

## SPONSORSHIP OPPORTUNITIES

### About ACMA and Its Fellows

Formed in 1974, the American College of Mortgage Attorneys (ACMA) comprises approximately 500 lawyers in North America, including Canada, Mexico, Puerto Rico, and the U.S. Virgin Islands, who are all experts in mortgage law. In 2024, ACMA will celebrate its 50th anniversary as an organization.

Fellows have distinguished themselves as practitioners in the field of real estate finance law through their skills and practice experience, bar association activities, lecturing, authoring of articles and program materials, participation in the legislative process, and brief-writing and/or arguing of cases that are significant to mortgage transactions.

Fellows share a commitment to provide the best environment in North America for preeminent private practice and in-house commercial real estate finance lawyers to develop professional excellence, trustworthy national business networks, and lasting collegial relationships. ACMA and its Fellows are deeply committed to giving back to our profession, improving and reforming laws and procedures affecting real estate secured transactions, and raising the level of professionalism of lawyers practicing in this area.

A Fellow is admitted by invitation only, after a rigorous selection process. Qualified Fellows have substantial experience in commercial real estate finance law and involvement in activities such as writing for publications and speaking and presenting, as well as participating in bar association and community events.

Our Fellows meet together at two meetings each year—one focusing on continuing legal education and one focusing on management and operations of the college. Additionally, ACMA publishes the *Mortgage Law Summary* every two years, *The Abstract* twice per year, the annual *ACMA Roster*, and blog posts throughout the year covering the latest legal matters affecting ACMA Fellows and their practices.

# ACMA's DEI Vision

ACMA is committed to assembling the best and brightest real estate finance attorneys for the advancement of the professional and business goals of its Fellows and their clients. In this desire to Partner with the Best®, ACMA actively seeks diversity, equity, and inclusion in all forms in its membership to inform our thinking about industry policies, customary practice, and the betterment of the communities in which our Fellows serve. As lawyers, we recognize the critical importance of diversity, equity, and inclusion and justice in our organization and our democracy. We reject racism and discrimination of any kind and guard against it, as it jeopardizes the inclusive atmosphere that has been and is cultivated at ACMA, and the close professional relationships and friendships that ACMA Fellows enjoy across many miles and many cultures.

## Sponsorships

### Sponsorship Benefits

**Sponsors will gain exposure to approximately 500 ACMA Fellows, their organizations and firms, and their contacts and spheres of influence.**

ACMA Fellows' clients include virtually all parties engaged in real estate and real estate financing transactions:

- Lenders (e.g., banks, venture and private equity firms)
- Insurance companies
- Savings and loan and credit associations
- Borrowers
- Equity investors
- Developers
- Contractors
- Architectural and engineering firms,
- Environmental advisors and remediation specialists
- Commercial tenants
- REITs
- Hotel management companies
- Asset managers
- Property managers
- Real estate brokers
- Advisors
- Consultants and accountants
- Property inspectors
- Tax advisors
- Investment managers
- Title insurance companies
- Pension funds
- Every other type of company that directly or indirectly participates in the business of real estate and real estate financing matters

ACMA Fellows often influence the way business is conducted by their clients and often participate in the selecting or recommending of multiple types of third-party service providers.

ACMA Fellows are on the cutting edge of developing new products and creative approaches within the real estate industry. The educational materials developed for ACMA CLE programs are widely distributed and frequently relied upon by Fellows, their colleagues, and nonmember practitioners to enable them to provide effective and efficient representation of their clients, some of whom may be clients of sponsors as well.

Further, ACMA Fellows are involved in important programs, plans, and projects that have a broad influence beyond ACMA. Recently, ACMA Fellows have worked on a series of projects analyzing real estate opinion practice and, in conjunction with other national real estate groups, have produced commentaries establishing consistent national practices for such items. ACMA Fellows also actively collaborate with other groups, including the Real Estate Roundtable, Counselors of Real Estate, the Mortgage Bankers Association, the American Land Title Association, the American College of Real Estate Lawyers, the American College of Commercial Consumer Finance Lawyers, and the American Bar Association.

## ACMA Resources

- **Website:** ACMA Fellows can access the organization's website at [www.acmaatty.org](http://www.acmaatty.org) in both its public-facing sections and its Fellows-only content. This allows access to past CLE materials; the *ACMA Roster*; committees and their work products; ACMA topical blog posts; *The Abstract*; and current state and federal regulations and laws affecting clients, their activities, and counsel. The ACMA website also contains a referral portal through which ACMA Fellows report business referrals to other ACMA Fellows across North America. Sponsorships can provide constant exposure on the website.
- **ACMA Roster:** Another key resource for ACMA Fellows is the *ACMA Roster*. ACMA Fellows can access information online on the ACMA website or via the printed hard copy of the *Roster* distributed to every ACMA Fellow. The *ACMA Roster* allows users to quickly locate ACMA Fellows throughout Canada, the United States, Mexico, Puerto Rico, and the U.S. Virgin Islands. Sponsors can obtain advertisements in the *Roster* as well as other acknowledgements throughout the year that provide broad exposure to a target market of key decision-makers and referral sources in the real estate bar throughout the United States.
- **ACMA Mortgage Law Summary:** A unique, widely recognized, and highly valued resource of ACMA is its heralded *Mortgage Law Summary*, which provides a compendium of mortgage law summaries of the jurisdictions in which ACMA exists—all Canadian provinces, all U.S. states, Puerto Rico, and the U.S. Virgin Islands. This is a book relied upon and reviewed constantly by Fellows, their clients, and other recipients throughout North America and is updated by ACMA Fellows and reissued on a two-year cycle.

- **ACMA Meetings:** ACMA holds two meetings annually—the Spring Meeting and the Annual Meeting in the fall. These are held at various locations and venues around North America. All sponsors receive recognition and appreciation at the meetings. In addition, sponsors have a significant presence on signage and video displays during the meetings and the ability to display marketing materials and promotional items for Fellows to take.
- **Other Resources:** ACMA provides an iPhone and Android app available to all Fellows who register for its Annual Meeting to download and view all materials, reports, financial statements, and meeting agendas. Much of the information that is now accessed from the *ACMA Roster* and website is also available to Fellows via the app. The app is invaluable to Fellows year-round, with its most significant impact around the fall meeting. While attendance varies, approximately 200 ACMA Fellows are generally in attendance at the Annual Meeting, in addition to approximately 100 spouses and significant others. The app is also used for posting meeting schedules, push notifications during the meeting, interactions between Fellows, access to written materials, and other real-time communication.

Sponsors can obtain advertisements and exposure on the website, the *ACMA Roster*, and the *Mortgage Law Summary* and at ACMA's Spring Meeting and Annual Meeting, as well as receiving other acknowledgements throughout the year that provide broad exposure to a target market of key decision-makers and referral sources in the real estate bar throughout North America.

## Sponsorship Impact

Revenue generated from sponsorships will positively impact ACMA by supporting and furthering its mission and its diversity, equity, and inclusion statement, which is to:

- Provide the best environment in North America for preeminent private practice and in-house commercial real estate finance lawyers to develop professional excellence, trustworthy national business networks, and lasting collegial relationships.
- Assemble the best and brightest real estate finance attorneys for the advancement of the professional and business goals of its Fellows and their clients.
- Actively seek diversity, equity, and inclusion in all forms in its membership to inform its thinking about industry policies, customary practice, and the betterment of the communities in which its Fellows serve.

## CORPORATE SPONSORSHIP OPPORTUNITIES

### Bundled Sponsorships:

#### Platinum

**\$15,000**

- Presenting Sponsor—Annual Meeting
  - Top-level placement on meeting signage
  - Prominent placement in all advance and onsite marketing and collateral material (e.g., emails, event website, mobile app, printed program, AV)
- Secondary Sponsorship—Spring Meeting
  - Secondary-level placement on meeting signage
  - Secondary placement in electronic promotions and event website
- *ACMA Roster*—Back cover in print edition
- *ACMA Abstract E-Newsletter*—Banner ad in spring and fall editions
- *ACMA Mortgage Law Summary*—Prominent placement in digitized version
- ACMA Website/Virtual Exhibition Hall—Primary banner ad

#### Gold

**\$10,000**

- Presenting Sponsor—Spring Meeting
  - Top-level placement on meeting signage
  - Prominent placement in all advance and onsite marketing and collateral material (e.g., emails, event website, onsite printed material, AV)
- Secondary Sponsorship—Annual Meeting
  - Secondary-level placement on meeting signage
  - Secondary placement in electronic promotions and meeting app
- *ACMA Roster*—Inside front cover
- *ACMA Mortgage Law Summary*—Prominent placement in digitized version
- ACMA Website/Virtual Exhibition Hall—Secondary banner ad

## Silver

\$5,000

- Spring and Annual Meeting Signage and Advance and Onsite Marketing and Collateral Material
- Breakfast Sponsorship for Annual Meeting
- *ACMA Roster*—Inside Back Cover
- *ACMA Mortgage Law Summary*—Prominent placement in digitized version
- ACMA Website/Virtual Exhibition Hall—Secondary Banner Ad

## Bronze

\$2,500

- Spring and Annual Meeting Signage and Advance and Onsite Marketing and Collateral Material
- Breakfast Sponsorship for Spring Meeting
- *ACMA Roster*—First Inside Divider Page (i.e., a tabbed divider between listing of officers and Board of Regents and the listing of committees)
- *ACMA Mortgage Law Summary*—Prominent placement in digitized version
- ACMA Website/Virtual Exhibition Hall—Secondary Banner Ad

## A La Carte Sponsorships:

### Publications - Advertisements

- The **Abstract E-Newsletter** (Two editions per year, Spring and Fall)
  - Full-page ad \$750
  - Half-page ad \$500
  - Quarter-page ad \$250
- **Digital Mortgage Law Summary**
  - Covers (inside front, back, inside back) \$3,750
  - Inside Special Placements (e.g., section divider tabs) \$2,250
  - Full-page ads \$1,750
- **ACMA Roster**
  - Full-page ads \$1,000

### Annual Meeting

- ~~• Lanyards for name badge holders \$1,500 SOLD~~
- ~~• Mobile app \$3,250 SOLD~~
- Audiovisual (at all meetings held over 3 days) \$5,000
- Corporate Counsel Symposium (Thursday: refreshment breaks & lunch) \$2,500
- CLE Sessions (both Friday & Saturday, or per day) \$3,000 for 2 days/  
\$2,000 per day
- Refreshment Breaks (Thursday, Friday & Saturday, or per day) \$3,000 for 3 days/  
\$1,500 per day
- Breakfast for all attendees (Thursday, Friday & Saturday, or per day) \$6,000 for 3 days/  
\$2,500 per day (if available)
- ~~• New Fellows Reception (Thursday) \$1,000 SOLD~~

- President's Welcome Reception (Thursday) \$5,000
- **Friday Reception, Dinner & New Fellow Induction Ceremony \$8,500** (all-inclusive)  
In addition, sponsorship of the following evening activities is available:
  - Reception \$4,000
  - Dinner \$5,000
  - Wine With Dinner \$2,000
  - Gift for New Fellows (Sponsor's direct cost)
- Closing Reception (Saturday) \$3,500
- ~~• Mini-Links & Drinks Event (Friday) \$500 SOLD~~
- **David Lombard Memorial Golf Tournament (Friday)**
  - Box Lunch & Drink Tickets (on-course beverages) \$2,000
  - Prizes and Awards \$2,500

### Spring Meeting (formerly Board of Regents Meeting)

- ~~• Lanyards for name badge holders \$1,000 SOLD~~
- President's Welcome Reception (Sunday, Pre-Dine Arounds) \$2,750
- ~~• Breakfast (Monday and Tuesday) \$2,000 SOLD~~
- Refreshment Breaks (Monday and Tuesday) \$2,000
- Reception & Dinner (Monday) \$5,000
- Closing Evening Reception (Tuesday, Pre-Dine Arounds) \$2,750

## SPONSORSHIP COMMITMENT FORM

### Contact/Company Information

\_\_\_\_\_

Date

\_\_\_\_\_

Organization

\_\_\_\_\_

Primary Contact

\_\_\_\_\_

Address

\_\_\_\_\_

City, State/Prov.

\_\_\_\_\_

ZIP/Postal Code

\_\_\_\_\_

Phone

\_\_\_\_\_

Email

### Sponsorship Commitment

#### Bundled Sponsorship:

☐ Platinum (\$15,000)

☐ Gold (\$10,000)

☐ Silver (\$5,000)

☐ Bronze (\$2,500)

#### A La Carte Sponsorship(s):

*Please indicate what you are sponsoring and your financial commitment.*

### Sponsorship Payment

\_\_\_\_\_ Enclosed is a check for \$ \_\_\_\_\_ payable to the American College of Mortgage Attorneys.

\_\_\_\_\_ Charge our sponsorship commitment to the following credit card:

\_\_\_\_\_

Name on card

\_\_\_\_\_

Account No.

\_\_\_\_\_

Expiration Date

\_\_\_\_\_

Security Code

\_\_\_\_\_ Please send me an invoice

#### Return Completed Form to:

ACMA Executive Director Chip Deale at [CDeale@msp-amc.com](mailto:CDeale@msp-amc.com) or  
1300 Piccard Drive, Suite LL 14, Rockville, MD 20850