2023 DIGITAL SPONSORSHIP PROSPECTUS

◈ CLOC

Digital Sponsorships

CLOC's variety of events, from our industry-leading institutes and regional meetings to our timely webinars and podcasts, offer legal ops professionals a wide array of opportunities for professional development and networking while staying current on the latest industry innovations, technologies and trends.

In 2023, we are pleased to offer a variety of digital engagement opportunities, including:

- Ask the Experts (webinar series)
- Around the CLOC Banner Ad
- Blog Posts
- CLOC Talk (podcast)
- White Papers

Enrollment Process

Digital sponsorship enrollment will open on **Thursday, March 30, 2023**, at 1:00pm ET; sales will be on a first-come, first-serve basis.

- Once sales are open, a button will be added to the Sponsorships and Advertising page of the cloc.org website.
- An invitation email with access to the enrollment page wil be sent to the entire CLOC Legal Ecosystem at this scheduled date/time.

Questions?

If you have questions, thoughts, or ideas, we'd love to speak with you. Reach out directly to **Aleshia Ward**, Sales Director, Sponsorships and Exhibits at **aleshia.ward@cloc.org.**

WHY CLOC?

With more than 5,600 members representing the entire legal ecosystem, you will gain direct exposure and access to both the influencers and decision-makers. In addition to our in-person, virtual, and regional events, CLOC offers a number of digital opportunities to reach our entire audience.

Through our digital opportunities, sponsors will:

- Connect with global experts who can influence product adoption.
- Position your company as a leader in the legal space by showcasing your innovations to a global audience.
- Gain worldwide recognition and visibility with enhanced branding opportunities.
- Demonstrate your company as a thought leader advancing company efficiencies.

5600+
MEMEBERS

48
COUNTRIES

8,000
UNIQUE PODCAST LISTENERS

18,000+
SUBSCRIBERS

5,000+
WEBINAR DOWNLOADS

WEBINARS

Ask the Experts

Ask the Experts sessions bring industry experts together to answer relevant and topical questions, submitted by the community, in a conversational tone (versus formal presentation).

The Ask the Experts webinar series offers a one-hour-long webinar to the CLOC community. CLOC will collaborate with the sponsor on the topic, experts, and discussion points based on member community inquiries. Panelists will be a combination of in-house operations professionals and legal solution providers. We will work with sponsors to identify any conflicts in securing speakers and content.

Benefits:
- Up to two members of your team can join 2-3 panelists as an "expert" featured in the webinar.
- Branding is prominently displayed on the CLOC website, webinar platform, and post-event on-demand library.
- Sponsor highlighted in pre-and post-event marketing and communications.
- Brand recognition on a minimum of one event promotion social post on CLOC LinkedIn, per webinar.
- Link to the final video shared with sponsors for use 30 days following the event.
- Post-event registration list with full attendee names*, email addresses*, company names, and titles. (*full names and email addresses of those who opt-in to sharing their information.)

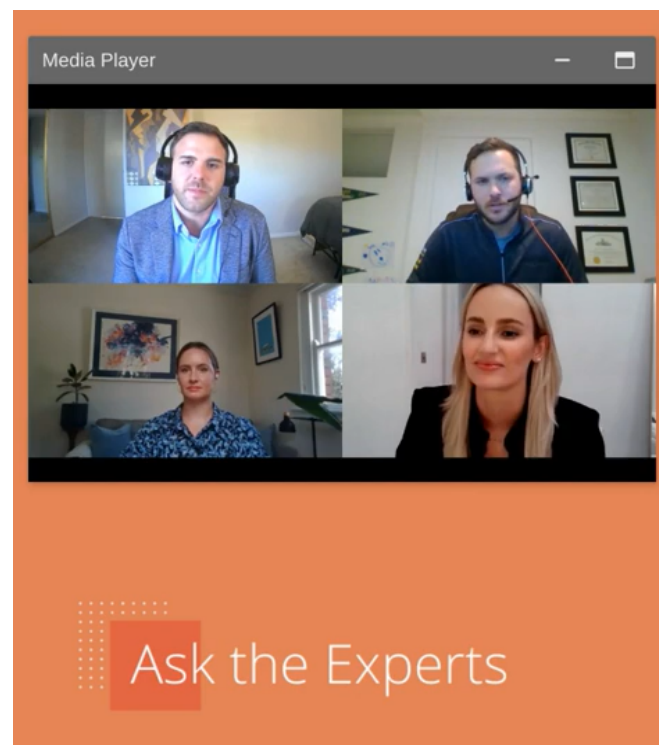**Availability:** 10 per year (limit 1 per company, per year)
Audience: Average is 120 live; 240 total registrants
Cost: $13,750

2023: June - December
2024: January, February, and March

Session Guidelines >>

SOLD OUT

AROUND THE CLOC (ATC) Banner Ad

CLOC publishes a monthly newsletter with key updates, membership highlights, and resources for the entire legal ecosystem. Sponsors can purchase a banner ad to be included in one of the monthly CLOC ecosystem newsletters to build brand recognition and drive traffic back to a webpage of their preference.

Benefits:
- One 200x600 sponsor-designed banner with hyperlink
- High visibility with the entire CLOC ecosystem, more than 18,000 subscribers
- Receive a click-through report for ad clicks two weeks post newsletter launch

Availability: 10 per year (limit 2 per company, per year)
Audience: CLOC Ecosystem Contacts (18,000+); Non-restricted visibility
Cost: $2,500

Specs: 200x600 pixels; submit files in .jpg along with preferred URL; ATC's are released on the third Thursday of each month.

ATC Newsletter Preview

Ad Sample

CLOC TALK PODCAST AD

The CLOC Talk podcast shares conversations among legal, business, and technical professionals from corporate law departments, law firms, law companies, legal technology companies, legal services companies, consulting services companies, and academia who are redefining the business of law by bringing operational excellence to the creation and delivery of legal services.

CLOC will offer commercial opportunities that will be placed in the monthly episodes. These commercials will remain active for the duration of the podcast episode availability.

Benefits:
- 45-second commercial mid-way through CLOC Talk episode
- Sponsor mention and logo on podcast episode listing on CLOC.org
- Sponsor mention and logo in CLOC newsletter promoting the episode
- Brand recognition on a minimum of one promotional social post on CLOCs LinkedIn, per episode
- Podcasts are accessible for a minimum of 12 months

Availability: 8 per year (limit 2 per company, per year); Dates released monthly
Audience: 8,000+ unique listeners
Cost: $3,000

Audio Ad Details
Production Guidelines:
- Sponsor must provide a script for the advertisement to CLOC for review and approval. The final recording is subject to CLOC's edits and approval.
- CLOC Talk podcast host, Jenn McCarron, will record the advertisement.
- Please ensure the script is not in first-person.

Tune in here for a previous ad example:
CLOC Talk Live – London Episode, Listen Here

BLOG POST

CLOC will host Blogs from sponsoring companies on the CLOC website that provide thought leadership designed to educate the legal community. A minimum of one reference to one of the CLOC Core 12 should be included in the blog article. Blogs are intended to be a resource of information and sales pitches/product marketing are discouraged.

Benefits:
- Blog posted on the CLOC website for a minimum of 365 days
- One 600x200 branded graphic included in the Around the CLOC (ATC) newsletter
- One branded graphic post on the CLOC LinkedIn social media channel

Guidelines:
- Blog should be less than 1,200 words and be timely and relevant.
- Blog articles must be in a final and edited form when submitted.
- Images to be included are required in high resolution; the sponsoring company must have ownership rights of the image file provided.
- If available, the sponsor will provide Author's full name and LinkedIn page URL for reference
- Blogs can take up to three weeks for CLOC to review. CLOC will review blogs in the order they were submitted and publish the same way.
- Links can be included in the article to drive traffic to the company site; however, the backlink should NOT lead to a catcher page.

Availability: 12 per year (2 per company max)
Audience: Open to all in-house legal operators (CLOC members and non-members)
Cost: $3,500 each

Sample Post

WHITE PAPER

White Papers are sponsor created/branded white papers relevant to the CLOC Core 12, or a topic that is relevant to the legal community, approved by CLOC.

Benefits:
- Branded landing page with a CLOC-supported lead capture form to support a gated download.
- The whitepaper will be promoted once in the Around the CLOC monthly newsletter. The timing of the newsletter submission is dependent on the finalization of the white paper. (see content and format guidelines.)
- Two branded-graphic posts on the CLOC LinkedIn social media channel

CLOC to provide aggregate data (company names, titles, email) bi-weekly for 45-daysReview Process:

- Once the white paper is submitted, the CLOC team will review and make edits before it's posted to the CLOC.org website and showcased.
- The review and approval process can take 2-3 weeks, depending on the number of edits (this cost includes 2 edits/article).

Availability: Six (6) per year, two (2) per company limit
Audience: Open to all in-house legal operators (CLOC members and non-members)
Cost: $3,500 each

*Note, all stats on follower and visibility numbers are as of March 1, 2023.

Sample Post

WEBINAR SPECS

Ask The Experts - Details

Platform

The session will be hosted on CLOC's Zoom webinar account. The CLOC Team will set up and run the session. Below are the functionalities that can be utilized on this platform:

- Q&A Box – Live attendees can submit live questions for the speakers to respond.
- Chat Box – Live attendees and presenters can engage in conversation.
- Polling – Live polling of attendees during the presentation.
- Video and Presentation Sharing – Presenters and Presentations can be visible to attendees at the same time.

CLOC asks speakers to arrive at least 15 minutes prior to the session start time to ensure everyone can successfully connect and are familiar with its functionality prior to the live session.

Recording

Sessions will be recorded and shared in Community Connect, CLOC's membership portal. Sponsors will be provided with an MP4 file of the recording after the live session.

Below are the parameters in which sponsors will be able to reuse or repurpose the content they create for the event program.

- The content cannot be shared outside of the CLOC platform until 30 days past the live event.
- The content cannot be monetized or used to generate sales leads.
- CLOC branding cannot be removed.
- Content must not be shared in a way that states or implies CLOC's endorsement or promotion of the sponsor, their services, or programming.

Whenever the content is shared, CLOC must be credited. Below are some examples:

- "This session was originally part of the 2023 CLOC Ask the Expert Series."
- As part of the content description or synopsis. e.g., "In this 2023 CLOC Ask the Experts panel, ..."

Reporting

The sponsor will be provided with a registration report 1 week prior to the live session and the day of the live session. A final registration and attendance report along with activity reports (polling, questions, chat) from the live session will be provided within 48 business hours of the live session. These reports will include the name, job title, organization, and country of all registrants and the email address of those registrants that have opted-in to share that information.

Dates Available

Sponsors will select the preferred date of their session upon registration. Below is a listing of the dates that will be available. They will be chosen on a first-come, first-served basis. CLOC has the right to adjust these dates if necessary.

- June 2023: 27, 28, or 29
- July 2023: 25, 26, or 27
- August 2023: 22, 23, or 24
- September 2023: 26, 27, or 28
- October 2023: 10, 11, or 12
- November 2023: 14, 15, or 16
- December 2023: 13, 14, or 15

Time Zones

CLOC is looking to offer a line-up of live sessions that accommodates various global time zones. Below are the times we will offer these sessions to meet this goal. Time slots will be chosen in the order in which sponsors register:

- (2) APAC Friendly Sessions between the times of 6:00 – 10:00 PM US ET
- (2) EMEA Friendly Sessions between the times of 7:00 – 11:00 AM US ET
- (3) NALATAM Friendly Sessions between the times of 11:00 AM – 4 PM US ET

WEBINAR SPECS

Ask The Experts - Requirements

Requirements
CLOC will work with sponsors on session topics, titles, descriptions, and slides to optimize content with the sponsor's goals in mind.

Sponsors will provide the following information to CLOC six weeks prior to the live session: Session title (<80characters), description (<500words), speaker details. CLOC must approve all session details.

Presentation Materials and Templates
- Sponsors must submit their presentation materials for review and approval by the CLOC team.
- Presentations must be on the CLOC provided template.
- Any submitted content that excessively promotes specific solutions/services will be removed from the presentation materials.
- Presentations cannot name potential competitors directly in the session regardless of the context. Any content that mentions other Legal Service Providers by name will be removed.

Time Format
- Introduction (5 minutes)
- Set-up of Topic and Presenters Experience (10 minutes)
- Response to pre-selected and/or submitted questions (25 minutes)
- Respond to live questions (20 minutes)

Speaker Guidelines
- One to two in-house/firm legal ops professionals and up to two presenters from the sponsor company.
- No more thanfourspeakerstotalpersession
- Westronglyencouragesponsorstoconsider bringing subject matter experts that are new to the CLOC community. Please keep diversity in mind when deciding on speakers for your session.

The sponsor will provide the following information for each speaker: headshot, bio (<500 words), full name, title, organization, and email.

ABOUT CLOC

CLOC is a 501(c)6 non-profit professional association. CLOC's mission is to help legal operations professionals and other core corporate legal industry players (e.g., technology providers, law firms, LPO's, law schools, etc.) to optimize the legal service delivery models needed to support the needs of small, medium, and large legal departments.

OUR FIVE PILLARS

| EDUCATION | IMPROVE THE DELIVERY OF LEGAL SERVICES | INDUSTRY CHANGE | CONNECTING THE ECOSYSTEM | NETWORKING |

EARLY FORMATION

CLOC evolved from a small group of focused legal operations professionals who frequently met to exchange their opinions, information, and best practices. These early professionals were eager to share what they had learned, and practiced, to better understand the role of legal operations, as well as the impact and value demonstrated by this new function/role to the organization.

In 2016, they recognized the growing demand and need for legal operations education, development, and outreach across many other corporations and throughout the legal ecosphere. This founding group of professionals responded by forming the Corporate Legal Operations Consortium (CLOC) and organized the first CLOC Institute to meet the demand. Organized in under three months, the event drew over 500 attendees to San Francisco, California. It was clear that a movement had been born.

CLOC TODAY

CLOC remains committed to its founding principles. Legal operations best practices only evolve from collaborating and sharing throughout the industry. New practitioners don't have to start from scratch or reinvent the wheel. CLOC members are innovators, they take risks and tilt the status quo to produce new ideas, streamline operations, reduce costs and improve departmental ROI. In 2019, CLOC underwent a community expansion to bring in law firm professionals and then again in 2021, welcoming the entire legal ecosystem of industry professionals. These expansions were part of CLOC's continued promise to foster a community that champions diversity of ideas and perspective to not only disrupt the business of law but define professional growth paths and pave the way for future generations.

CLOC has guided and supported the legal operations profession globally through its 5,600+ members, board of directors and staff team, creating change and advancing the legal operations role across the entire legal ecosystem.

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