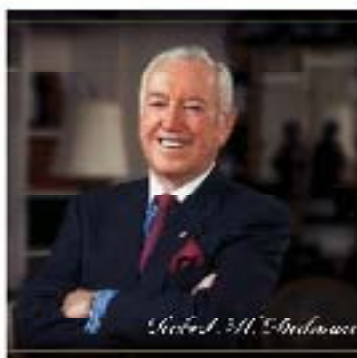


2011 SPONSORSHIP OPPORTUNITIES



Forum After Hours



Forum Women

13th Annual Conference of General Counsel
JW Marriott San Antonio Hill Country Resort & Spa

Women's Caucus



Golf Tournament



Magna Stella Awards The Conference



ANNUAL CONFERENCE GOLF TOURNAMENT (Nov 10)

JW Marriott San Antonio Hill Country Resort & Spa is proud to be the newest addition to the PGA TOUR's TPC Network of premier clubs. TPC San Antonio opened for play in 2010 with 36 holes of golf designed by two of golf's most respected and innovative architects and World Golf of Fame members, Pete Dye and Greg Norman. TPC San Antonio's magnificent pair of championship golf courses offers epic golf in a pristine natural setting.

Situated inside the 2,800 rolling acres of the Cibolo Canyons development at the base of the beautiful Texas Hill Country, both the AT&T Canyons Course, designed by Pete Dye and PGA TOUR Player Consultant Bruce Lietzke, and the AT&T Oaks Course designed by Greg Norman and PGA Tour Player Consultant Sergio Garcia and being built with the infrastructure to be host venues for PGA TOUR tournaments.

TPC San Antonio is a private resort, only assessable to Club members and guests of the Hill Country Resort. Additionally, the TPC of San Antonio will be managed and operated by PGA TOUR Golf Course Properties as part of the TPC Network.

Tournament Host (\$10,000)

- Admission of 2 foursomes (Sponsor encouraged to recruit 2-3 general counsel clients for the teams)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- Admission of 2 Sponsor representatives to the Magna Stella Awards Dinner (Thursday, Nov 10); additional seats as priced
- Sponsor representatives will present tournament prizes during the Magna Stella Awards Dinner
- Admission of 2 Sponsor representatives to the all-day Conference
- Prominent signage provided by the Forum with Sponsor's name and logo at the Registration Desk
- Forum will provide prizes to be presented during the Magna Stella Awards Dinner (First Prize Foursome: Four \$250 gift certificates; Second Prize Foursome: Four \$150 gift certificates; Closest to the Pin: \$250 gift certificate; Longest Drive: \$250 gift certificate; and the infamous Dead Ass Last Awards)
- Tournament attendee list provided one week before the Tournament
- Logo-branded player cards provided by the Forum
- Special recognition in the Conference Brochure

Beverage Cart Sponsor (\$3,000)

There is no better way to meet every player at the Conference Golf Tournament on Thursday, than by handing them a cold drink during the tournament. Sponsor-provided signs will be affixed to the JW Marriott Hill Country Resort Course beverage cart and the Sponsor's golf cart. Ride along behind the Marriott beverage cart and run the tournament circuit providing players with cold beverages.

- Admission of 1 foursome (Sponsor encouraged to recruit 2-3 general counsel clients for the team)
- Admission of Sponsor foursome to Golf Tournament's luncheon
- The Resort will provide the beverage cart and driver, and all drinks
- Sponsor will provide a representative to trail in golf cart behind the beverage cart to distribute drinks (optional)

- In coordination with the Forum, sponsor will provide signage for the beverage cart and golf cart
- In coordination with the Forum, Sponsor may provide a take-away gift for each player during the tournament, offer cigars, or other premium gifts

Luncheon Buffet Sponsor (\$2,500)

As the Host for the Golf Tournament's luncheon, the sponsor representatives will greet and meet the players, and will be the luncheon Emcee. In addition to the opportunity to network with players, the representatives will oversee the prize raffle and provide tournament information before the players head off for their golf carts.

- Admission of 1 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, will be provided by the Forum and set up next to the buffet
- In coordination with the Forum and the Resort; the Sponsor may provide a take-a-way name/logo branded napkins

Hole Sponsors (\$1,500 each)

- Admission of 1 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 each Sponsor); "24 x 36" with "H" metal stakes
- In coordination with the Forum, Sponsor may hand out logo-branded promotional items at sponsored golf hole

Magna Stella® Awards Dinner and Reception (Nov 10)

This will be the sixth year the Forum will recognize in-house excellence in leadership. The awards will be presented in an Academy-Awards style presentation, and 20-30 nominees will be honored and the winners will be announced at the dinner.

Nominations will be open to all general counsel and managing counsel. An independent panel of distinguished retired, former and current general counsel will select the nominees and winners. The 2011 nominees will be announced in late August. We expect another sell-out crowd for this black-tie, high-production event.

The 2010 awards program recognized 22 finalist and 10 winners. Included among the finalist were the general counsel and senior managing counsel from AT&T, FedEx, Mary Kay Inc., Shell Oil Company, Dynegey Inc., Baker Hughes Inc., KBR Inc., Exterran Holdings Inc., Pride International, XTO Energy, Noble Corporation, Hewlett Packard CO, Marathon Oil Company, LyondellBasell Industries, J.C. Penney, FMC Technologies, and Air Liquide USA LLC. Equally prominent in-house leaders will be recognized in 2011.



Magna Stella Reception Sponsor

(\$10,000)

The Stella Reception hosts some of the most celebrated lawyers in Texas. More than 400 in-house and outside lawyers gather and prepare to honor the finalists and winners of the 2011 Magna Stella Awards. The reception will be held in the ballroom foyer at the JW Marriott San Antonio Hill Country Resort & Spa. Punctuated with hors d'oeuvres and Stella's signature drink—the Magna Rita—the anticipation of the following awards dinner makes for an electric beginning to this unique awards program.

- One first-row table of 10 at the Magna Stella Awards Dinner; additional seats as priced
- Admission of 2 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 opening and closing remarks
- 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 Conference brochure

Table Levels

As this event grows each year, the ballroom space is expanding and the number of tables is increasing. You will want to make sure you have a seat close to the stage for what has been called the most entertaining legal awards dinner in Texas. We are providing reserved seating that will guarantee your table of 10 in "orchestra" seating. With the exception of these reserved seats, all other seating will be general admission.

Prestige – \$3,000 | Elite – \$2,500
 Premier – \$2,000 | General – \$1,500

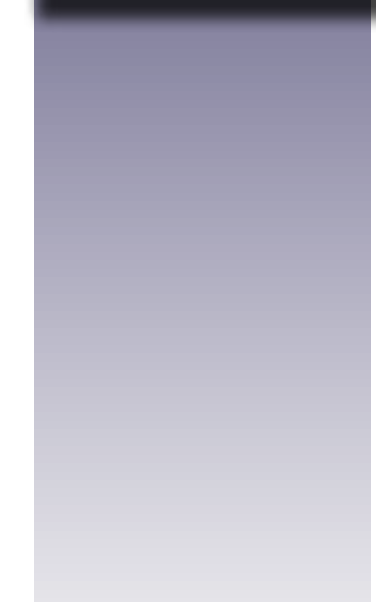
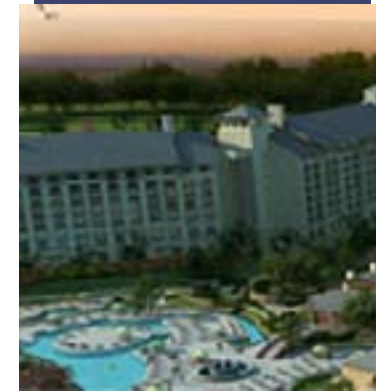
Casino Night!

New Sponsorship

(Nov 10 - \$15,000)

Experience a Las Vegas style casino party! This new casino-themed sponsorship may provide the best pre-conference networking opportunity for in-house and outside counsel. Immediately following the Magna Stella® Awards Dinner, the 400+ guests will be invited to attend Casino Night! Guests wager with Las Vegas styled clay chips and have a chance to win prizes based on their winnings. The sponsor will host the evening in a 14,000 square foot plush ballroom that will be filled with games such as Texas Hold'em, Blackjack, Roulette, Wheel of Fortune, and Craps and there will be special live entertainment. Plenty of seating will be available for networking for those not at the tables or taking a break from the action.

- Prominent recognition in all printed mailings and advertisement, including 2 issues of Texas Lawyer prior to conference
- Special recognition in the Conference Brochure
- Admission of 4 Sponsor representatives to the all-day Conference
- Sponsor's name and logo on Casino Night! announcement cards to be given to each dinner guest (designed and printed by the Forum)
- Special recognition during the closing remarks at the Magna Stella® Dinner



- In coordination with the Forum, Sponsor may decide the number of representatives to attend event to mingle with guests
- The Forum will provide a script to Sponsor representative one week prior to the event
- Sponsor representative will draw winning tickets for raffle prizes
- Directional signage provided by the Forum with sponsor's name and logo and prominently displayed
- Sponsor's company stills/commercial to play throughout the evening on two (2) 40" TV monitors in ballroom
- Sponsors name and logo branded on game tables
- At the Sponsor's discretion and in coordination with the Forum, signature/logo glasses, napkins and/or swizzle sticks may be provided by Sponsor
- Sponsor responsible for having items shipped directly to the Resort
- Sponsor's brochure placed on Forum's materials table at the Conference
- Magna Stella Dinner attendee list provided one week before the event

13TH ANNUAL CONFERENCE OF GENERAL COUNSEL (Nov 11)

Join the Forum as we celebrate our 13th Annual Conference of General Counsel at the JW Marriott San Antonio Hill Country Resort & Spa.

Located less than 20 minutes from San Antonio International Airport, the Resort is the largest Marriott properties in the world, and offers world-class amenities that include a six-acre water experience, a 26,000-square-foot spa, a 36-hole golf course designed by Pete Dye and Greg Norman, seven restaurant and lounge options, and one of the largest event and convention spaces offered by a resort in Texas.

The 2011 conference will be advertised nationally, and we plan to host general counsel from around the country, as well as our Texas members. This will be the largest assembly of general counsel in one ballroom. You do not want to miss this opportunity to network with these in-house decision makers.

The 2011 conference theme has not been determined, but it will be equally substantive as in previous years:

- 2010 - Faster Better Cheaper: The Unrelenting Need to Create More with Less
- 2009 - How to Learn from Billion Dollar Lessons
- 2008 - 2020: A Legal Odyssey
- 2007 - The Trusted Advisor
- 2006 - Lessons in Leadership
- 2005 - Getting Back to Business: 360° of Legal Strategy

We are offering sponsorships of every size and type to meet your marketing needs, beginning with our anchor sponsors (Diamond, Platinum and Signature).

Conference Breakfast Sponsor

(\$4,000)

A breakfast buffet will be available in the Conference meeting room prior to the commencement of the Conference.

- Admission of 1 Sponsor representative to the all-day Conference
- 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 Conference brochure
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

Morning and Afternoon Refreshment Sponsor (\$4,000)

- Admission of 1 Sponsor representative to the all-day Conference
- Morning and afternoon refreshments will also be provided throughout the all-day Conference
- 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 Conference brochure
- Sponsor's brochure placed on Forum's material table
- Conference attendee list provided one week before the Conference

Pillow Card Sponsor (\$4,000)

Each pillow card serves as a handy reminder for next-day planning, complimented with a special treat. The cards will list the Forum's Conference activities and times for Thursday and Friday's programming. The resort staff may place a card and chocolate/mint treat on the pillow of each Conference attendee. This sponsorship is a unique and special opportunity to provide sponsor recognition on a more personal level.

- Pillow cards are designed and printed by the Sponsor (Approximately "5 x 7" and to be confirmed by the Forum before printing)
- Sponsor is responsible for having items shipped directly to the Resort
- Resort staff will be responsible for delivering pillow cards and treats to each conference attendee's room
- Conference attendee list provided one week before the Conference

Prize Sponsor (\$3,000)

Four 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 2010 Conference were a Neiman Marcus Gift Card for the Women's Caucus and a navigational system for the Golf Tournament, and conference attendees competed for an Apple iPad and navigational system. Prize Sponsor representatives present the prizes at the golf tournament, and the conference.

- Admission of 1 Sponsor representative to the all-day Conference
- Forum will provide prizes
- Sponsor representative will be called on to present the prizes at the golf tournament, and the Conference
- A flyer provided by the Forum announcing the prizes and recognizing the Sponsor will be placed on each Conference table
- Recognition in the Conference brochure
- 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



Tool Box Sponsor (\$5,000)

After the Conference each attendee will receive an email with a link to a private Forum website page. This page will 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 1 Sponsor representative to the all-day Conference
- 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 Conference brochure
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to the Conference
- Emcee will acknowledge the sponsor and announce the post conference delivery of materials

Audience Response System (\$7,500)

Attendees will be provided with an audience response keypad, and will participate in audience surveys by Conference speakers. In what can only be described as a dialogue with each speaker, Conference attendees will answer surveys (e.g., yes-no, or on a scale from 1 to 5) that will be answered and displayed on the dual screens in real-time as the speakers make their presentations.

- Admission of 2 Sponsor representatives to the all-day Conference
- Special introduction and recognition of Sponsor representative at the end of the morning session
- Sponsor logo and/or tagline will be included in PowerPoint survey slides that will be displayed throughout the day
- Sponsor provided "compliments of" sticker will be affixed to the front of each remote control
- Sponsor logo and/or tag line will be noted on the final survey report that will be compiled and distributed to Forum Board Members after the Conference
- Sponsor will receive a copy of the post-Conference survey
- Special recognition in the Conference brochure
- Sponsor's brochure placed on Forum's materials table
- Conference attendees list provided one week prior to the Conference



How to RESERVE a SPONSORSHIP

1. To learn more about a specific sponsorship opportunity, please contact the Forum Office at (214) 999-4317, (fax) 999-4348, or (email) info@tgcf.org.
2. **Sponsorships will be considered accepted with your e-mail commitment to the Forum staff.**
3. An invoice will be sent to the Sponsor via email within one business day.
4. Pre-Event Publicity: Please be aware of any pre-event deadlines when making your decision to sponsor.
5. Full payment for the Sponsorship will be noticed 120 days in advance of the event, and payment must be received by the Forum no less than 90 days in advance of the event. If the event is less than 90 days from the date of reserving the Sponsorship, payment must be received to reserve the sponsorship.
6. **Sponsorships are reserved on a first-come, first-served basis, and when confirmed are NON-REFUNDABLE.**



A Legal Best
Practices Community

The General Counsel Forum

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