



Digital Event Sponsorship Guide

2022



Why CLOC?

With over 2,500 members who are corporate legal operations professionals, you will gain direct exposure and access to both the influencers and decisionmakers.

Through our digital event opportunities, sponsors will:

- Connect with global experts who can influence product adoption.
- Position your company as a leader in the legal space by showcasing your innovations to a global audience.
- Gain worldwide recognition and visibility with enhanced branding opportunities.
- Demonstrate your company as a thought leader advancing company efficiencies.



How it Works

CLOC's variety of events, from our industry leading Institutes and regional meetings, to our timely webinars and podcasts, offer legal ops professionals multiple opportunities for professional development and networking, while staying current on the latest industry innovations, projects, and technologies.

In this guide there are a series of digital event offerings, including:

- Solution Labs (webinar)
- Ask the Experts (webinar)
- Mentorship Monday (Video Conference)
- CLOC Talk (podcast)

CLOC will offer ten webinar opportunities in 2022. For webinars, the sponsor will select between the Solution Lab or Ask the Expert format.

Our Mentorship Monday program, launched in 2021, offers a monthly opportunity for our in-house membership to connect with an industry veteran.

Or, engage with our audience via our CLOC Talk podcast. Leverage one of these opportunities that allows audiences to tune in from anywhere, at any time.



Solution Labs

Solution Labs are webinars that delivers timely, meaningful solutions to the in-house legal ops audience. Sessions are solution-oriented and formatted to share best practices, information that improves processes and departmental efficiencies, or provides valuable insights from innovative projects.

Each Solution Lab is one-hour long. CLOC will collaborate with sponsors to determine topics most relevant to corporate legal departments that identify solutions that move the business of law forward.

Benefits

- Branding prominently displayed on CLOC website, webinar platform, and post-event on demand library.
- Sponsor highlighted in pre-and post-event marketing and communications.
- Brand recognition on a minimum of one event promotion social post on CLOCs LinkedIn (per webinar).
- Post-event registration list with full attendee names*, email addresses*, company names and titles. (*full names and email addresses of those who opt-in to sharing their information.)

Requirements

CLOC will work with sponsors on session topics, titles, descriptions, and slides to optimize content with the sponsor's goals in mind. Sponsors will provide session topic within a week of registration.

Sponsors will provide the following information to CLOC six weeks prior to the live session: Session title (<80 characters), description (<500 words), speaker details.

Presentation Materials and Templates

- Sponsors must submit their presentation materials for review and approval by the CLOC team. Timelines for this review and approval process will be shared upon request, or confirmation of sponsorship.
- Any submitted content that excessively promotes specific solutions/services will be removed from the presentation materials.
- Company logos are only permitted on title page, speaker page, and proprietary slides with images (e.g., templates, screenshots of intranet pages).

Time Format

- Introduction (5 minutes)
- Presentation (40-45 minutes)
- Q&A from attendees (10-15 minutes)

Speakers Guidelines

- One to two in-house/ firm legal ops professionals, and up to two presenters from the sponsor company.
- No more than four speakers total per session.
- We strongly encourage sponsors to consider bringing subject matter experts that are new to the CLOC community. Please keep diversity in mind when deciding on speakers for your session.

Sponsor will provide the following information for each speaker: headshot, bio (<500 words), full name, title, organization and email.

Ask the Experts



Ask the Experts sessions bring industry experts together to answer relevant and topical questions, submitted by the community, in a conversational tone (versus formal presentation).

By sponsoring one of these panel discussions, a member from your team can join 2-3 panelists as an “expert”.

The Ask the Experts webinar series offers one hour-long webinar to the CLOC community. CLOC will collaborate with the sponsor on the topic, experts, and discussion points based on member community inquiries. Panelists will be a combination of in-house operations professionals and legal solution providers. We will work with sponsors to identify any conflicts in securing speakers and content.

Benefits:

- Branding prominently displayed on CLOC website, webinar platform, and post-event on-demand library.
- Sponsor highlighted in pre-and post-event marketing and communications.
- Brand recognition on a minimum of one event promotion social post on CLOCs LinkedIn, per webinar.
- Post-event registration list with full attendee names*, email addresses*, company names and titles. (*full names and email addresses of those who opt-in to sharing their information.)

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Time Format

- Introduction (5 minutes)
- Set-up of topic and presenters experience (10 minutes)
- Response to pre-selected and/or submitted questions (25 minutes)
- Respond to live questions (20 minutes)

Speakers Guidelines

- One to two in-house/ firm legal ops professionals and up to two presenters from the sponsor company.
- No more than four speakers total per session
- We strongly encourage sponsors to consider bringing subject matter experts that are new to the CLOC community. Please keep diversity in mind when deciding on speakers for your session.

Sponsor will provide the following information for each speaker: headshot, bio (<500 words), full name, title, organization and email.

CLOC Talk

The CLOC Talk podcast shares conversations among legal, business, and technical professionals from corporate law departments, law firms, law companies, legal technology companies, legal services companies, consulting services companies, and academia who are redefining the business of law by bringing operational excellence to the creation and delivery of legal services.

Opportunities

Advertisements (4 Available)

CLOC will offer commercial opportunities that will be placed in the quarterly episodes. These commercials will live on with the length of the podcast episode availability.

Mini-Episodes (8 Available)

CLOC will offer thought leaders contribution opportunities through the podcast mini episodes. The sponsor will work closely with CLOC team to determine subject matter, format, and participants. CLOC has final say and editing rights for all episodes.

Advertisement Benefits

- 60 second commercial mid-way through quarterly CLOC Talk episode.
- Sponsor mention and logo on podcast episode listing on CLOC.org
- Sponsor mention and logo in CLOC newsletter promoting the episode.
- Brand recognition on a minimum of one promotion social post on CLOCs LinkedIn, per episode.

Mini-Episode Benefits

- 20-30 Minute podcast episode with speakers from the sponsor and their clients and/or partners.
- Sponsor mention and logo on podcast episode listing on CLOC.org
- Sponsor mention and logo in CLOC newsletter promoting the episode.
- Brand recognition on a minimum of one promotion social post on CLOCs LinkedIn, per episode.

NEW

Mentorship Monday

Mentorship Monday provides in-house members with an opportunity for a 1:1 chat with a legal industry leader to discuss professional development or anything else that's top of mind. Be it career, technology, or bouncing off ideas, these 20-minute sessions offer a safe space to seek for feedback and advice.

Benefits

- Recognition on Mentorship Monday marketing materials that includes email, website, and social.
- Opportunity to provide one Mentor for a Mentorship Monday. These sessions cannot be used as an opportunity to sell or pitch and must be focused on offering professional and career development guidance to the mentees.
- Receive attendee list for the Mentorship sessions (first name, last name, title, companies, email) for attendees who opt-in

Requirements

CLOC will work with sponsors on mentor contribution to continue to bring industry leaders to the member community.

Mentorship Monday Dates & Format

- Held once/month (March, April, June, July, August, September, October, November, December)
- Dates determined by Mentor availability
- (6-12) 20 minute 1:1 sessions

Mentor Guidelines

- Leader with experience in legal department operations, career development, and/or leadership skills.
- Sessions cannot be used to sell or pitch, and the conversation will be guided by the mentee's goals and questions.

Sponsors will provide the following information to CLOC six weeks prior to the live mentorship session: headshot, bio (<500 words), full name, title, LinkedIn account, organization and email address.

Webinar Details

Cost Details

Each webinar is an investment of \$13,750.

Dates Available

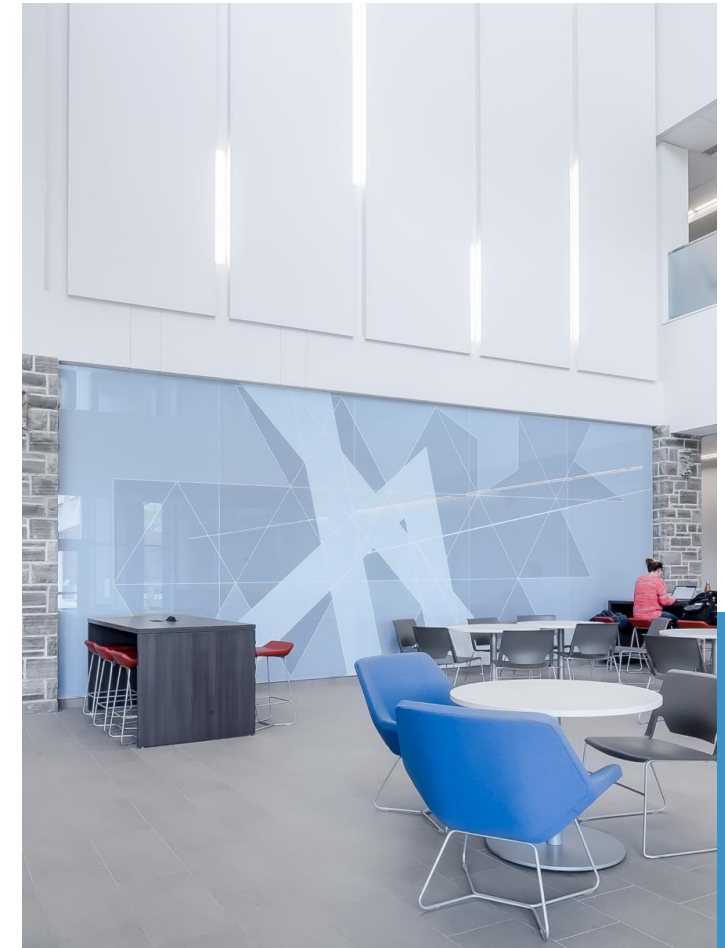
There are ten webinars available (one per month, except for September) throughout the year available on a first come, first serve basis. Sponsors will select one date from dates provided below for their session upon enrollment. Once selected, dates are firm and cannot be moved.

- ~~January: 18, 19, 26~~
- ~~February: 15, 16, 17~~
- ~~March: 16, 17, 23~~
- ~~June: 15, 16, 22~~
- July: 13, 14, or 20
- August: 16, 17, or 24
- September: 14, 15, or 21, 22 (two opportunities)
- October: 12, 13, or 19, 20
- November: 15, 16, or 17
- December: 7, 13, or 14

Time Zones

To accommodate our global audience, we are offering webinars during APAC and EMEA-friendly time zones. Below are the times these sessions will be offered.

- Two APAC friendly sessions between the times of 6:00 PM – 10:00 PM US ET – **ONE REMAINING**
- Two EMEA friendly sessions between the times of 7:00 PM – 11:00 AM US ET
- Eight NALATAM friendly sessions between the times of 11:00 AM – 4:00 PM US ET



Webinar Details

Platform

The CLOC Team will setup and host all sessions on CLOC's webinar platform. Functionalities that can be utilized, include:

- Q&A Box – Live attendees can submit live questions for the speakers to respond.
- Chat Box – Live attendees and presenters can engage in conversation.
- Resources Box – Files or urls can be shared with attendees.
- Polling – Live polling of attendees during the presentation.
- Video and Presentation Sharing – presenters and presentation can be visible to attendees at the same time.

CLOC will work with the sponsor to schedule a tech rehearsal on the platform with the speakers to ensure everyone is able to successfully connect and become familiar with functionality prior to the live session.

Reporting

Sponsor will be provided with a registration report one week prior to the live session and the day of the live session. A final registration and attendance report along with activity reports (polling, questions, chat) from the live session will be provided within 48 business hours of the live session. These reports will include name, job title, organization, and country for all registrants and the email address for those registrants that have opted-in to sharing that information.

Recording

Sessions will be recorded and shared on the CLOC YouTube channel. Sponsors will be provided with an MP4 file of the recording after the live session. Below are the parameters in which sponsors will be able to re-use or repurpose the content they create for the event program.

- The content cannot be shared outside of the CLOC platform until 30 days past the live event.
- The content cannot be monetized or used to generate sales leads.
- CLOC branding cannot be removed.
- Content must not be shared in a way that states or implies CLOC's endorsement or promotion of the sponsor, their services, or programming.
- Whenever the content is shared, CLOC must be credited. Below are some examples.
 - "This session was originally part of the 2021 CLOC Ask the Expert Series."
 - As part of the content description or synopsis. e.g., "In this 2022 CLOC Ask the Experts panel,"

Podcast Details

Advertisement

Cost: \$3,000

Duration: 60 Seconds

Format: MP3 Audio Recording

Availability: 4

Production Guidelines: Sponsor must provide a script for the advertisement to CLOC for review and approval. Final recording is subject to CLOC's edits and approval. Sponsor has the option to request CLOC Talk podcast host, Jenn McCarron, record the advertisement. This is subject to her availability and approval.

Mini-Episode

Cost: \$7,000

Duration: 20 – 30 minutes/episode

Format: An analysis, impactful story, case study, or interview style format

Panelists/Guests: Host, sponsor speakers, and 1-2 in-house or legal industry experts

Availability: 11

Recording

To ensure a quality recording, CLOC will provide our Zencast platform to record the episode. Details on how to connect and tips for a quality audio recording and will be provided by a CLOC Team Member once the recording is scheduled.

Episode must be shared through the CLOC Talk podcast platforms (i.e., iTunes, Spotify, etc.), and cannot be shared as an independent recording.

Production Timeline

1. Sponsor proposes episode topic, outline and panelists/guests for CLOC review and approval.
2. Sponsor schedules a prep call with panelists/guests/host and CLOC Team Member to review and finalize the episode conversation outline.
3. Record the session with panelists, host, and CLOC Team Member.
4. CLOC Team Member and Podcast Editor make first round of edits. (1 week)
5. CLOC Team Member shares first cut with panelists and host for their review and further edits/notes. (1 week)
6. Final edits are made to the episode. (1 week)
7. Episode is sent to panelists and hosts for final approval. (1 week)
8. Final episode is shared on the CLOC Talk Podcast.



Available Episode Release Dates:

Week of April 4 or 11
Week of June 20
Week of July 18
Week of August 22
Week of September 12 or 19
Week of October 17 or 24
Week of November 14
Week of December 12

Questions?

If you have questions, thoughts or ideas, we'd love to speak with you. Reach out directly to Meagan Beresford, Head of Sponsorship and Sales at meagan.beresford@cloc.org.