

NEW YORK ARBITRATION WEEK
November 16-20, 2020

GUIDELINES FOR SPONSORING ORGANIZATIONS

Thank you for agreeing to sponsor this year's New York Arbitration Week ("NYAW"). We have created this document, as well as the NYAW 2020 Mission Statement ("Mission Statement") and Guidelines for Program Hosts, to level set our goals for this year's NYAW and how sponsors can best contribute to the success of those goals.

NYAW will have financial sponsors and media sponsors.

A. Financial Sponsors

Sponsorship funds will be used for direct expenses associated with NYAW. By way of example, such expenses may include costs associated with online platform hosting and technical support, website hosting and development, other marketing and publicity efforts, providing CLE, administrative support, and/or catering or other costs that may arise in the event that it is safe and possible to hold any in-person events during NYAW.

For the avoidance of any doubt, although participants in NYAW will be invited to consider making voluntary charitable contributions to the City Bar Justice Fund, the NAACP Legal Defense and Education Fund, Inc., or to another charity of their choice, funds contributed by financial sponsors will **not** be used to make charitable donations.

- Benefits of Financial Sponsorship:
 - We anticipate that sponsoring NYAW will have a number of benefits for your organization, including:
 - *Profile Raising:* Sponsors will be clearly credited and identified on the NYAW website and in other materials publicizing NYAW promptly upon receipt of a high resolution logo. Logos should be submitted as soon as possible to maximize publicity, and no later than **October 30, 2020**. Sponsors will also be recognized during a NYAW Welcome Event. Any sponsors who commit after October 30, 2020 will be added to NYAW materials to the extent practicable.
 - *Networking:* Provided that we obtain sufficient sponsorship, we do not anticipate charging members of the public to participate in NYAW events. However, registration will be on a first-come, first-serve basis to the extent that there are any capacity restrictions. Sponsors will receive at least two priority registrations for each event.
 - *Promoting Arbitration in New York:* As explained in further detail in the Mission Statement, the key goal of NYAW 2020 is to promote New York City as a leading global seat for international arbitration.

- Expectations of Financial Sponsors:
 - The cost of sponsoring NYAW 2020 will be \$1,000. There is only one sponsorship level.
 - All sponsors commit to refraining from hosting unsanctioned events during NYAW 2020 that compete with official programming.
 - Sponsors must commit to furthering the goals of NYAW as laid out in the Mission Statement and to publicizing and promoting NYAW through their usual business development channels.
- How to Participate as a Financial Sponsor:
 - Complete the attached sponsorship pledge form and submit it as directed with a check made payable to New York Arbitration Week.
 - E-mail a high-resolution logo, with confirmation of authorization to publish it on the NYAW website, to Robert Hazelrigg at rhazelrigg@gmail.com with subject line New York Arbitration Week 2020.

B. Media Sponsors

Some organizations may contribute to NYAW without making a financial commitment, by agreeing to act as media sponsors. All program hosts will be deemed media sponsors.

- Benefits of Media Sponsorship:
 - Like financial sponsors, media sponsors will benefit from profile raising and promoting arbitration in New York. Media sponsors will not be entitled to priority event registrations.
 - Media sponsors will be clearly credited and identified on the NYAW website and in other materials publicizing NYAW promptly upon receipt of a high resolution logo. Logos should be submitted as soon as possible to maximize publicity, and no later than **October 30, 2020**. Media sponsors will also be recognized during a NYAW Welcome Event. Any sponsors who commit after October 30, 2020 will be added to NYAW materials to the extent practicable.
- Expectations of Media Sponsors:
 - All sponsors commit to refraining from hosting unsanctioned events during NYAW 2020 that compete with official programming.
 - Sponsors must commit to furthering the goals of NYAW as laid out in the Mission Statement and to publicizing and promoting NYAW through their usual business development channels.

- At a **minimum**, media sponsors are asked to publicize NYAW once during each of the weeks of **September 14**, **October 5** (when registration will open), **October 19**, and **November 2**, as well as at least once during NYAW itself (i.e., the week of **November 16**). We will provide reminders and sample posts.
- Post to Twitter, LinkedIn, and other social media platforms using #NYAW2020 and #nyarbitrationweek.
- How to Participate as a Media Sponsor:
 - Confirm your commitment to act as a media sponsor by e-mail to Committee Secretaries Katie Gonzalez and Martha E. Vega-Gonzalez at kgonzalez@cgsh.com and mvega-gonzalez@cgsh.com, with subject line New York Arbitration Week 2020.
 - E-mail a high-resolution logo, with confirmation of authorization to publish it on the NYAW website, to Robert Hazelrigg at rhazelrigg@gmail.com with subject line New York Arbitration Week 2020.



2020 SPONSORSHIP PLEDGE FORM

Yes! I/We would like to support New York Arbitration Week at the **\$1,000** sponsorship level.

Sponsor Company Name: _____

Authorized Representative: _____ (Print Name)

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

I have e-mailed Rekha Rangachari at info@nyiac.org requesting wire transfer instructions.

Signature

Remittance instructions by check:
 New York Arbitration Week
 c/o New York International Arbitration Center, Inc.
 150 E. 42nd St., 17th Floor
 New York, NY 10017
 Telephone: +1 917 300 9550

If you wish your logo to be displayed on the Sponsor page of the New York Arbitration Week website, please send a high-resolution copy of the logo by e-mail, with confirmation of authorization to publish it on the website, to Robert Hazelrigg at rhazelrigg@gmail.com. Payments to New York Arbitration Week do not qualify for the income tax charitable deduction. Please consult with your tax advisor as to the eligibility of your payment as a business expense deduction. *Should you require a W-9 or have additional queries, please contact Rekha Rangachari via e-mail at info@nyiac.org or call +1 917 300 9550.*

INVOICE & DESCRIPTION

New York Arbitration Week sponsor dues for the 2020 calendar year.

Amount Due: USD \$1,000