



Arizona Association
of Defense Counsel
THE CIVIL DEFENSE BAR

ANNUAL SPONSOR PROGRAM



ABOUT

"BETTER TOGETHER"

The Arizona Association of Defense Counsel is the leading professional association for civil defense lawyers practicing in Arizona. Our membership includes over 600 private practice lawyers, in-house counsel, public sector lawyers and members of the judiciary.

We offer members a broad range of networking events, educational opportunities, and resources intended to enhance knowledge, skills and camaraderie among AADC members. The AADC also plays a role in legislative and judicial development. As the Voice of the Defense Bar in Arizona, we espouse the defense viewpoint on cutting-edge issues in the state legislature and the courts.

Sponsors of the AADC provide litigation support services as well as professional development services to Arizona defense attorney members and firms. Our sponsors partner with members to improve the overall effectiveness and efficiency of civil defense litigation in Arizona, help raise funds for worthy charitable causes, and network with litigation defense professionals for the mutual benefit of all. AADC sponsors are encouraged to attend and participate in AADC programs and events held throughout the year.

BY THE NUMBERS

600+

MEMBERSHIP



20+

YEARLY EVENTS



3

SPONSORSHIP
LEVELS



EVENTS



Annual Meeting

The AADC's Annual Meeting is held in different locations around Arizona featuring CLE programming and speakers on the latest topics and trends the civil defense arena as well as social events for members and guests.



Fall Kick Off Reception

The "Fall Kick Off" is a networking event hosted by the AADC each fall. A distinguished service award is presented to an attorney or judge in the community at this at this event.



Phoenix Judicial Reception

Held in December, this holiday event is a chance for our members to network with members of the Phoenix judiciary and one another. Winners of the annual Jenckes Closing Argument Competition between ASU and UA law school students are recognized.



Tucson Judicial Reception

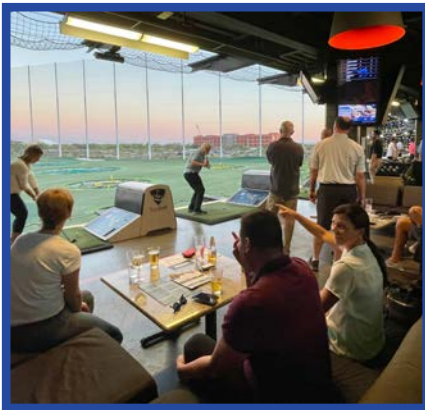
Also held in December, the Tucson holiday event is a chance for our members to network with the Tucson Defense Bar and members of the Tucson judiciary. Winners of the annual Jenckes Closing Argument Competition between ASU and UA law school students are recognized.

EVENTS



YLD Charity Softball Tournament

The annual softball event brings lawyers and sponsors together to raise money for an Arizona based charity. Sponsors are encouraged to participate on the softball team



Barry Fish ALS Annual Fundraiser

The annual Barry Fish ALS Tournament brings lawyers and sponsors together to raise money for the ALS Arizona Chapter in honor of AADC Past President, Barry Fish, who passed from ALS.



CLE Webinars

AADC offers monthly & bi-monthly 1 hour CLE webinars for our members and guests. Sponsors are invited to do a 1 hour CLE webinar program during the year. All programs must qualify for CLE under the Arizona State Bar CLE requirements.

EVENTS



Substantive Law Group CLEs

Our substantive law groups may conduct educational seminars throughout the year which sponsors are invited to attend.

- Construction Defect
- Employment Law
- Government Liability
- Insurance & Negligence
- Product Liability
- Professional Liability

Please note, the AADC reserves the right to postpone or cancel any in-person event due to COVID or other safety concerns.

MARKETING

The AADC publishes digital newsletters to stay connected with the defense community, share relevant articles and developments in the legal profession, and promote AADC educational and networking events. The complimentary newsletters are circulated to nearly 800 defense attorneys and Arizona judges. In addition, AADC newsletters are archived on the AADC website for on-demand viewing. The archived newsletters contain linkable ads directly to the advertisers' websites.

Sponsors may increase the size of their complimentary business-card advertisement included in each edition of the magazine space permitting on a first come, first served basis.

Sponsors are responsible for submitting ads for each newsletter publication to the AADC via email prior to the content deadline. If a sponsor prefers to reuse a previously published ad, the sponsor must advise the AADC via email prior to the content deadline and re-submit the artwork/graphics.

The AADC promotes our sponsors through our social media platforms on a rotating basis. Platinum Sponsorship includes one custom Sponsor Spotlight annually.



SPONSOR LEVELS

CORE BENEFITS OF ALL ANNUAL SPONSORSHIPS

GET PUBLISHED

- Opportunity to submit articles** for publication in AADC's magazine newsletter, Common Defense (limited to one per year)

ONLINE ADVERTISING

- Year-round recognition as a sponsor on the AADC website Sponsor Page with short business description and website link.
- Year-round recognition in Sponsor Spotlight posts on AADC's social media platforms (rotating basis)
- Recognition as a sponsor in each edition of Common Defense with opportunity to purchase larger ads (on first come basis)

MEMBERSHIP ACCESS

- Attendee list for AADC events attended by sponsor
- Opportunity to host one hour CLE webinar program** annually (must meet AZ State Bar requirements for CLE credit)

PLATINUM SPONSORSHIP - \$2,500

Includes Core Benefits Plus:

- Official sponsor of AADC's Annual Meeting including exhibit space, **2** complimentary registrations, ad in event program, and logo in marketing materials and signage
- Recognition as Platinum Sponsor from the podium during AADC Annual Meeting
- Opportunity to provide content for one direct email to members each year (sent by AADC)
- 1/4 page ad in **each** edition of the AADC's newsletter magazine, Common Defense
- Two complimentary registrations to each AADC program or event (excluding annual charity events)

GOLD SPONSORSHIP - \$2,000

Includes Core Benefits Plus:

- 1/4 page ad in one edition of AADC's newsletter magazine, Common Defense. 2" x 3.25" ad in all other editions of Common Defense
- One complimentary registration for the AADC's Annual Meeting
- Recognition as Gold Sponsor from podium at AADC's Annual Meeting
- Opportunity for exhibit/display space at Annual Meeting (addtl cost)



SPONSOR LEVELS

MEMBERSHIP ACCESS CONT.

- Opportunity to display marketing and promotional materials at AADC events (based on sponsorship level)
- Opportunity to host refreshments, meals or cocktail receptions for AADC's in-person networking events with signage recognition
- Annual Sponsor Appreciation Networking Event

SPECIAL SPONSORSHIP OPPORTUNITIES

- Annual sponsors have first right of refusal to sponsor special AADC events during the year

**Articles and webinar presentations are subject to approval by the AADC and must be substantive & non-promotional.*

GOLD SPONSORSHIP (Cont)

- Opportunity to advertise in promotional materials related to AADC's Annual Meeting (addtl cost)
- Two complimentary registrations for each AADC program or event (excluding the AADC Annual Meeting and annual charity events)
- Custom content for one Sponsor Spotlight social media post each year

SILVER SPONSORSHIP - \$1,500

Includes Core Benefits Plus:

- 2" x 3.25" business card size ad in each edition of AADC's newsletter magazine, Common Defense
- One complimentary registration for each AADC program or event (excluding the AADC Annual Meeting and annual charity events)
- Recognition as a Silver Sponsor from the podium at the AADC's Annual Meeting
- Opportunity for exhibit/display space at Annual Meeting (addtl cost)
- Opportunity to advertise in promotional materials related to AADC's Annual Meeting (addtl cost)

SPONSOR LEVELS

BENEFITS	PLATINUM \$2,500	GOLD \$2,000	SILVER \$1,500
Annual Meeting: Official sponsor of AADC Annual Meeting including exhibit space, 2 registrations, recognition in promo material, ad space in event program & recognition from podium	✓		
AADC Newsletter Magazine: ¼ ad in each publication	✓		
Email to Membership: 1 custom email to members annually (sent by AADC)	✓		
Social Media Outlets: opportunity to submit custom content for 1 "Sponsor Spotlight" post on AADC's social media outlets annually	✓		
AADC Events: 2 registrations to every AADC event (excluding Annual Meeting and charity events)	✓	✓	
Annual Meeting: 1 registration, opportunity to purchase exhibit display space, recognition from podium, firm logo in event program & signage, opportunity to host event F&B, opportunity purchase ad space in promotional materials distributed to members		✓	
AADC Newsletter Magazine: ¼ ad in one publication annually		✓	
AADC Newsletter Magazine: 2" x 3.25" business card size ad in each publication of "Common Defense" & opportunity to purchase larger ad space		✓	✓

SPONSOR LEVELS

BENEFITS	PLATINUM \$2,500	GOLD \$2,000	SILVER \$1,500
Webinars: Opportunity to present a 1 hour webinar annually to AADC membership*	✓	✓	✓
Website: Listing on AADC Sponsor page with logo, short business description and link to sponsor website	✓	✓	✓
Social Media Outlets: recognition in “Sponsor Spotlight” post on AADC’s social media outlets on a rotating basis	✓	✓	✓
Sponsor Appreciation Networking Event: Held annually for sponsors	✓	✓	✓
Annual Meeting: opportunity to purchase exhibit display space, opportunity to host F&B (including recognition in signage at event), opportunity purchase ad space in promotional materials related to AADC’s Annual Meeting			✓
AADC Events: 1 registration for each AADC event (excluding Annual Meeting and charity events), opportunity to host refreshments, meals or cocktail receptions for the AADC’s in-person networking events including recognition in the AADC’s promotional material & recognition at even			✓



Arizona Association of Defense Counsel

THE CIVIL DEFENSE BAR

SPONSOR AGREEMENT

CONTACT INFORMATION

Company Name: _____

Contact Name/Title _____

Mailing Address _____

City/State/Zip _____

Phone: _____ Mobile: _____

Contact Email Address: _____

Website: _____

Business Description (For Website Listing):

ANNUAL SPONSORSHIP LEVEL:

_____ Platinum (\$2500) _____ Gold (\$2000) _____ Silver (\$1500)

SPONSORSHIP PERIOD (1 Year)

Month: _____ Year: _____ to Month: _____ Year: _____

PAYMENT OPTIONS:

_____ Electronic payment through the AADC website. Please email signed agreement to admin@azdc.org to receive an electronic invoice

_____ Enclosed is a check for the annual sponsorship fee

TERMS AND AGREEMENTS:

Advertisers and agencies are liable for all content and are responsible, without limitation, for any and all claims made thereof against AADC, its officers or employees. The word "advertisement" will appear on any ad that resembles editorial matter. All advertisements remain property of AADC. Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.

ENTIRE AGREEMENT:

This contract constitutes the entire agreement and understanding between parties relating to the subject matter of the contract. The terms of this contract set forth above may be changed only by a written agreement signed by both parties.

Please sign and email or mail this agreement to:

Doreen Myles, Executive Director, at admin@azadc.org or AADC, 6711 E. Camelback Road, Suite 64, Scottsdale, AZ 85251. Make checks payable to **Arizona Association of Defense Counsel**.

Authorized Signature: _____

Printed Name: _____

Date: _____

AADC Internal Use:

Approved By: _____

Date: _____