

# MCLEAN COUNTY BAR ASSOCIATION

## SPONSORSHIP POLICY

Purpose: The Mclean County Bar Association (MCBA) is committed to encouraging, promoting and developing the practice of law and professionalism for its members. The MCBA shall consider sponsorships when approached by entities who express interest in working in conjunction with the MCBA to offer continuing legal education (CLE) programs and/or other special events. This policy shall govern the sponsorship relationship between these entities ("Sponsor") and the MCBA.

### General Terms and Conditions

1. **The MCBA will not provide member contact information to Sponsor.**
2. Sponsor will not engage in any aggressive marketing tactics before, during or after the sponsored event.
3. Sponsor will not imply the MCBA's endorsement of any products or services sold by Sponsor.
4. Sponsor will not use any MCBA materials from the sponsored event to create a mailing list or similar marketing material.
5. Unless agreed to pursuant to one of the sponsorship options outlined below,
  - a. Sponsor will not be offered an opportunity to speak to the group at the sponsored event.
  - b. Sponsor will not erect any display at the event unless previously approved by the MCBA coordinator of the event.
6. The terms and conditions of the sponsorship of any seminar, meeting or other event may be incorporated into a written agreement with the Sponsor (Sponsorship Agreement).

### CLE Sponsorship Options and Benefits to Sponsor

The CLE committee presents at least one event a month, typically a luncheon from 12-1 on the third Tuesday of every month. The luncheons are held at 2<sup>nd</sup> Presbyterian Church in Bloomington and attendance is usually around 70 people.

1. **\$1,000: Sponsor an entire CLE luncheon.** This would allow MCBA members to attend for free. The event sponsor will be allowed to set up a table with information about their organization, freebies, and an optional sign-in sheet for those MCBA members who would like more information.
2. **\$500: Sponsor a portion of the CLE luncheon.** This would allow members to attend for one half the normal rate (a \$7.50 attendance fee instead of \$15).
3. For either option:
  - a. The Sponsor will be given 5 minutes in front of the group at the start of the CLE presentation. The Sponsor's name will appear as the sponsor on the MCBA website advertisement, newsletter advertisement, and registration form for the upcoming event. Each Sponsor may hold a business card/door prize drawing.
  - b. Each Sponsor's logo will be listed on any paper agenda items distributed at the seminar.
  - c. The MCBA will acknowledge each Sponsor from the podium as a sponsor of the event.

### Committee Event Sponsorship Options and Benefits to Sponsor

4. **YLD Happy Hour Sponsorship.** The Young Lawyers Division (YLD) Committee hosts at least four happy hours per year which are open to all attorneys who are members of the MCBA. Sponsorship amount will be dependent on location of the happy hour and the amount of food to be purchased. Sponsor should contact the YLD Chairperson who will bring sponsorship before the MCBA BOG for approval. The company's name will appear as the sponsor on the MCBA website advertisement, newsletter advertisement, and registration form for the upcoming event. The sponsor will be given 5 minutes in front of the group at the start of the event.

5. **Committee Happy Hour Sponsorship.** The Social Committee hosts two to four happy hours per year which are open to all attorneys and guests. Examples of previous Social Committee happy hours include: Day-After-Tax-Day Happy Hour, Guardian Ad Litem Happy Hour, and Holiday Happy Hour. Sponsorship amount will be dependent on location of the happy hour and the amount of food to be purchased. Sponsor should contact the Social Committee Chairperson who will bring sponsorship before the MCBA BOG for approval. The company's name will appear as the sponsor on the MCBA website advertisement, newsletter advertisement, and registration form for the upcoming event. The sponsor will be given 5 minutes in front of the group at the start of the event.
6. **Golf Outing Sponsorship.** The golf outing is held annually and opportunities to sponsor contest/door prizes, holes or food and/or beverages are available. Sponsorship amount will be dependent on type of sponsorship: hole, food/beverage, or door prizes. Sponsor should contact the Golf Outing Organizer who will bring sponsorship before the MCBA Board of Governors for approval. The company's name will appear as the sponsor on the MCBA website advertisement, newsletter advertisement, and registration form for the upcoming event.

#### **Sponsorship of CLE for an Outside Organization by the MCBA**

1. The MCBA may provide CLE for community organizations who wish to provide CLE for local attorneys, but do not have accreditation.
2. All requests for the MCBA to provide CLE credit must be vetted by the CLE Committee and approved by the MCBA BOG.
3. If the BOG approves provision of CLE credit for outside organizations, the organization will be invoiced a nonrefundable flat fee of \$400.
4. The MCBA retains the right to terminate the agreement if the organization does not provide speaker bios and presentation materials by the specified due date.
5. The BOG may offer to advertise the event to members of the MCBA.
6. The organization requesting CLE credit must cover the cost of attendance for any attorney requesting financial hardship assistance.

#### **Policy Changes or Revocations**

1. These guidelines are intended to set forth the minimum standards for the sponsorship of events for the MCBA and not as an exhaustive list.
2. The MCBA reserves the right to terminate any sponsorship relationship either before or during a sponsored event. If the MCBA determines, in its sole discretion, that any of these guidelines have been or are likely to be violated, or any other conduct occurs or may occur that negatively reflects on the MCBA and its members, it can terminate the relationship and no sponsorship fees will be refunded.