



WWCDA[®] PARTNERSHIP PROTOCOL

WWCDA welcomes the opportunity to partner with other organizations regarding **their** conferences and events. WWCDA will promote those third-party conferences/events to our 4700+ members on all our communication platforms with thousands of followers. WWCDA has partnered on many events with other organizations around the globe, as shown here: <https://www.wwcda.org/event/other-programs/partnership-events>

All WWCDA members are encouraged to find third parties for WWCDA to partner with on their conferences/events, preferably at least 4-6 weeks in advance of the event. If a member has a recommendation, please contact Jennifer Windom (jennifer.windom@hoganlovells.com) and Brooke Hopkins (brooke.hopkins@alvarezandmarsal.com).

All partnerships and the terms must be **pre-approved** by WWCDA before an agreement is made with a third-party group. The WWCDA Partnerships & Special Projects Committee (PSPC) will work with WWCDA leadership to assess the proposal and finalize partnership agreement terms.

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 programmed 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@alvarezandmarsal.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