



2021 SPONSORSHIPS



A Legal Best-Practices Community Leading Since 1998

CONTENTS

ABOUT THE FORUM	3
23 RD ANNUAL CONFERENCE	4
16 TH ANNUAL MAGNA STELLA® AWARDS DINNER	11
CHAPTER PROGRAMMING	16
PAYMENT TERMS & CONDITIONS	17

ABOUT THE FORUM

The Texas General Counsel Forum's mission is to be the leading boutique organization for networking, exchanging best practices, and sharing legal thought leadership.

Founded in 1998, Texas General Counsel Forum brings together in-house leaders from across the state. Unlike similar organizations, only general counsel and senior managing counsel with significant leadership and management responsibilities in a corporation, non-profit organization or government agency are eligible for membership. The Forum is a boutique organization of in-house leaders who share legal best practices in a networking community. Our goal is to build relationships and provide knowledge through strategic programming and networking hosted statewide, virtually, and in our chapter cities of Austin-San Antonio, Dallas-Fort Worth, and Houston. Our members are leaders in their industries who value the power of collaboration. The Forum provides the diverse resources necessary for our members to excel at in-house innovation and leadership. For more information, visit www.tgcf.org.

Thank you for your interest in becoming a Forum Sponsor!

Sponsors are a vital part of the Texas General Counsel Forum. Without your loyalty and support, we would not be able achieve our mission of improving the professional lives of in-house leaders by providing valuable experiences while actively developing our legal best practices community. One of the many benefits of becoming a sponsor of the Forum is being a top-of-mind legal service provider to our in-house members, opening up opportunities to develop new business and foster new relationships.

We have a range of sponsorship opportunities available to meet your marketing needs. Not only do our sponsors have the exclusive opportunity to network amongst our in-house members, the Forum also recognizes sponsors in a variety of ways such as event promotion on our website and social media, branded event signage, and through other digital and traditional marketing initiatives specifically targeted towards our in-house audience. The degree of recognition depends on the sponsorship level or type. All Forum sponsorships are reserved on a first come, first serve basis. Information on how to reserve a sponsorship can be found on the last page of this year's e-brochure.

23RD ANNUAL CONFERENCE

*Thursday, November 18 - Friday, November 19, 2021
Omni Barton Creek Resort & Spa • Austin, Texas*



Our two-day Annual Conference, created and led by industry leaders, follows a format of dynamic, 20-minute sessions designed to encourage conversation and inspire professional advancement. The 23rd Annual Conference will take place on Thursday, November 18 through Friday, November 19, 2021 at Omni Barton Creek Resort & Spa in Austin, Texas. Registration is included in annual membership dues for our over 650 In-House Members and will open September 2021. For more about our conference including information on the program theme, speakers, and schedule, visit www.tgcf.org/annual-conference.

This year, we are excited to be in the rolling hill country of Austin, Texas at the 4,000 acre newly-renovated Omni Barton Creek Resort & Spa. Take advantage the property's outstanding amenities such as playing a round of some of the best golf in the country, dining at any of their 7 restaurants, relaxing in their full-service spa, or even taking a dip in the indoor pool. Come experience everything the "Live Music Capital of the World" has to offer with the Omni's perfect accommodations.

Virtual Contingency Plan

In the event that we are not able to host our conference in-person, the two-day event will take place virtually via Zoom on November 18th and 19th. Sponsorship pricing and benefits will be adjusted according to the parameters of a virtual conference. Sponsorships secured prior to the pivot to virtual will have three options moving forward: 1) Receive a full refund of their sponsor payments and forfeit their first right of refusal the following year, 2) roll over their sponsorship to the following year, or 3) remain a 2021 sponsor and responsible for the virtual sponsorship price. If the sponsor has already paid, it may roll the additional funds to the following year or receive a refund on the balance. Sponsors below the Silver level have the option to become a virtual 2021 Silver Sponsor. Pricing for the alternate virtual sponsorships can be found on page 18.

PLATINUM CONFERENCE SPONSOR**\$25,000****SOLD**

- Admission of six sponsor representatives to conference
- One company representative may be designated as the conference vice-chair. The vice-chair may assist the conference chair and conference committee in planning the conference. The vice-chair may share opening and closing remarks at the conference with the chair.
- Sponsor recognition on all conference marketing materials
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage during conference
- 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 prior to conference

MAGNA STELLA DINNER BENEFITS

- One prominent front-row table at the Magna Stella Awards Dinner on November 18th.
- Acknowledgment in dinner program and during awards presentation





• **SOLD**

~~GOLD CONFERENCE SPONSORS (2)~~

\$17,500

- Admission of four sponsor representatives to conference
- Sponsor recognition on all conference marketing materials
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage during conference
- 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 prior to conference

MAGNA STELLA DINNER BENEFITS

- One front-row table at the Magna Stella Awards Dinner



• **SOLD**

~~SILVER CONFERENCE SPONSORS (9)~~

\$8,000

- Admission of two sponsor representatives to conference
- Sponsor recognition on all conference marketing materials
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage during conference
- 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 prior to conference

MAGNA STELLA DINNER BENEFITS

- One Sapphire level table at Magna Stella Awards Dinner



~~CONFERENCE BAG SPONSOR~~
\$7,500

- Admission of two sponsor representatives to conference
- Conference Bag will have the Forum's logo on it. Sponsor may fill the bag with sponsor branded materials such as pens, notepads, and other office supplies
- Featured on Forum's website
- Printed signage displayed at sign-in bag display
- Acknowledgment in conference brochure & program slides
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



CONFERENCE SOUVENIR SPONSOR
\$7,000

- Admission of two sponsor representatives to conference
- Sponsor can help select an exclusive take-away gift as a souvenir with the sponsor and Forum logo on each item (In coordination with the Forum)
- Sponsor may provide a small card or thank you note to place inside or attach to each item
- Featured on Forum's website
- Acknowledgment in conference brochure and printed signage at souvenir display
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~FAREWELL CELEBRATION~~
~~LUNCH SPONSOR~~
\$7,000

- Admission of three sponsor representatives to conference
- Sponsor recognition on digital invitation sent out to Forum Members and conference attendees
- Flyers with sponsor's logo, event details and map placed on tables inside the conference ballroom
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage at event
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



**CONFERENCE KICK-OFF-
LUNCHEON SPONSOR**
\$7,000

- Admission of three sponsor representatives to conference
- To kick-off conference, the luncheon sponsor may welcome the keynote speaker to the podium
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage at lunch buffet
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



**WELCOME GOODIE BAG
SPONSOR**
\$6,000

- Admission of two sponsor representatives to conference
- Sponsor may provide sponsor logo bags and one or two small branded items, and the Forum will fill bag with snacks and beverages. Bag size and items to be determined in coordination with the Forum
- Bags will be distributed to all conference attendees and Magna Stella Award winners staying on the property on Thursday, November 18th.
- Featured on Forum's website
- Printed signage displayed at conference registration table
- Acknowledgment in conference brochure & program slides
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



**CONFERENCE BREAKFAST
SPONSOR**
\$6,000

- Admission of two sponsor representatives to conference
- Sponsor may provide branded napkins for breakfast service (In coordination with Forum and event venue)
- Featured on Forum's website
- Acknowledgment in conference brochure and program slides
- Prominently displayed signage at breakfast buffet
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~REFRESHMENTS SPONSORS (2)~~
\$3,500

- Admission of one sponsor representative to conference
- Sponsor may provide branded napkins for refreshment service (In coordination with Forum and event venue)
- Featured on Forum's website
- Acknowledgment in conference brochure and printed signage at refreshment station
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



CONFERENCE PRIZE SPONSOR
\$3,500

- Admission of one sponsor representative to conference
- Sponsor representative may present prizes (provided by Forum) onstage and attributed to the sponsor
- Sponsor may provide general congratulatory note for each winner
- Featured on Forum's website
- Acknowledgment in conference brochure
- Printed signage displayed at prize display
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~CONFERENCE LANYARD SPONSOR~~
\$3,500

- Admission of one sponsor representative to conference
- Sponsor's name or logo printed on each name badge lanyard worn both days by all conference attendees
- Sponsor representative may assist in handing out the lanyards at conference check-in
- Featured on Forum's website
- Acknowledgment in conference brochure
- Printed signage displayed at sign-in
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~CHARGING STATION SPONSOR~~

\$3,500

- Admission of one sponsor representative to conference
- Acknowledgment in conference brochure
- Prominently displayed signage at charging station
- Sponsor may send an administrative representative to oversee the charging station if necessary
- Featured on Forum's website
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~FACE MASK SPONSOR~~

\$3,500

- Admission of one sponsor representative to conference
- The Forum to provide face masks with the Texas General Counsel Forum brand
- Sponsor may provide mini bottles of hand sanitizers with their brand (1 or 2 oz.)
- Featured on Forum's website
- Acknowledgment in conference brochure and printed signage at refreshment station
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



~~WIFI SPONSOR~~

\$3,000

- Admission of one sponsor representative to conference
- Sponsor will have the opportunity to customize WIFI network/login credentials available to all attendees during the two-day conference
- Sponsor may provide branded cards for each table with WIFI information
- Featured on Forum's website
- Acknowledgment in conference brochure
- Prominently displayed signage with WIFI information
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference

16TH ANNUAL MAGNA STELLA® AWARDS DINNER

*Thursday, November 18, 2021
Omni Barton Creek Resort & Spa • Austin, Texas*



The Magna Stella® Awards Dinner will be held Thursday, November 18, 2021, at the Omni Barton Creek Resort & Spa in Austin, Texas. This will be the 16th year the Forum will recognize in-house excellence in leadership. More than 400 top in-house counsel, law firm partners and their guests are expected to attend this year's dinner. You will not want to miss what has been called, "the most prominent legal awards dinner in Texas." Last year's winners included general counsel and managing senior counsel from AT&T, Exxon Mobil Corporation, Mattress Firm, The Boeing Company, and more.

The evening provides numerous opportunities for networking and celebration beginning with a cocktail reception, then dinner and program, and concludes with dessert reception followed by the After Party. To learn more about the dinner and our winners, visit www.tgcf.org/magna-stella-awards-dinner.

Virtual Contingency Plan

In the event that we are not able to host the dinner in-person, there will not be a virtual dinner. Winners will be acknowledged on both days of conference, receive their trophies via mail, and will be invited on stage as a group when in-person is possible. Sponsorships secured prior to the pivot to virtual will have three options moving forward: 1) Receive a full refund of their sponsor payments, 2) Roll over their sponsorship to the following year, or 3) remain a sponsor and only responsible for virtual sponsorship price. If the sponsor has already paid, it may roll the additional funds to the following year or receive a refund on the balance. Sponsors below the Platinum level have the option to become a virtual General MS Sponsor. Virtual Sponsors will still be recognized on all marketing materials and on our website as well as admission of two sponsor representatives to attend the virtual conference. Pricing for the alternate virtual sponsorships can be found on page 18.



DINNER HOST SPONSOR **\$25,000**

SOLD

- Two prominent, first-row tables at the awards dinner
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation
- Prominently displayed signage during the dinner
- Special sponsor recognition on each dinner table
- Sponsor representative may present one of the category winners (optional)
- Dinner attendee list provided one week prior to event

CONFERENCE BENEFITS

- Admission of four sponsor representatives to conference
- Sponsor recognition at the conference
- Sponsor's brochure placed on Forum's materials table
- Conference attendee list provided one week prior to conference



SOLD

COCKTAIL RECEPTION SPONSOR **\$12,000**

- One first-row table at the awards dinner
- Sponsor may provide signature/logo glasses, napkins and/or swizzle sticks (In coordination with Forum and event venue)
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation
- Prominently displayed signage during the cocktail reception

CONFERENCE BENEFITS

- Admission of two sponsor representatives to conference



DESSERT-RECEPTION SPONSOR \$5,000

- Admission of two sponsor representatives to the dinner
- Sponsor may provide branded napkins for dessert reception (In coordination with Forum and event venue)
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation
- Prominently displayed signage during the cocktail reception

CONFERENCE BENEFITS

- Admission of one sponsor representative to conference



DINNER PROGRAM SPONSOR \$4,500

- Admission of two sponsor representatives to the dinner
- Special sponsor recognition in dinner program, which is distributed to all dinner attendees
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in awards presentation

CONFERENCE BENEFITS

- Admission of one sponsor representative to conference



CHAMPAGNE SPONSOR \$3,500

- Admission of one sponsor representative to the dinner
- A celebratory bottle of champagne will be delivered to each Magna Stella winner table after he/she has accepted the award to toast their win.
- Each bottle will have either a congratulatory label or card containing sponsor's name and logo
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation

CONFERENCE BENEFITS

- Admission of one sponsor representative to conference



~~AWARD TROPHIES SPONSOR~~
\$3,000

- Admission of two sponsor representatives to the dinner
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgement in dinner program and award presentation
- Prominently displayed signage at the entry of the dinner ballroom



~~SIGNATURE COCKTAIL SPONSOR~~
\$2,500

- Admission of two sponsor representatives to the dinner
- Sponsor may help select and name the signature cocktail to be served during the cocktail reception (In coordination with Forum)
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation
- Special sponsor recognition on printed signage displayed with signature cocktail during the reception



**~~AFTER STELLA AFTER PARTY-
(ASAP) SPONSOR~~**
**\$2,000 + All expenses paid
directly by sponsor**

- Admission of four sponsor representatives to the dinner
- Sponsor may provide branded tickets or bracelets for admission to party (In coordination with Forum)
- Sponsor may provide branded napkins (in coordination with Forum and event venue)
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation
- Prominently displayed signage at the party venue



PHOTO BACKDROP SPONSOR **\$2,000**

- Admission of two sponsor representatives to the dinner
- Forum creates an 8×10 vinyl banner with a continuous pattern of the sponsor's logo, Magna Stella logo, and the Forum's logo to be displayed in the reception area.
- A professional photographer will be at the dinner to take photos of the winners and guests with banner as the backdrop.
- The winners' photos will be published in *The Texas Lawbook* and Forum website following the dinner
- Sponsor recognition on all dinner marketing materials
- Featured on Forum's website
- Acknowledgment in dinner program and awards presentation

DINNER TABLE LEVELS

Table reservations must be received one month before the event to be included in the printed program.

PLATINUM TABLE

\$5,000

- Table of up to 10 with VIP seating
- Acknowledgment in dinner program and during awards presentation

DIAMOND TABLE

\$4,000

- Table of up to 10 with priority seating
- Acknowledgment in dinner program and awards presentation

SAPPHIRE TABLE

\$3,500

- Table of up to 10 with preferred seating
- Acknowledgment in dinner program and awards presentation

GENERAL TABLE

\$2,500

- Table of up to 10 with general seating
- Acknowledgment in dinner program and awards presentation

To secure your table or to purchase individual dinner tickets, please fill out the reservation form on our website at:

www.tgcf.org/Magna-Stella-Dinner-Reservations

CHAPTER PROGRAMMING

The following sponsorship opportunities are available within each chapter throughout the calendar year.

FORUM AFTER-HOURS

Forum After-Hours events are networking get-togethers with 20-25 general and managing counsel in attendance. These events are held virtually and in-person at restaurants, bars/lounges, private homes, or other venues in Austin, San Antonio, Dallas, Fort Worth and Houston. The sponsor will underwrite the event and all related expenses. The opportunity to co-sponsor with another sponsor may be available.

- Admission of four representatives to the event
- Sponsor(s) may choose venue or themed activity (In coordination with Forum)
- Attendee list provided prior to the event



FORUM WOMEN

Forum Women events are networking opportunities that focus on leadership issues and common interest topics with 15-25 female general and managing counsel in attendance. These events are held virtually or in-person at restaurants, bars/lounges, private homes, or other venues in Austin, San Antonio, Dallas, Fort Worth and Houston. The sponsor will underwrite the event and all related expenses. The opportunity to co-sponsor with another sponsor may be available.

- Admission of four representatives to the event
- Sponsor(s) may choose venue or themed activity (In coordination with Forum)
- Attendee list provided prior to the event



Thank you for your interest in supporting the Texas General Counsel Forum!

- Previous year sponsors are given the right of first refusal. Afterwards, sponsorships are available on a first come, first served basis.
- Sponsorships under \$3,500 must be paid in full **within 30 days** of securing the sponsorship. Sponsorships of \$3,500 or more may follow an optional payment plan that begins with a minimum 25% non-refundable deposit to be paid within 30 days of invoice. A second 25% payment is due 120 days before the event. The remaining 50% balance is due 60 days before the event.
- **NOTE: All deposits and payments are non-refundable. See page 18 for virtual contingency plans.**
- Payments can be made by check or ACH only. Send check payments to:

Texas General Counsel Forum

P.O. Box 131263
Dallas, TX 75313-1263

PAYMENT SCHEDULE

Sponsorship	1st Deposit	2nd Payment	Final Payment
≥ \$3,500	25% <i>within 30 days</i>	25% <i>120 days before event</i>	50% (Balance) <i>60 days before event</i>
< \$3,500	100% <i>within 30 days</i>	—	—

- To secure your dinner sponsorship table or to purchase individual dinner tickets, please fill out the reservation form on our website at: [TGCF.org/Magna-Stella-Dinner-Reservations](https://tgcf.org/Magna-Stella-Dinner-Reservations).
- To secure an event sponsorship or chapter programming sponsorship, please send an e-mail commitment to the info@tgcf.org with the following information:
 1. Name of your company/firm:
(as you would like it to be listed on event materials)
 2. Contact name:
 3. Title/Position:
 4. Billing address (for invoicing purposes):
 5. Phone:
 6. Email address:
 7. The type of sponsorship and event name:
- An invoice and benefits list will be sent to the sponsor contact via email as a confirmation. Sponsors are liable for payment once the sponsorship has been confirmed.

To learn more about a specific sponsorship opportunity, please contact the Texas General Counsel Forum Office at (214) 445-9875 or by email: info@tgcf.org.

Virtual Conference Contingency Terms

In the event that we are not able to host our conference in-person, the two-day event will take place virtually via Zoom on November 18th and 19th. Sponsorship pricing and benefits will be adjusted according to the parameters of a virtual conference. Sponsorships secured prior to the pivot to virtual will have three options moving forward: 1) Receive a full refund of their sponsor payments and forfeit their first right of refusal the following year, 2) roll over their sponsorship to the following year, or 3) remain a 2021 sponsor and responsible for the virtual sponsorship price. If the sponsor has already paid, it may roll the additional funds to the following year or receive a refund on the balance. Sponsors below the Silver level have the option to become a virtual 2021 Silver Sponsor. Below is a table of sponsorship pricing for comparison.

Conference Sponsorships	Original	Virtual
PLATINUM CONFERENCE SPONSORSHIP	\$25,000	\$12,000
GOLD CONFERENCE SPONSORSHIPS	\$17,500 (2)	\$7,000 (2)
SILVER CONFERENCE SPONSORSHIPS	\$8,000 (8)	\$3,000 (Up to 12)

Virtual Magna Stella Awards Dinner Contingency Terms

In the event that we are not able to host the dinner in-person, there will not be a virtual dinner. Winners will be acknowledged on both days of conference, receive their trophies via mail, and will be invited on stage as a group when in-person is possible. Sponsorships secured prior to the pivot to virtual will have three options moving forward: 1) Receive a full refund of their sponsor payments, 2) Roll over their sponsorship to the following year, or 3) remain a sponsor and only responsible for virtual sponsorship price. If the sponsor has already paid, it may roll the additional funds to the following year or receive a refund on the balance. Sponsors below the Dinner Host level have the option to become a virtual General MS Sponsor. Virtual Sponsors will still be recognized on all marketing materials and on our website as well as admission of two sponsor representatives to attend the virtual conference. Below is a table of sponsorship pricing for comparison.

Magna Stella Sponsorships	Original	Virtual
DINNER HOST	\$25,000	\$5,000
VIRTUAL GENERAL MS SPONSORSHIP	N/A	\$1,000 (Up to 12)