

NEW YORK ARBITRATION WEEK
November 14-18, 2022

GUIDELINES FOR SUPPORTING ORGANIZATIONS

Thank you for considering becoming a supporting organization for this year's New York Arbitration Week ("NYAW"). As in past years, the supporting organizations for NYAW 2022 will include **financial sponsors** and **promotional partners**. This guide outlines the benefits for supporting organizations, and how they can best contribute to the success of NYAW.

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 related costs for in-person events.

- Benefits of Financial Sponsorship:
 - *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 3, 2022**. Sponsors will also be recognized during a NYAW Welcome Event. Any sponsors who commit after October 3, 2022, will be added to NYAW materials to the extent practicable.
 - *Maximizing Networking, Promoting Free Access:* Provided that we obtain sufficient sponsorship, we do not anticipate charging members of the public to participate in NYAW events, to encourage as many colleagues as possible to attend events throughout the week. (This does not include the AAA-ICDR/ICC/ICSID Joint Colloquium, which will take place on the first day of NYAW 2022, and will have a separate registration fee.) However, registration for events that have any capacity restrictions will be on a first-come, first-serve basis – and sponsors will receive at least two priority registrations for each event.
 - *Promoting Arbitration in New York:* A key goal of NYAW 2022 is to promote New York City as a leading global seat for international arbitration. Participating as a recognized sponsor will both help support that goal and communicate that support – and your involvement in the vibrant New York arbitration scene – to the international arbitration community.
- Commitments of Financial Sponsors:
 - This year, to meet the increased activity levels of a predominantly in-person week-long event, there are two sponsorship levels:
 - US\$ 5,000 for firms or organizations with a New York office;
 - US\$ 3,500 for firms and organizations from outside New York.

- All sponsors commit to refraining from hosting unsanctioned events in New York during NYAW 2022 that compete with official programming.
- Sponsors commit to publicizing and promoting NYAW through their usual business development channels.
- How to Participate as a Financial Sponsor:
 - Please 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 (copying Committee Secretaries Eva Treves at etreves@foleyhoag.com and Lisa Wang Lachowicz at lwang@debevoise.com) with subject line “New York Arbitration Week 2022”.

B. Promotional Partners

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

- Benefits of Promotional Partnership:
 - Like financial sponsors, promotional partners will benefit from profile raising and promoting arbitration in New York. Promotional partners will not be entitled to priority event registrations.
 - Promotional partners 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 3, 2022**. Promotional partners will also be recognized during a NYAW Welcome Event. Any promotional partners who commit after October 3, 2022, will be added to NYAW materials to the extent practicable.
- Commitments of Promotional Partners:
 - All promotional partners commit to refraining from hosting unsanctioned events in New York during NYAW 2022 that compete with official programming.
 - Promotional partners commit to publicizing and promoting NYAW through their usual business development channels, including by linking to the NYAW website, and forwarding or reposting NYAW promotional content distributed in the NYAW 2022 social media outreach.
 - At a **minimum**, promotional sponsors are asked to publicize NYAW once during each of the weeks of **September 19**, **October 3**, **October 17** (after registration

has opened), and **October 31**, as well as at least once during NYAW itself (i.e., the week of **November 14**). We will provide reminders and sample posts.

- Post to Twitter, LinkedIn, and other social media platforms using #NYAW2022, #nyarbitrationweek, and this year's theme of #WhosInCharge.
- How to Participate as a Promotional Partner:
 - Confirm your commitment by e-mail to Committee Secretary Lisa Wang Lachowicz at lwang@debevoise.com with subject line “New York Arbitration Week 2022 Promotional Partnership.”
 - By **October 3, 2022**, email a high-resolution logo, with confirmation of authorization to publish it on the NYAW website, to Lisa Wang Lachowicz at lwang@debevoise.com with subject line “New York Arbitration Week 2022 – Partner Logo.”

[NYAW 2022 logo to be inserted]

2022 FINANCIAL SPONSORSHIP PLEDGE FORM

Yes! I/We would like to support **New York Arbitration Week**
at the **\$5,000 / 3,500** sponsorship level. *[please circle or highlight your selection]*

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.
909 3rd Ave. #280
New York, NY 10150
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 2022 calendar year.

Amount Due: USD \$+++