

A black and white collage of four photographs from a professional event. The top-left photo shows a group of people in a hallway. The top-right photo shows four women standing together and smiling. The bottom-left photo shows a man in a suit shaking hands with a woman. The bottom-right photo shows a woman in a suit speaking to an audience with her hands raised. A dark blue banner with white stars is overlaid across the middle of the collage.

★ ★ TEXAS  
★ GENERAL  
★ COUNSEL  
★ FORUM

# SPONSORSHIP OPPORTUNITIES

# 2017

# TEXAS GENERAL COUNSEL FORUM

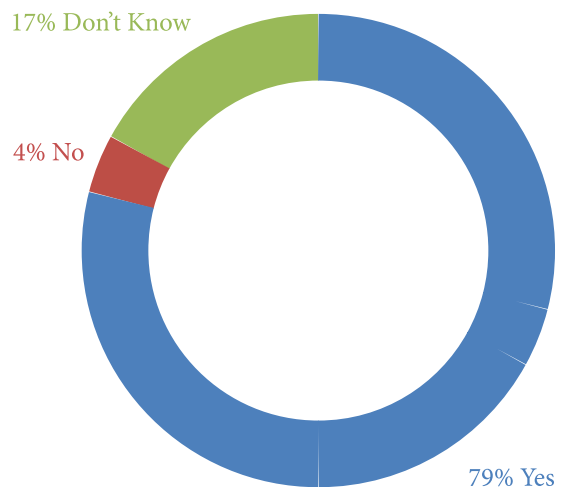
The Texas General Counsel Forum is a community of approximately 700 general counsel (70%) and senior managing counsel (30%) representing more than 350 companies, non-profit organizations and government agencies. Ninety-two percent of our members are with major corporations.

We encourage our members to consider our underwriters and sponsors for new client opportunities, and appreciate fully the quid pro quo inherent in our underwriters' and sponsors' participation in the Forum. Based on a survey of our members, 79% reported that when they need a law firm or legal service or product provider for new matter, they consider Forum underwriters and sponsors.

With respect to our members' purchasing power for legal services and products, the total outside legal spend is a remarkable \$1.842 billion.

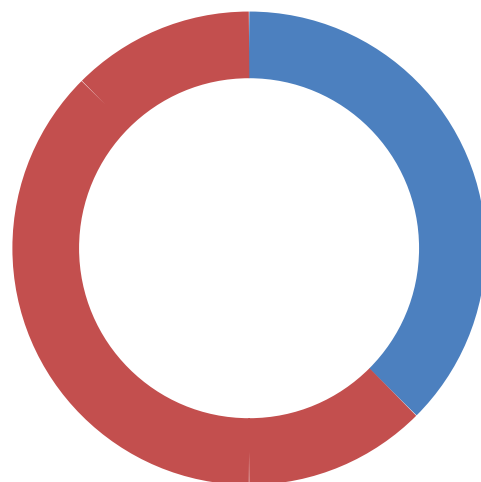
Forum events take place from January through December. Each year we schedule a host of meetings and events, including breakfast, lunch, dinner, and cocktail events; a golf tournament; and an awards dinner. Meetings and events are

When you need a law firm, or legal service or product provider, do you consider Forum Underwriters?



\$1,842,207,642  
Outside Legal Spend

\$811,195,787  
Inside Legal Spend



held in Austin-San Antonio, Dallas-Fort Worth, and Houston, and provide local programming and networking.

Our annual Conference this year will be at the Hyatt Regency Hill Country Resort and Spa (November 16 & 17).

Our goal is to help improve the professional lives of our members through peer networking and knowledge exchange, and professional development in best practices, ethics, governance and compliance. Similar organizations provide networking too, but more often than not they focus on "practice of the law" knowledge exchange rather than sharing ideas and discoveries about leading and managing a legal team.

Information on how to reserve a sponsorship can be found on the last page (page 32). Sponsorships are reserved on a first come, first served basis.

## FORUM AFTER HOURS

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Forum Chapters are planning to hold several evening cocktail parties for Forum members and prospective members in Austin, Dallas-Ft. Worth and Houston. The cocktail parties will include heavy hors d'oeuvres and will be held in a restaurant or Forum member's home. These events usually have 20-25 general and managing counsel attending.

The sponsorship fee will underwrite the cocktail party, printing and other related expenses. The Sponsor may have up to four representatives attend, and an attendee list will be provided prior to the event.

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**ONE OR TWO SPONSOR(S) PER EVENT**  
**(Expenses to be paid directly by sponsor)**



## FORUM WOMEN

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Forum Women events are designed to provide opportunities for women general counsel and managing counsel to network and discuss leadership issues and other topics of common interest. These are smaller meetings (15-25) held in a restaurant or the private home of a prominent general counsel. Often an outside speaker is enlisted to provide current research and information on issues of interest to female in-house leadership, or lead a discussion of interest to the group.

The sponsorship fee will underwrite the cocktail party, printing and other related expenses. The Sponsor may have up to four representatives attend, and an attendee list will be provided prior to the event.

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**ONE OR TWO SPONSOR(S) PER EVENT (Expenses to be paid directly by sponsor)**

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# ANNUAL GOLF TOURNAMENT

NOVEMBER 16, 2017

HYATT REGENCY HILL COUNTRY RESORT AND SPA  
SAN ANTONIO, TX





## TOURNAMENT HOST (2)

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- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the teams)
- Admission of Sponsor foursome to tournament luncheon
- Admission of two Sponsor representatives to the Magna Stella® Awards Dinner (additional seats as priced)
- Admission of two Sponsor representatives to the all-day Conference
- Prominent signage with Sponsor's name and logo at the Registration Desk provided by the Forum
- Special recognition in the digital conference brochure distributed to all in-house counsel members and prospective members statewide
- Special recognition at the Magna Stella® Awards Dinner that evening
- Tournament and conference attendee lists provided one week before the tournament

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**\$4,500\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*



### COMMEMORATIVE SHIRT SPONSOR

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The ultimate golf take-a-way gift is a premium quality golf shirt with the sponsor's name/logo embroidered on a sleeve. These shirts will provide the golfer with years of wear, and a reminder of your company's or organization's support of the Forum golf tournament.

- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Forum will provide shirts
- Sponsor's logo (on a sleeve)
- Sponsor representative responsible for handing out at the tournament

**\$2,750**



### HOLE SPONSOR - SHOW YOUR SUPPORT FOR THE FORUM (9)

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- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Hole signage provided by the Forum (24" x 36" with "H" metal stakes - sponsor provides signage graphics)
- In coordination with the Forum, Sponsor may hand out logo-branded promotional items (food, beverages or other items) at sponsored golf hole

**\$1,500**



### LUNCHEON BUFFET SPONSOR

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- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Signage acknowledging sponsorship, set up next to the buffet provided by the Forum
- In coordination with the Forum and the Resort; the Sponsor may provide a take-away name/logo branded napkins and other logo-branded promotional items

**\$2,500**



### GOLF BALLS SPONSOR

- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Forum will provide golf balls with Sponsor's logo
- Sponsor representative responsible for handing out at the tournament

**\$1,750**



### CAPS SPONSOR-SOLD

- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Forum will provide golf caps with Sponsor's logo
- Sponsor representative responsible for handing out at the tournament

**\$2,000**



### GOLF GLOVE SPONSOR

- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Premium leather logo branded golf gloves
- Sponsor representative will have a table at registration to meet and greet players while handing gloves out to all players

**\$2,250**



### CONVERTIBLE COOLER SPONSOR-SOLD

- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Sponsor representative will have a table at registration to meet and greet players while handing coolers out to all players
- Forum will provide convertible style cooler or similar item approved by Sponsor and the Forum
- Great long-lasting item and logo exposure to every player

**\$2,250**



### BEVERAGE CART SPONSOR (2)-SOLD

There will be no better way to meet every player at the Conference Golf Tournament than by handing them a cold drink during the tournament. Forum provided signs will be affixed to the Hyatt Regency beverage cart and the sponsor's golf cart. Ride along behind the Hyatt Regency beverage cart and run the tournament circuit providing players with cold beverages.

- Admission of one foursome (Sponsor encourage to recruit 2-3 general counsel clients for the team)
- Admission of one Sponsor representative to all-day Conference on Friday
- Admission of Sponsor foursome to Golf Tournament's luncheon
- The Forum and Hyatt Regency will provide the beverage cart, driver and all drinks
- Sponsor will provide representative(s) to trail in golf cart behind the beverage cart to distribute drinks (optional)
- In coordination with the Forum, Sponsor may provide signage for the beverage and golf carts
- In coordination with the Forum, Sponsor may provide a take-a-way gift to each player during the tournament (cigars or other premium gifts)

**\$2,250**

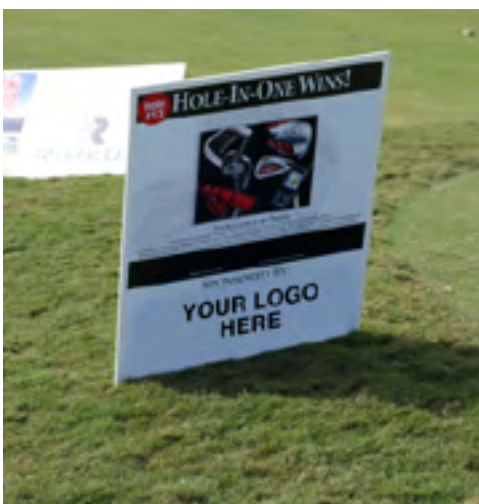


## **GOLF PRIZE SPONSOR-SOLD**

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- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
  - Admission of Sponsor foursome to Golf Tournament's luncheon
  - Forum will provide tournament prizes for the winners
  - Sponsor representative may present prizes during the Magna Stella Dinner
  - One complimentary ticket to the Magna Stella® Awards Dinner (additional tickets as priced)
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**\$2,500**



## **HOLE-IN-ONE SPONSOR (2)**

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- Admission of one foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
  - Forum will provide printed sign (18" x 32")
  - Sponsor may station a representative at the hole to verify a winner, network with players and/or hand out promotional items
- 

**\$1,250**



★ ★ TEXAS  
★ GENERAL  
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# *Women's Caucus*

**NOVEMBER 16, 2017**

**HYATT REGENCY HILL COUNTRY RESORT AND SPA  
SAN ANTONIO, TX**



## **~~WOMEN'S CAUCUS-SOLD~~**

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Join 25-35 Forum GC and managing counsel members and prospective members for lunch, and a more select group for an afternoon at Hyatt Regency's Windflower Spa. The event begins with a luncheon with networking and a speaker. Afterwards, a more select group of in-house counsel spend an afternoon networking, intermingled with spa sessions. This is one of the premier networking events for female general counsel. The luncheon is open to Forum members and prospective members, and Forum Underwriter Board Directors. The afternoon spa sessions are *open only to general and managing counsel, and the event Sponsor.*

- Admission to luncheon for two female Sponsor representatives
  - Welcome guests and introduce speaker
  - Complimentary admission to Spa for two female Sponsor representatives  
The representatives may have a GC or Managing Counsel as a "Spa Buddy". The Forum will coordinate the spa schedule with the representatives and the GC or MC.
  - Admission of two Sponsor representative to the all-day Conference on Friday
  - Refreshments and a luncheon buffet will be provided by the Forum
  - Signage provided by the Forum at the Women's Caucus registration and next to the buffet luncheon
  - In coordination with the Forum, the Sponsor may provide a take-a-way gift
  - Special recognition in the Digital conference brochure
  - Sponsor's brochure displayed at Conference
  - Spa attendee list provided one week prior to the Conference
  - Special recognition at the Magna Stella Awards Dinner that evening
  - Two complimentary tickets to the Magna Stella Awards Dinner (additional tickets as priced)
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**\$7,750\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*



TEXAS  
GENERAL  
COUNSEL  
FORUM



*Magna Stella® Awards Dinner*

**NOVEMBER 16, 2017**

**HYATT REGENCY HILL COUNTRY RESORT AND SPA  
SAN ANTONIO, TX**



2017 Forum Board President  
Betty Ungerman

This will be the twelfth year the Forum will recognize in-house excellence in leadership at the Magna Stella® Awards Dinner.

Nominations will be open to all Texas general counsel and managing counsel. An independent panel of distinguished retired and former general counsel will select the finalists and winners. The 2017 finalists will be announced in late August.

The 2016 awards program recognized finalists and winners. Included among the winners were the general counsel and senior managing counsel from American Air Liquide Holdings, Inc., Dell Inc., Marathon Oil Corporation, Parkland Health & Hospital System, Total Petrochemicals & Refining USA, Inc., Waste Management, Inc., and Vinmar Group.

We expect another sell-out crowd for this event.





### **~~MAGNA STELLA® AWARDS DINNER HOST SOLD~~**

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Following the Stella Reception, over 400 guests will enjoy a dinner and awards program where we highlight and recognize some of the most prominent in-house leaders in Texas.

- Two first-row tables of up to 10 at the Magna Stella Awards Dinner in the most prominent location
- Special recognition at the Dinner and the Conference
- Dinner attendee list provided one week before the event
- Sponsor representative to present one of the category winners
- Sponsor's exclusive recognition on each table
- Signage provided by the Forum with sponsor's name and/or logo prominently displayed during the dinner
- Co-signatory with Forum Chair on congratulatory letter to the award finalists
- Special recognition as Host in the Dinner program
- Special recognition in the digital conference brochure
- Pre and Post-Conference recognition on the Forum website
- Sponsor's brochure placed on Forum's Conference materials table
- Sponsor may provide logo-branded formal gift bags for Stella Award Winners and a congratulatory notes
- Admission of up to four representatives to the all-day Conference on Friday
- Introduction of one Conference session and speaker
- Conference attendee list provided one week before the Conference
- One foursome at the Annual Golf Tournament

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**\$25,000\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*



## **MAGNA STELLA® COCKTAIL RECEPTION-SOLD**

The Stella Reception hosts some of the most celebrated lawyers in Texas. We expect another sell-out with over 400 in-house and outside lawyers from across the state. The reception will be held in the ballroom foyer at the Hyatt Regency Hill Country Resort and Spa. This hour and a half reception is a favorite part of the evening.

- One first-row table of 10 at the Magna Stella Awards Dinner
- Admission of two Sponsor representatives to the all-day Conference on Friday
- At the Sponsor's discretion and in coordination with the Forum and the Resort, signature/logo glasses, napkins and/or swizzle sticks may be provided by the sponsor
- Special recognition during Dinner
- Signage provided by the Forum with sponsor's name and logo prominently displayed during the Reception
- Special recognition as Reception Sponsor in the Dinner program
- Special recognition in the digital conference brochure
- Pre and Post-Conference recognition on the Forum website

**\$10,000\***



*(L-R: 2016 Forum Board President Tim Hill, Carrie Hill, Laura Kaplan, 18th ACGC Co-Chair Jeff Kaplan)*



*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## MAGNA STELLA® AWARDS DINNER PROGRAM

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The Dinner Program will be the evening's keepsake for over 400 dinner guests, and will be printed in full color on the highest quality paper. The program will provide a pictorial listing and short biography for each finalist, as well as information about the Forum, its leadership, and additional information about the Stella Awards. It will be a "must read" during and after the awards dinner. A small, logo branded pen light will be provided to each guest in attendance.

- Sponsor acknowledged as the Dinner Program Sponsor in the program
- Admission of four Sponsor representatives to the Awards Dinner
- Recognition at the Dinner
- In coordination with the Sponsor, the Forum will provide an elegant pen light for viewing the dinner program in the darkened ballroom
- The pen light will have both the Sponsor's logo and the Magna Stella image

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**\$4,500\***

## MAGNA STELLA® DESSERT RECEPTION-SOLD

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As the awards dinner comes to a close, guests will continue to socialize and network in the reception area for a dessert and coffee buffet.

- Acknowledgment as the Dessert Reception Sponsor in the dinner program
- Admission of two Sponsor representatives to the Awards Dinner
- Recognition as the Sponsor at the Dinner
- Logo-branded napkins may be provided by the Sponsor
- Signage provided by the Forum and placed at dessert stations
- Post-Conference recognition on the Forum website

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**\$3,500\***



## AFTER STELLA AFTER PARTY (ASAP)-SOLD

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After dessert, host guests in the hotel bar or other hotel venue.

- Acknowledgment as the ASAP Sponsor in the dinner program
- Admission of two Sponsor representatives to the Awards Dinner
- Recognition as the Sponsor at the Dinner
- Logo-branded napkins may be provided by the Sponsor
- Signage provided by the Forum and placed at ASAP venue
- Post-Conference recognition on the Forum website

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**\$2000 + All expenses paid directly by sponsor**

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*



### **~~STEP AND REPEAT BANNER SPONSOR SOLD~~**

If you secure this sponsorship, your company or firm's logo will be attached to each photo of this year's Magna Stella winners. These photos will be published in *The Texas Lawbook*, the Forum's Website, and in future Forum advertisements regarding next year's Magna Stella Awards Dinner. You can also send two representatives to the awards dinner to network with over 400 of the top in-house counsel and law firm partners in Texas.

- The banner (similar to the one in the photo) will contain multiple images of your logo, and that of the Forum
- Sponsor will be acknowledged as the Step and Repeat Sponsor in the dinner program
- Admission of two Sponsor representatives to the Awards Dinner
- Photos will be published in *The Texas Lawbook*, the Forum's website, and in future Forum advertisements

**\$2,000**

### **TABLE LEVELS**

As this event is our most popular event, you will want to secure a table close to the stage. In addition to a table of ten, your guests have entry to all pre and post dinner events. Sponsors will be listed in the dinner program at your Sponsor level. You will not want to miss what has been called the most prominent legal awards dinner in Texas. Individual tickets will be sold for \$200.

**PRESTIGE (2) - \$4,000 (PROMINENT SECOND ROW TABLE IN VIP SECTION)**

**PREMIER - \$3,500**

**ELITE - \$3,000**

**SELECT- \$2,500**

**GENERAL - \$2,000**



**19<sup>th</sup>**  
ACGC

★ ★ ★ TEXAS  
★ ★ ★ GENERAL  
★ ★ ★ COUNSEL  
★ ★ ★ FORUM

***November 17, 2017***

HYATT REGENCY HILL COUNTRY  
RESORT AND SPA

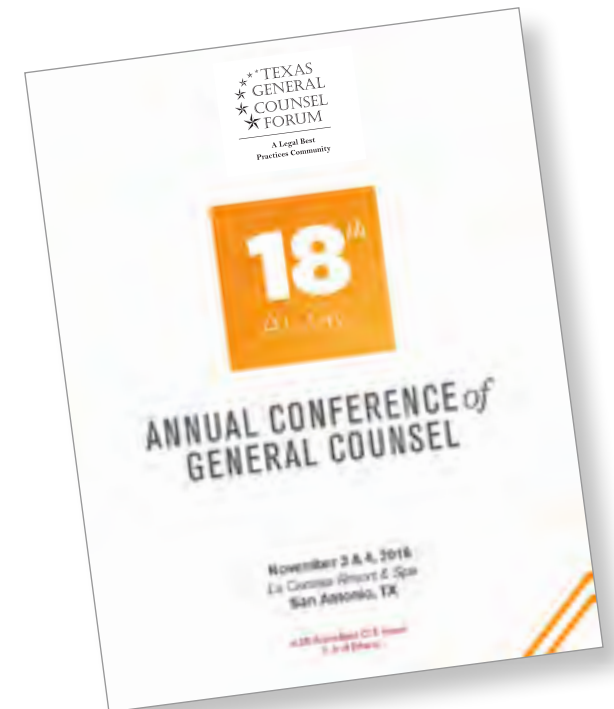
ANNUAL CONFERENCE OF  
GENERAL COUNSEL

IN-HOUSE COUNSEL BREAKFAST  
7:15 A.M. - 8:15 A.M.

CONFERENCE SESSION SPEAKERS  
8:25 A.M. - 2:00 P.M.

SAN ANTONIO





Join the Forum at the Hyatt Regency Hill Country Resort and Spa for our 19th Annual Conference of General Counsel.

The Conference of General Counsel is led by legal best practice thought leaders. The morning and afternoon sessions follow a no-break format with only a brief introduction before each new session. This creates a momentum and an intimacy between speakers and the audience that is unlike any legal conference.

The Hyatt Regency Hill Country Resort and Spa is a beautiful location for this conference. Nestled on 300 acres of the Rogers-Wiseman family ranch, this resort and spa offers a unique blend of countryside relaxation and casual elegance. Experience Texas-sized hospitality, the inviting charm of a ranch house, and the amenities of a luxury resort, including a lazy river and a beautiful *27-hole golf course*. Enjoy a wonderful retreat at Hyatt Regency Hill Country that feels a world away, but with the convenience and fun of San Antonio, just outside your door.

Conference sponsorships of every size and type are offered to meet your marketing needs, beginning with our anchor sponsors (Platinum, Gold and Signature).



## **PLATINUM SPONSOR-SOLD**

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- Prominent recognition in all printed materials and advertisements
  - One foursome at the Conference Golf Tournament (Thursday, November 16)  
(Sponsor encouraged to recruit 2-3 general counsel clients for the team)
  - One first-row table of 10 at Magna Stella Awards Dinner (Thursday, November 16); additional seats as priced
  - Admission of four sponsor representatives to the all-day Conference on Friday
  - Special recognition in the digital conference brochure
  - Special recognition during opening and closing remarks by Conference Chair and at the Magna Stella Awards Dinner
  - Sponsor introduction of a Keynote Speaker
  - Sponsor's brochure placed on Forum's materials table
  - Conference attendee list provided one week before the Conference
  - Logo included on all Conference directional signs (signage provided by the Forum) alongside other anchor Sponsors
- 

**\$20,000\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## **GOLD SPONSORS (2), REMAINING: 1**

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- Prominent recognition in all printed materials and advertisements
  - One foursome at the Annual Golf Tournament (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
  - One first-row table of 10 at Magna Stella Awards Dinner (Thursday, November 16); additional seats as priced
  - Admission of three sponsor representatives to the all-day Conference on Friday
  - Special recognition in the digital conference brochure
  - Special recognition during opening and closing remarks by Conference Chair
  - Sponsor introduction of one Conference session and speaker
  - Sponsor's brochure placed on Forum's materials table
  - Conference attendee list provided one week before the Conference
  - Logo included on all Conference directional signs (signage provided by the Forum) alongside other anchor Sponsors
- 

**\$17,500\***

## **SIGNATURE SPONSORS (4), REMAINING: 3**

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- Prominent recognition in all printed materials and advertisements
  - One table of 10 at Magna Stella Awards Dinner (Thursday, November 16); additional seats as priced
  - Admission of two sponsor representatives to the all-day Conference on Friday
  - Special recognition in the digital conference brochure
  - Special recognition during opening and closing remarks by Conference Chair
  - Sponsor's brochure placed on Forum's materials table
  - Conference attendee list provided one week before the Conference
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**\$6,500\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*



### **~~IN-HOUSE COUNSEL ONLY BREAKFAST-SOLD~~**

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A full breakfast buffet for in-house counsel will be served in a separate meeting room before the Conference sessions begin. Breakfast begins at 7:15 a.m. and wraps up at 8:15 a.m.

- Admission of five Sponsor representatives to the breakfast
  - Admission of one Sponsor representative to the all-day Conference
  - One table of 10 at Magna Stella Awards Dinner (Thursday, November 16); additional seats as priced
  - Conference Chair will coordinate the breakfast program with Sponsor
  - Sponsor representatives will welcome attendees and introduce the Speaker
  - Signage provided by the Forum outside the meeting room and at the buffet
  - Special recognition in the digital conference brochure
  - Sponsors' brochure placed on Forum's Conference material table
  - Conference attendee list provided a week in advance
  - In coordination with the Forum, Sponsor may provide an attendee take away
- 

**\$7,000\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*





## CONFERENCE BREAKFAST SPONSOR

\*A breakfast buffet will be available in the Conference meeting room prior to the Conference.

- Admission of one Sponsor representative to the all-day Conference on Friday
- Signage provided by the Forum next to the breakfast buffet
- Special recognition during opening and closing remarks
- In coordination with the Forum Sponsor may provide name/logo-branded napkins for breakfast service
- Special recognition in the digital Conference brochure
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

*\*Note: In-House Counsel Breakfast is held separately*

**\$1,500**

## REFRESHMENTS SPONSOR

- Admission of one Sponsor representative to the all-day Conference on Friday
- Refreshments will also be provided throughout the Conference on Friday
- Signage provided by the Forum next to the refreshment area
- Special recognition during opening and closing remarks
- In coordination with the Forum and the Resort, Sponsor may provide name/logo branded napkins for refreshment service
- Special recognition in the digital Conference brochure
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

**\$2,000**

## CONFERENCE LUNCHEON

The Conference buffet Luncheon will be held in the ballroom next to the Conference meeting room.

- Admission of two Sponsor representatives to the all-day Conference on Friday
- Premiere signage provided by the Forum next to the buffet
- Special recognition during opening and closing remarks
- Special recognition in the digital Conference brochure
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

**\$5,000\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## TOOL BOX

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After the Conference each attendee will receive an email that provide Conference attendees with links to download speaker-approved PowerPoint presentations and handouts, speaker bios and other collateral materials (the Conference “tool kit”). Sponsor branding and a short blurb about the sponsor will be prominently displayed on this page. The Sponsor, in coordination with the Forum, will provide branding and content for the email broadcast to Conference registrants.

- Admission of one Sponsor representative to the all-day Conference on Friday
- Sponsor’s exclusive name and/or logo on web page and email broadcast. Forum Staff will provide a broadcast template and logo dimensions for sponsors to include in their message to Conference registrants that will be on display on the web page and will also be sent out via email
- Special recognition in the digital conference brochure
- Sponsor’s brochure placed on Forum’s materials table
- Conference attendee list provided one week prior to the Conference
- Sponsor will be acknowledged
- Actual attendee list for delivery of materials

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**\$1,500**



## CONFERENCE SOUVENIR

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Each Conference attendee will receive a Conference souvenir. This is a wonderful exclusive takeaway gift that will remind each attendee of the Conference and your firm or company in the years to come.

- Admission of two Sponsor representatives to the all-day Conference on Friday
- In coordination with the Forum, sponsor can help select the item.
- Sponsor's logo on each item, along with the Forum's logo or text.
- Sponsor may provide a small card or thank you note to place inside or to attach to each item
- Special recognition in the digital conference brochure
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week before the Conference

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**\$6,500\***



## KEYNOTE SPEAKER BOOK

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In the event the 2017 Conference Keynote is an author, this sponsorship will be available. The Forum will purchase the author's book for all attendees, and the Sponsor will distribute them at the Conference. The Sponsorship fee will be determined based on the cost of the book.



- Admission of two Sponsor representatives to the all-day Conference on Friday
- Forum will provide a table next to the Conference ballroom for display and distribution of the books (the only Sponsor booth at the Conference)
- Books will be provided by the Forum and shipped directly to the Sponsor or the Conference site (Sponsor's option)
- Sponsor may provide and affix a "compliments of" label to the inside cover of each book
- Sponsor may include a firm/company brochure along with each book or a bookmark or other appropriate takeaway
- Sponsor must provide two staff members to distribute the books to registered Conference attendees
- Signage provided by the Forum and placed by table
- Special recognition in the digital conference brochure
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week before the Conference

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**TO BE DETERMINED - APPROXIMATELY \$6,000**

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## PRIZE SPONSOR

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Prizes will be awarded at Conference events, and attributed to the Conference Prize Sponsor. This sponsorship will provide Sponsor visibility across all Conference events. Prizes for the 2016 Conference were an Neiman Marcus' gift card for the Women's Caucus and Conference attendees competed for a Fitbit and an Amazon Echo. Prize Sponsor representative may present the prizes at the Conference.

- Admission of one Sponsor representative to the all-day Conference on Friday
- Forum will provide prizes
- Sponsor representative will be called on stage to present the prizes at the Conference(optional)
- Special recognition in the digital conference brochure
- Special Conference slide recognition during Prize drawings
- Sponsor may provide general congratulatory note for each winner
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

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**\$2,500**



*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## CONFERENCE LANYARD

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Each Conference attendee will receive a Conference lanyard at check in. The sponsor may provide a representative or two to assist in handing out the lanyard and name badges. This is a wonderful chance to meet and greet each attendee. The lanyard will be attached to a printed name badge with the Sponsor's logo and the agenda for the day.

- Admission of one Sponsor representative to the all-day Conference on Friday and one volunteer to distribute the lanyards (optional)
- Sponsors name or logo printed on each lanyard
- Sponsor's logo on each attachable agenda card along with the Forum's logo or text
- Special recognition in the digital conference brochure
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week before the Conference



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**\$3,500\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

★ ★ TEXAS  
★ GENERAL  
★ COUNSEL  
★ FORUM

# 17<sup>TH</sup> ANNUAL ROBERT H. DEDMAN AWARD FOR ETHICS & LAW DINNER (SPRING 2018)

APRIL 3, 2018

BELO MANSION  
DALLAS, TX

*(L to R): Dedman Dinner Co-Chair Laura O'Rourke, Dedman Award Recipient David Hernandez, L1 Scholarship Recipient Bryan Kelly, Dedman Dinner Co-Chair Betty Ungerman*



Each year the Dallas-Ft. Worth Chapter of the Forum selects an individual whose dedication to ethics in business, communication and management practices has distinguished them among their peers. The award was established in 2001 to honor the late Robert H. Dedman for his commitment to ethics, and he was the award's first recipient.

The Forum was pleased to honor David Hernandez, Senior Vice President and General Counsel, Hunt Consolidated, Inc., as the 2016 Dedman Award honoree. He was introduced by Ray L. Hunt, Executive Chairman of Hunt Consolidated, Inc at the dinner. More than 300 attended the awards dinner at the Belo Mansion in downtown Dallas.

Previous award recipients include: Erle Nye (Chairman of the Board & CEO, TXU Corp), Charles Matthews (Vice President & General Counsel, ExxonMobil), Guy Kerr (Senior Vice President - Law and Government, Belo Corp.), Don Williams (Chairman Emeritus, Trammell Crow Company), Ron Taylor (Vice President & General Counsel, Blue Cross Blue Shield of Texas), Anne H. McNamara (former Senior Vice President & General Counsel, AMR Corp and American Airlines), Robert D. Graham (Vice President, Contran Corporation), Elaine Whitbeck (Senior Vice President, Chief Legal Officer, General Counsel & corporate secretary), Ron K. Barger (Senior Vice President & General Counsel, Archon Group, L.P.), Dennis J. Grindinger (CFO & Chief Legal Officer, Hunt Oil Company), Mark S. Berg (Executive Vice President & General Counsel, Pioneer Natural Resources Company), Charles E. Hardy (General Counsel, Austin Industries, Inc), Carlos M. Hernandez (Executive Vice President, Chief Legal Officer & Secretary, Fluor Corporation) and Wayne Watts (Senior Executive Vice President & General Counsel, AT&T Inc.).

An equally important part of the dinner is the awarding of a substantial scholarship to a law student currently enrolled at SMU Dedman School of Law.

## HOST SPONSOR

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- One table of 10 with priority seating and signage
  - Sponsor's logo in pre-dinner advertisements for the dinner
  - Forum website — logo under dinner calendar date—  
Sponsors name/logo on dinner graphic
  - Sponsor's name acknowledged exclusively at this level in the dinner program
  - Sponsor's name/logo discretely acknowledged on the center-pieces at every table
  - Exclusive signage at dinner registration table provided by the Forum
  - Special recognition during closing remarks
  - Post-dinner recognition on the Forum Website
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**\$10,000\***



*Forum's Founding Underwriter, Forrest Smith*



## RECEPTION SPONSOR-SOLD

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The reception will be held in the ballroom foyer at the Belo Mansion in downtown Dallas. Punctuated with hors d'oeuvres and drinks the anticipation of the following dinner makes for an electric beginning to this unique awards program.

- One table of 10 with general level priority seating
  - At the Sponsor's discretion and in coordination with the Forum, signature/logo glasses, napkins and/or swizzle sticks may be provided by the sponsor
  - Signage provided by the Forum with sponsor's name and logo prominently displayed during the reception
  - Special recognition as Reception Sponsor in the Dinner program
  - Post-dinner recognition on the Forum Website
  - Recognition at the dinner
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**\$4,500\***

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## STATIONS SPONSOR (4)

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The dinner stations will be set up at the Belo. Each station will offer a variety of dinner selections.

- Admission of four Sponsor representatives
- Forum website — logo under dinner calendar date— Sponsors name/logo on dinner graphic
- Sponsor's name acknowledged exclusively at this level in the dinner program
- Exclusive signage at dinner station provided by the Forum
- Special recognition during closing remarks

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**\$2,500**

## PARKING SPONSOR

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Free underground parking for all guests.

- Admission of four Sponsor representatives
- Forum website — logo under dinner calendar date— Sponsors name/logo on dinner graphic
- Sponsor's name acknowledged exclusively at this level in the dinner program
- Exclusive signage at parking garage provided by the Forum
- Special recognition during closing remarks

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**\$2,500**



## DESSERT & COFFEE BAR SPONSOR

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- Admission of two Sponsor representatives
- Acknowledgment as the Dessert Reception Sponsor in the dinner program
- Special recognition during closing remarks
- Logo-branded napkins may be provided by the Sponsor
- Signage provided by the Forum and placed at dessert stations

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**\$1,500**

## SIGNATURE COCKTAIL SPONSOR (1)

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Cocktail to be named later.

- Admission of two Sponsor representatives
- Sponsor acknowledgement on dinner slide
- Special recognition during closing remarks

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**\$1,000**



## INVITATION SPONSOR

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- On behalf of the sponsor, the Forum will print and mail formal invitations to the Dallas legal community
- Sponsor acknowledgement on dinner slides
- Admission of two Sponsor representatives
- Recognition during closing remarks

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**\$1,500**



## PATRON TABLE LEVELS

### PRESTIGE

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- One table of 10 with first level priority seating
- Sponsor's name listed at this level in dinner program
- Recognition during closing remarks

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**\$5,000**

### GENERAL

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- One table of 10 with general level seating
- Sponsor's name listed at this level in the dinner program

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**\$1,500**

## PROGRAM SPONSOR

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- Forum will provide full-color commemorative dinner programs
- Sponsor acknowledged in the dinner program and slide
- Admission of four sponsor representatives
- Recognition during closing remarks

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**\$2,500**



### PREMIER

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- One table of 10 with second level priority seating
- Sponsor's name listed at this level in dinner program
- Recognition during closing remarks

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**\$3,000**

*\*deposit required on sponsorships of \$3,500 or more. See last page for deposit dates.*

## **-HOW TO PURCHASE A SPONSORSHIP-**

1. To learn more about a specific sponsorship opportunity, please contact the Texas General Counsel Forum Office at (214) 445-9875, fax (972) 476-1206, or (email) [info@tgcf.org](mailto:info@tgcf.org).
2. Pre-Event Publicity Caveat: Some sponsorship opportunities provide for “pre-event publicity.” Please be aware of any pre-event deadlines when making your decision to sponsor.
3. **Sponsorships are purchased on a first come, first served basis. All deposits and payments are Non-Refundable.** Sponsorships must be purchased with an e-mail commitment to [info@txgcf.org](mailto:info@txgcf.org). Once sponsorship is confirmed an invoice will be sent to the Sponsor via email within 2-3 business days, the sponsor is liable for payment of invoice.
4. A deposit is required for sponsorships equal to or exceeding \$3,500. Please see Payment Schedule below.
5. You may place a soft hold on a sponsorship of interest until another interested party contacts the Forum to secure the sponsorship. At that time, we will contact you to accept or decline.

### ***Deposit and Payment Schedule***

| <u>Event</u>                  | <u>Sponsorship Total</u>         | <u>1<sup>st</sup> Deposit</u><br>w/in 30 days of invoice | <u>2<sup>nd</sup> Payment</u><br>120 days before the event | <u>Final Payment</u><br>60 days before the event |
|-------------------------------|----------------------------------|----------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------|
| <b><i>(Pre)Conference</i></b> | <b><i>\$3,500 - \$25,000</i></b> | <b><i>25%</i></b>                                        | <b><i>25% (July 17, 2017)</i></b>                          | <b><i>Balance (50%, September 15, 2017)</i></b>  |
| <b><i>Dedman Dinner</i></b>   | <b><i>\$3,500 - \$25,000</i></b> | <b><i>25%</i></b>                                        | <b><i>25% (December 4, 2017)</i></b>                       | <b><i>Balance (50%, February 2, 2017)</i></b>    |

Thank you for supporting the Texas General Counsel Forum.  
We look forward to working with you this year!



A Legal Best  
Practices Community

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