

# CBA Guidelines for Section Sponsorships



Date: June 21, 2019

---

The CBA is fortunate to have support from the business community for its programs and activities in the form of sponsorships and advertising. These relationships are important for the overall success of our organization. Some Sections have expressed interest in occasional sponsorship for their meetings. In response, we have developed these Section Sponsorship Guidelines to allow CBA staff to assess if/how the sponsorship fits into CBA's overall sponsorship strategy and for coordination of arrangements with sponsors.

## **WHAT IS A SECTION SPONSORSHIP?**

A section sponsorship involves contributions by organization(s) or individual(s) to the section of cash, items, services, or time, including:

- Financial contribution
- Items for the event such as food, beverages, equipment, or promotional giveaways
- Meeting space

Sections can seek sponsors for **section meetings** and certain other activities, and the proceeds of the sponsorship will flow to the section. Examples include:

- Section dinner meetings, including dinner meetings which may qualify for CT CLE credit under CBA guidelines.
- Special section social events.
- **IMPORTANT:** Sponsorship for CLE programming produced in collaboration with sections such as our two-hour, half-day, full-day programs and conferences will continue to be handled exclusively by CBA staff, and proceeds from those sponsorships will flow to the CBA according to current policy.

## **WHO CAN BE A SPONSOR?**

Sections are free to pursue sponsorship from organizations who they believe are appropriate for their section.

- Consider whether the sponsor has a reputation that is appropriate for your members. If there is any question in your mind, move on.
- Seek sponsors who want to provide meaningful content to your members.

*Please note:*

- Accepting a sponsor does not mean that we endorse their business or products.
- The CBA is a not-for-profit 501(c)(6) organization. The sponsor must determine whether its sponsorship is deductible for tax purposes.

## **SPONSORSHIP LEVELS AND COSTS**

<b><i>Sponsorship Level</i></b>	<b><i>Cost</i></b>
<b>Sponsor 1 Section Meeting</b>	<b>\$500</b>
<b>Donation of Items (food, beverages, equipment, etc.)</b>	<b>Determine gift-in-kind value with sponsor</b>
<b>Donation of meeting space</b>	<b>Determine gift-in-kind value with sponsor</b>

## **WHAT IS AND ISN'T INCLUDED IN A SECTION SPONSORSHIP**

When a sponsor signs on as a section sponsor, they get:

- Their name and logo on the meeting notice to members
- Up to 2 representatives on the meeting site to mingle with members before the meeting
- A 2-minute speaking opportunity at the beginning of the meeting. This should not be a commercial for your company; please share meaningful content for our members.
- Where space is available, a place to set up and distribute materials and display signage

What section sponsors DO NOT get:

- CBA policy prevents us from providing a list of section members or meeting attendees. They are free to collect business cards or ask members to sign up for their mailing list on their own, at the section's discretion.
- The CBA and the section do not endorse the sponsor as part of the sponsorship.

## **WHAT IS THE SECTION'S ROLE IN THE PROCESS?**

The section should appoint a person to oversee the process for them and consider a small sub-committee if appropriate. Below you will find a simple checklist for the process.

In general, we expect the section to:

- Identify and approach the potential sponsor (after checking in with us).
- Secure their commitment to the sponsor which includes having them complete a simple sponsor agreement with payment information which you will send to CBA staff.
- Coordinate the activities with the sponsor leading up to, at, and after the event.

The CBA staff will:

- Review and give guidance on approaching the sponsors.
- Handle the administrative paperwork, billing, and collection after the sponsor is secured.
- Credit the section's treasury with the proceeds of the sponsorship after deducting 30% for administrative costs.

## **SECTION SPONSORSHIP STEPS**

### ***BEFORE REACHING OUT TO A SPONSOR***

Please follow this checklist before reaching out to a potential sponsor.

- **Choose the appropriate sponsor:**
  - When considering potential sponsors, sections must align with ones who complement the reputation and brand of the section and the CBA. Sections should not consider sponsorships from businesses, organizations, or individuals who do not meet the CBA's Diversity and Inclusion Policy. Examples of inappropriate sponsors include sexually-oriented businesses, political groups, businesses associated with controversial or illegal topics, etc. If you have questions about the appropriateness of a potential sponsor, please contact the CBA at (860) 223-4400.
  - Consider approaching sponsors outside of the traditional market of providers for the legal community – specifically, reach out to sponsors that aren't ones the CBA might approach for larger, broader sponsorships.
  
- **Contact CBA before approaching a sponsor:**
  - Prior to approaching a potential sponsor, sections should contact the CBA at (860) 223-4400 to review and facilitate request.
  - **Questions about section sponsorships? Please contact** contact the CBA at (860) 223-4400.

