

CCI and Chapter Event Partnership Process

Large-scale events provide an opportunity to broaden and deepen the practice of Conscious Capitalism in your community and strengthen your Chapter! If you're interested in seeking partnership from CCI to host a conference, CEO Summit, or other large event, this guide provides the process and general terms of agreement associated with a partnership.

Step 1: The Chapter meets and agrees on a large-scale event it would like to submit a proposal to CCI for a co-hosting opportunity. The initial information surrounding the event is identified using the "8 Steps to Plan a Successful Event" document.

Step 2: The Chapter submits an [online application](#).

Step 3: CCI reviews the application and indicates the following to the Chapter:

- (a) An agreement to move forward with partnership
- (b) A request for revisions to the proposal before a decision is made
- (c) A decline on the partnership and guidance on next steps

Step 4: If there is a decision to move forward on an event partnership the Chapter and CCI agree to the following terms and roles and responsibilities:

Terms of Agreement:

Financial

- 50/50 net profit split between CCI and the Chapter for the event

Roles & Responsibilities

- *CCI:*
 - National/International marketing for the event as appropriate
 - National/International email promotion (Chapter provides current listserv for promotion purposes)
 - Recruitment of one significant keynote speaker (when applicable)
 - Providing geographically appropriate CCI contacts to Chapter from CCI's current contact list
 - Budgeting & approval of all logistics/expenses
 - Insurance coverage
 - Eventbrite & registration reporting/communication to Chapter
 - Providing an event schedule template (if a standardized event)
 - Producing a Redbooth project management plan for CCI and Chapter for real-time communication and task follow-up
- *Chapter:*
 - Determining schedule and theme/topic of presentations
 - Scheduling and hosting of meetings/conference calls relating to the event

- Arranging local speakers and facilitators
 - Local marketing and PR outreach and engagement
 - Providing copy to CCI for email promotion
 - Providing current listserv to CCI for email promotion
 - Driving event attendance
 - Researching local logistics and presenting top 3 recommendations to CCI for approval:
 - Location
 - Catering
 - Social or Happy Hour
 - Hotels & accommodations
 - Transportation
 - Photography & video
 - Equipment & AV rental
 - Event flow
 - Physical set-up and breakdown of space
 - Supplying event materials
 - Day of coordination of speakers & facilitators
 - Volunteer management
- *Shared between CCI and Chapter:*
 - Sponsorships
 - Marketing
 - Coordinating communication with media channels

Step 5: Implement the plan!

Notes:

- CCI reserves the right to leverage co-hosted events to cultivate sponsorship opportunities for the central organization. For example, CCI may arrange a donor dinner independently, but in relation with, a co-hosted event. CCI will assume all responsibilities in the coordination of the independent event.
- Chapters may also leverage these co-hosted events to build membership and sponsorship opportunities for the individual Chapter.