

Third Party Event Partnership/Support –Policy and Procedure

1. Purpose

To further the Women's White Collar Defense Association ("WWCDA") mission, WWCDA welcomes the opportunity to support or partner with other organizations regarding **their** conferences and events. WWCDA may promote a third-party event across the WWCDA communication and social media platforms if the event organizer promotes WWCDA as outlined below. 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>.

2. Generating WWCDA Partnerships

The support/partnership and terms must be pre-approved by WWCDA before an agreement is made with a third-party organization. An explanation of the terms is explained 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.

3. General WWCDA Support/Partnership Agreement Terms

WWCDA's terms:

1. WWCDA will do the following:
 - a. List the event on <https://www.wwcda.org/event/other-programs/partnership-events>.
 - b. List the event on <https://www.wwcda.org/event/upcoming-events>.
 - c. Send one official email announcement to members via WWCDA Forum posting.
 - d. Do one official social media post on all WWCDA platforms (LinkedIn, X, Instagram, Facebook) promoting the partnership event with their banner (graphics provided by partnering organization).
 - e. Other reasonable terms may be considered.

Partnering Organization's terms:

1. Partnering Organization will do the following:

- a. Prominently display the WWCD A logo [with link to wwcda.org] and profile description on all event marketing materials, online, and at the event (including in event invitations, registration forms, the website, brochures, social media, promotional emails, the virtual platform, event signage, presentations, etc.).
- b. Align the WWCD A logo with other hosting organization logos in a similar manner (i.e., size, position, clarity). WWCD A will provide logos in appropriate sizes/formats for use on promotional materials.

** WWCD A should NOT be identified as a “sponsor.” Preferred language is: “In Association With WWCD A” or “In Partnership With WWCD A.”*

2. Partnering Organization should consider doing one or more of the following:

- a. Provide a discount for WWCD A members and/or complimentary passes to attend the event. Discount code should include the words: “WWCD A”
- b. Provide a free ad in the Event Program or an ad in another publication of the organization
- c. Include a WWCD A marketing brochure in event swag bag that attendees receive
- d. Offer speaker roles for WWCD A members at event
- e. Provide a table/space for display of WWCD A marketing materials at the conference/event

[Note: other reasonable proposed terms may be considered]