



Arizona
Chapter

2018 Business Partner Program

Dear Business Partners:

The Arizona Chapter of the Association of Legal Administrators (“ALA”) is pleased to present our 2018 Business Partner Program (“BPP”). The BPP exists to enhance the relationship between our members and our Business Partners. Each year our Chapter strives to create new and innovative ways to deliver the educational tools and information our members require to be leaders in the business of law. Your support provides us with the financial means to deliver top quality speakers for our luncheons, seminars and workshops, provide multiple conference scholarships and engaging networking opportunities. You are our greatest ally and biggest resource toward funding these programs, and we greatly appreciate your support!

We have limited the amount of packages available and have increased opportunities to facilitate the development of relationships between you and our members. We want to learn more about the products and services you provide, and create opportunities for our members to tell you how our firms operate and what equipment, products and services we require.

The BPP outlines the various opportunities our Business Partners will have to network and build relationships with our members. Please review the opportunities you have to sponsor various activities and events, advertise to our growing membership, and to meet your needs and budget requirements. We urge you to act promptly as our most popular sponsorships do sell out quickly.

We look forward to hearing from you and establishing a partnership that will benefit us all.

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SPONSORSHIP PACKAGES



GRAND CANYON SPONSORSHIP: \$10,500 (limit 2)

- **Business of Law Conference:** Grand Canyon level participation in our August 2018 Business of Law Conference for four representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to four items; opportunity to host and attend one Education Session and introduce the presenter; first right to be a member of the Business of Law Conference Planning Committee for the event.
- **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2018.
- **Chapter Luncheon:** Sponsor one Chapter lunch; two representatives can attend the luncheon; introduce the speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement; and recognition in newsletter and on website.
- **ALA Arizona Community Connection Event:** Serve as co-hosts of annual Community Connection Event with recognition in all publicity announcements and signage at event. Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** Two representatives can attend the Business Partner Appreciation Events held twice during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and the Strand.
- **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests, two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as Grand Canyon sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a “learn more link”.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to contribute an article each issue on trends in the legal industry. Spotlight Business Partner in all four issues.
- **Arizona Chapter Happenings:** Logo placed on each weekly Arizona Chapter Happenings sent out to all Chapter members.
- **ALA Annual Conference Scholarship:** Award a \$1,000 scholarship to the contest winner at the sponsored luncheon; recognition in newsletter and on the Chapter website.



O. K. CORRAL SPONSORSHIP: \$8,500 (limit 2)

- **Business Partner Business of Law Conference:** O.K. Corral level participation in our August 2018 Business of Law Conference for four representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to four items; opportunity to host and attend one Education Session and introduce the presenter; ability to be a member of the Business of Law Conference Planning Committee for the event.
- **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2018.
- **Chapter Luncheon:** Sponsor one Chapter lunch; two representatives can attend the luncheon; introduce the speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement and recognition in newsletter and on website.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** Two representatives can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and the Strand.
- **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests to two luncheons, either chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as O.K. Corral sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a “learn more link”.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to contribute an article each issue on trends in the legal industry. Business Partner spotlight in one newsletter.
- **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.
- **ALA Regional Legal Management Conference Scholarship:** Award a \$500 scholarship to the contest winner at the sponsored luncheon; recognition in newsletter and on website.

SAGUARO SPONSORSHIP: \$5,000 (limit 6)



- **Business Partner Business of Law Conference:** Saguaro level participation in our August 2018 Business of Law Conference with three representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to three items.
- **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2018.
- **Chapter Luncheon:** Sponsor one Chapter lunch; one representative to attend luncheon; introduce speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement and recognition in newsletter and on website OR co-host one education session at the Education Conference and Business Partner Business of Law Conference.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and the Strand.
- **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as a Saguaro sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a “learn more link”.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website along with the opportunity to contribute one article on legal industry trends; Business Partner spotlight in one newsletter.
- **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.

RATTLESNAKE SPONSORSHIP: \$3,000 (limit 10)



- **Business Partner Business of Law Conference:** Rattlesnake level participation in our August 2018 Business of Law Conference for two representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to two items.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and the Strand.
- **Be our Guest @ a Chapter Luncheon or Specialty Series:** Invitation for one representative to attend as our guest two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) listing in Business Partner section to include contact information, logo linked to website or email.
- **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to submit one article per year.

PALO VERDE SPONSORSHIP: \$2,000 (limit 6)



- **Business Partner Business of Law Conference:** Palo Verde level participation in our August 2018 Business of Law Conference for one representative; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle an item.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and the Strand.
- **Guest @ Chapter Luncheon or Specialty Series:** Invitation for one representative to attend as our guest two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) listing in Business Partner section to include contact information.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October.

ROADRUNNER SPONSORSHIP*: \$800 (limit 6) (*small local businesses only)



- **Business Partner Business of Law Conference:** Roadrunner level participation in our August 2018 Business of Law Conference for one representative; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle an item.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and The Strand.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) listing in Business Partner section to include contact information.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October.

CHUCK WAGON SPONSORSHIP*: \$500 (limit 6)
(*small local restaurants/caterers only)



- **Business Partner Business of Law Conference:** Chuck Wagon level participation in our August 2018 Business of Law Conference for one representative; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle an item.
- **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially.
- **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Little Woody and The Strand.
- **Website Advertisement on Chapter Website (www.azala.org):** Twelve months (January-December) listing in Business Partner section to include contact information.
- **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October.

A LA CARTE SPONSORSHIP OPPORTUNITIES



Holiday Party Sponsorship - December 2018 - \$2,500 (limit 2)

Two representatives from each sponsoring Business Partner are invited to attend. The first paying Business Partner will be the first to offer a toast and offer up a raffle item. The second will have an opportunity to offer a toast and raffle off an item. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

Spring Social Sponsorship - April 2018 - \$2,500 (limit 2)

Two representatives from each sponsoring Business Partner are invited to attend our Spring Social Membership Drive. The first business partner will introduce the current President; the second will introduce the President Elect. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

Leadership Lunch Sponsorship – November 2018 - \$3,000 (limit 2)

Two representatives from each sponsoring Business Partner are invited to attend. The first paying Business Partner will introduce the speaker at the event which includes Managing Partners from member firms. The Business Partner whose payment comes in second will be recognized in the Chapter Vice President's address to the attendees, with a brief description of services. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

Specialty Lunch Series - \$4,000 (limit 1)

Two representatives from the sponsoring Business Partner are invited to attend. The Business Partner will introduce the speaker at our Specialty Luncheon Series (HR, Diversity & Inclusion or Finance), which will include members of the Arizona legal community. The Business Partner will be recognized in the Chairs' address to the attendees, with a brief description of services. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website. The specialty lunches occur one time per month, with the exception of July, August and December.

Wi-Fi Sponsor - Business of Law Conference - August 2018 - \$3,000 (limit 1)

Participation in our August 2018 Business of Law Conference for two representatives, including lunch and cocktail reception, and an opportunity to join Chapter members at the event to raffle up to two items; company branded Wi-Fi login for the full conference; and company logo on conference printed materials, website, in August Chapter Happenings, and in social media blasts.

Past Presidents Dinner - \$1,500 (limit 2)

Two representatives from each sponsoring Business Partner are invited to attend. The Business Partner will introduce the President and Immediate Past President. Opportunity to network the Board, Committee Chairs and Past Presidents; recognition in newsletter and on website.

Board Retreat - \$1,500 (limit 1)

Opportunity to sponsor Breakfast or lunch, depending on schedule, for annual Board Retreat. Up to two representatives can participate in the meal to network with Board members and committee chairs.

Advertisement on Chapter Website (www.azala.org) - \$500 (unlimited)

Twelve months (January-December) placement on the Business Partner page of the Chapter website; includes contact information, company logo linked to website or email; advertising will be pro-rated by the quarter if necessary.

Business Partner of the Month on Chapter Website - \$350/month (limit 12)

Logo linked to website or email and article contributed by the Business Partner regarding their products/services featured on the homepage for one month.

Small Business Owners:

Don't see a sponsorship that suits your needs? Please reach out to us to discuss possible options tailored to your small business.