

RECEPTION
\$6,500

- Admission to the reception
- One display table in the sponsor area
- One display table at the reception
- Acknowledgment on sign at reception
- Printed acknowledgment in the program
- Logo and hyperlink on event website

7

ACKNOWLEDGMENT
\$1,000

- Printed acknowledgment in the program
- Logo and hyperlink on event website

4

LUNCH
\$5,000

- Admission to the lunch
- One display table in the sponsor area
- One display table at the lunch
- Acknowledgment on sign at lunch
- Printed acknowledgment in the program
- Logo and hyperlink on event website



Reserve your sponsorship online!

Go to:
www.nacua.org/SponsorForm

Sponsorship contributions cover a portion of the actual cost of the opportunity. These contributions are essential to NACUA's ability to deliver a meeting that provides strong educational training and networking opportunities. NACUA appreciates and values the participation of sponsors in our programs.

Please direct any questions or comments regarding sponsorships to Manager of Membership and Marketing, Kandace Gilligan at 202-833-8390 or kgilligan@nacua.org.

Details

Steps

1. Select your sponsorship option by going to www.nacua.org/SponsorForm
2. NACUA will confirm availability and send invoice.
3. Sponsor will send logo to kgilligan@nacua.org.
4. Sponsor will send payment.

Deadlines

- All reservations forms and logos should be submitted by no later than **October 6, 2017**.
- Payment must be received by **October 15, 2017**.

Acknowledgments

Sponsor logos will be printed in color in the workshop program. A dedicated page of the workshop website will list all sponsors. Names of the sponsors will be acknowledged with signage and in the mobile app.

Logos

Logos should be saved in a vector format (EPS or AI) whenever possible. If a vector logo cannot be located or is unavailable, it should be a rasterized logo of at least 300 dpi at the printed size. High-resolution files are preferred. Logos on the NACUA sponsor signs and on the workshop website will appear in full color.

NACUA Sponsorship Practices and Procedures

Endorsement

NACUA does not endorse any particular product, service, or idea of any sponsor, nor does NACUA endorse one corporation, organization, or law firm over another. NACUA does maintain a separate Policy on Endorsement of Products or Services with respect to its programmatic initiatives and planning in connection with other organizations and/or third-party providers, and a related Policy on Programmatic Initiatives. Any sponsorship implying endorsement by NACUA will not be accepted. A sponsorship does not imply any exclusive arrangement with the Association.

Relevance to NACUA Mission & Priorities

NACUA seeks corporate support only for activities in connection with programs and initiatives that support NACUA's mission and strategic priorities as stated in its strategic plan. Sponsorship must be relevant to the NACUA membership and acceptance of a proposal for sponsorship of any program or activity is at the discretion of NACUA's Chief Executive Officer or Deputy Chief Executive Officer. NACUA reserves the right to reject any sponsorship deemed inappropriate to, or inconsistent with, the mission of NACUA. NACUA further reserves the right to negotiate with any sponsor concerning any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

Appropriate Recognition

NACUA values its collaborations with the law firm and corporate community and strives to provide appropriate recognition to its sponsors. Appropriate recognition of sponsors will be determined at the sole discretion of NACUA.

Right-of-First-Refusal

NACUA reserves the right to offer the right-of-first-refusal to the previous year's sponsor of a particular program, event, or activity, with an agreement deadline to be established each year at NACUA's sole discretion. Except in cases where there is a right-of-first-refusal, sponsorship is determined on a first-come-first-serve basis and the receipt of a signed agreement or reservation form.

Deadlines & Payment Terms

All requests for sponsorship and receipt of payment must be received by NACUA no later than the deadline as stated by NACUA each year. NACUA reserves the right to refuse any sponsorship for any of its programs and services after a specified deadline date. In order to receive all of the entitlements listed for NACUA sponsorship, sponsors must provide the appropriate written materials and copy of their logo (for placement in NACUA's printed acknowledgment materials) by the specified deadline date. If the material is not received by this date, sponsors waive their right to certain benefits of sponsorship, and no refunds or partial refunds will be granted. NACUA is under no obligation to issue reminders to any sponsors, though it will make all necessary efforts to work with sponsors to ensure that they meet all deadlines. **All sponsorships must be paid in full 30 days prior to the sponsored event.** NACUA will issue a receipt of sponsorship payment upon request. However, sponsoring organizations must determine on their own how they treat the expense for business and taxation purposes.

Cancellations by Sponsor

Cancellations of any sponsorship must be received in writing. Cancellations are subject to a \$250.00 administrative fee for any publishing, printing or other costs incurred by NACUA. No refunds for any sponsorship will be granted for any reason after one month prior to the sponsored event or program.

Conflicts of Interest with Members & Employees

NACUA accepts sponsorship only if acceptance does not pose a conflict of interest and does not in any way impact the objectivity and independence of the Association or its employees. Employees and directors will adhere to the Association's Policies on Conflicts of Interest when engaged in sponsorship activities. Members, directors, and employees of NACUA are prohibited from receiving anything of monetary value from any sponsor for any event or program that might tend to influence the judgment or actions of members, directors, and employees with regard to sponsorship decisions. All "giveaways" (tokens, gifts, products) provided by sponsors onsite during a NACUA meeting should have no monetary value.

Use of NACUA Name/Logo & Sponsor Name/Logo

The NACUA name and/or logo may not be used by any sponsor for any purpose unless permission is given in advance by NACUA. When seeking permission for use of NACUA's name and/or logo, a sample illustrating the proposed use must be submitted to NACUA for approval. NACUA shall have the right to use the sponsor's name, trademark, and logo, limited to use pertaining to the sponsorship. For signage and recognition brochures on which a sponsor name and logo may be deemed acceptable, the sponsor's name and logo must be no larger than 50% of the size of NACUA's name and logo.

Attendee Rosters

Upon request, sponsors are provided with a roster that contains only the names, organizations, cities, and states of attendees (the same list that is distributed to all conference and/or workshop attendees). The provided attendee roster is only for informational purposes and may not be used for business or sponsored event promotion and/or advertising.

Attendance by Sponsors

Sponsors are strongly encouraged to attend the NACUA meeting or event that they are sponsoring. Solicitation of business by sponsors in NACUA educational sessions, either as session presenters or as session attendees, is expressly prohibited.

Levels and Types of Sponsorship

NACUA maintains sole discretion in determining the levels of, and benefits provided by, the various sponsorship categories. No additional benefits will be provided to any sponsor beyond what is stated in that year's sponsorship materials (either in addition to, or in lieu of, the stated benefits for each level of sponsorship).

NACUA also maintains sole discretion in determining the specific dollar amounts that define each level of sponsorship; these dollar amounts may change from year to year without public notification.

Editorial Rights and Control

NACUA retains all editorial rights and control over any written information pertaining to sponsorship, including written information submitted by sponsors for printed acknowledgment in sponsorship brochures. In every case, all written materials, in all formats and all media, prepared by the sponsor must be submitted to NACUA for approval prior to release and distribution.

Display of Materials & Products

Continuing Legal Education Workshop sponsors that contribute \$5,000 or more receive tables in the area of their sponsored event. These entities may display their materials and products in accordance with NACUA's instructions, and may not disrupt or interfere with NACUA's registration area or education sessions.

Speaking Opportunities

NACUA is committed to providing its members with high-quality presenters and sessions and professional resources at all of its meetings. The use of volunteers from NACUA member institutions in the planning process is an important element in broadening the institutional knowledge base, providing content that is appropriate for different types of institutions, and sharing the responsibility for selection of all speakers and sessions. NACUA relies on their knowledge, expertise, and professionalism in identifying and recommending speakers and presenters for its meetings. While volunteers from law firms (either as members or non-members) or other corporate organizations who are selected to speak or present are valued as individual professionals based on their specific expertise, it is expected and required that they will not promote their firm, organization, or services while they are speaking. Sponsorship and programmatic planning are completely independent of each other, and speaking slots are not granted to any individual or organization as a result of, or in return for, sponsorship. Sponsorships are functionally separate from the continuing legal education and professional development components of all NACUA educational programs. Sponsorship of a NACUA meeting does not translate into any role in the planning, direction, or presentation of its substantive programming. All presentation materials and outlines are reviewed by NACUA staff in advance of their presentation or distribution, to the extent feasible, to ensure appropriate content, and to ensure that logos or other types of marketing slogans or brand identifiers are removed from all presentation materials, with the exception of a minimal reference to the presenter's affiliation, as is the case with all presenters.

Questions

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For more than 50 years, NACUA has served as the home for higher education attorneys. The products, services, events, and resources developed by NACUA for our members not only help to advance the field, but also create a way for your organization or firm to support NACUA's mission.

NACUA's continuing legal education workshops (CLE) take place every year. Three workshops are planned for 2018. Information regarding sponsorships for these events will be posted online later in the year.

Visit www.nacua.org/program-events/sponsorship.

MARK YOUR CALENDAR

2018 Workshops

WINTER 2018

Free Speech, Academic Freedom, and Campus Unrest
February 1-2, 2018
Intercontinntal New Orleans
New Orleans, LA

SPRING 2018

Employment Law
March 21-23, 2018
Westin Philadelphia
Philadelphia, PA

FALL 2018

Sponsored Research and Technology Transfer
November 14-16, 2018
Omni Shoreham Hotel
Washington, DC