



WWCDA[®]

THIRD PARTY EVENT PROTOCOL

WWCDA has supported/partnered on many events with other organizations around the globe, as shown here: <https://www.wwcda.org/event/other-programs/partnership-events>.

The support/partnership and terms must be pre-approved by WWCDA before an agreement is made with a third party organization. Those terms, which include promoting the third party event to our 5000+ members and across our social media platforms with thousands of followers, are outlined below.

WWCDA members and non-members may request that WWCDA support/partner with third party organizations. A request for support/partnership must be made by emailing Brooke Hopkins, brooke.hopkins@ankura.com, and Jennifer Windom, Jennifer.windom@hoganlovells.com, the Partnerships & Special Projects Committee Co-Chairs.

It is a violation of WWCDA Policy to promote a third party's event on WWCDA communication platforms without a support/partnership agreement in place. Click [here](#) to read policy.

GENERAL WWCDA PARTNERSHIP TERMS

(other reasonable proposed terms may be considered)

WWCDA CAN DO THE FOLLOWING

1. Event listing on wwcda.org at Event page
2. Event listing on wwcda.org at Partnership page
3. One official email announcement to WWCDA members via WWCDA Forum posting
4. One official social media posts (X, LinkedIn, Facebook, Instagram) promoting the partnership event with their banner (graphics provided by partnering organization)

PARTNERING ORGANIZATION MUST DO THE FOLLOWING

1. Present WWCDA logo [with link to wwcda.org] and profile description prominently displayed on all event marketing materials, online and at the event (event invitations, registration form, website, brochure, social media, promotional emails, virtual platform, event signage, presentations, etc.)
2. Align WWCDA logo with other hosting organization logos in a similar manner (i.e., size, position, clarity). WWCDA will provide logos in appropriate sizes/formats for use on promotional materials.
* WWCDA should NOT be identified as a "sponsor"— Preferred language is: "In Association With WWCDA" or "In Partnership With WWCDA"
3. Request that the Partnering Organization also provide one or more of the following:
 - a. Discount for WWCDA members to attend and/or complimentary passes. Discount code provided should include the words: "WWCDA"
 - b. Free ad in the Event Program or an ad in another publication of the organization
 - c. Inclusion of WWCDA marketing brochure in event swag bag that attendees receive
 - d. Speaker roles for WWCDA members at event
 - e. Provide a table/space for display of WWCDA marketing materials at the conference/event

WWCDA PARTNERSHIP CONTACT LIST

Partnerships & Special Projects Committee Co-Chairs: Brooke Hopkins, brooke.hopkins@ankura.com, and Jennifer Windom, Jennifer.windom@hoganlovells.com

Executive Director, Erin Murphy, erin@wwcda.org

Please feel free to direct any questions to WWCDA Staff at connect@wwcda.org