

## **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 and 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 and 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 NACUA**

Should NACUA cancel a meeting or event, due to external or internal circumstances, there shall be no penalty or administrative fee applied to any sponsorships secured for that event. The sponsor will receive a full refund for any funds paid.

### **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. Sponsor attendees who meet the eligibility requirements for the NACUA meeting or event are welcome to attend education sessions. Solicitation of business by sponsors in NACUA educational sessions, either as session presenters or as session attendees, is expressly prohibited. Any sponsor attendees who do not meet the meeting or event eligibility requirements will have their meeting or event access limited to the meals and networking portions of the meeting.

### **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**

For those sponsorship packages that include access to a designated sponsor table, sponsors 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 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, except for a minimal reference to the presenter's affiliation, as is the case with all presenters.