



2019 BUSINESS PARTNER PROGRAM



myAALA.com

2019 AALA | Business Partner Program

Dear Current & Potential Business Partners,

Welcome to the Atlanta Association of Legal Administrators' 2019 Business Partner Program. The Atlanta chapter of ALA is one of the largest in the country and represents legal managers performing administration, finance, HR, IT, marketing and operations functions for law firms and corporations throughout the state of Georgia.

LOOKING AHEAD

Back by popular demand will be our 2nd Annual Speed Networking event. This fast-paced affair was a highlight to many of our Business Partners who had the opportunity to connect one-on-one with a select group of legal professionals. We heard you and are offering it again in 2019. The **first 25** Business Partners to renew their membership **will be invited** to attend this event.

We received feedback from our Business Partner Focus Groups and surveys to Members and Business Partners that a change in the business partner event was wanted. Many suggested alternating every year with a social event and the E2E event. We listened and are planning Casino Royale for 2019 in lieu of E2E. This evening event promises to be an exciting time to connect, compete, and have fun. Here is what you can expect:

- All Business Partners are invited*
- Designated meet up areas to connect with attendees
- The Casino event will be raising money for a local charity

We are also pleased to introduce a new sponsorship level - **Community Partners** - to our program this year. Our members often search for products and services from service companies such as florists, caterers, event planners, photographers, personal trainers, etc. through our Business Partner Directory. Now, there is an affordable opportunity for these industries to get involved in our Business Partner Program by attending our Casino Royale event, having access to the member directory and highlighting services in our Business Partner Directory. *This sponsorship is limited to specific industries not currently represented in AALA.*

As a valued business provider, you will have the chance to build relationships with key influencers and decision makers in legal management, representing over **140 law firms**, corporate legal departments and government legal agencies in Atlanta and throughout the state of Georgia.

Reserve your spot as a valued 2019 AALA Business Partner today!

*See adjoining chart for explanation of benefits



Founded in 1971, the Association of Legal Administrators is an international organization of more than 10,000 members representing more than 20 countries.

The Atlanta Chapter, founded in 1977, provides quality educational programs and a variety of information resources on the local level. The Atlanta Chapter serves approximately 220 members.

The Association of Legal Administrators' mission is to inspire excellence in the business of law.

QUESTIONS?

Contact: AALA's Director of Business Partner Relations

ddunavant@phrd.com



BENEFITS & REWARDS OF BUSINESS PARTNERSHIP	TITANIUM \$12,000 Limit 1	PLATINUM \$9,000 Limit 2	DIAMOND \$7,200 Limit 3	GOLD \$6,000 Limit 7	SILVER \$3,000 No Limit	COMMUNITY \$500** No Limit
Right of first renewal for current year sponsorship level	✓	✓	✓	✓		
Company logo on all list serve and AALA emails			✓			
Company logo on AALA website homepage	✓	✓	✓			
Appearance in "Spotlight" section of AALA website (month of sponsored event)	✓	✓		✓		
Appearance in "Spotlight" section of AALA website (December)			✓			
User level access to AALA website: myAALA.com	✓	✓	✓	✓	✓	✓
Exclusive Sponsorship of one monthly chapter meeting	3 Reps	2 Reps		2 Reps		
CASINO ROYALE PARTICIPATION						
Invitation to join Casino Royale Planning Committee	1 Rep	1 Rep	1 Rep			
Attendance at Casino Royale (option to buy up one company representative)	5 Reps	4 Reps	3 Reps	3 Reps	2 Reps	\$500 1 Attendee
AALA member registration list for Casino Royale	✓	✓	✓	✓	✓	✓
Company name, logo and brief description in Casino Royale materials	✓	✓	✓	✓	✓	✓
INVITATION TO ATTEND						
One Evening social event	3 Reps	2 Reps	2 Reps	2 Reps		
March Meet & Greet chapter meeting	2 Reps	1 Rep	1 Rep	1 Rep	1 Rep	
Appreciation social event	3 Reps	2 Reps	2 Reps	2 Reps	1 Rep	
Chapter holiday lunch	3 Reps	2 Reps	2 Reps			
Invitation for one to Speed Networking Event	1st 25	1st 25	1st 25	1st 25	1st 25	1st 25
Gene Henson Scholarship Committee	1 Rep	1 Rep				
Business Partner forums	✓	✓	✓	✓	✓	✓
Various community service projects	✓	✓	✓	✓	✓	
TICKETS TO ATTEND ADDITIONAL MEETINGS*						
	5	4	3	2	2	
Opportunity to co-sponsor a <i>shared knowledge group</i>	✓	✓	✓	✓	✓	
Opportunity to provide educational articles for website	✓	✓	✓	✓	✓	
Enhanced recognition on website and via social media	✓	✓	✓	✓	✓	
Member attendee listing for sponsored events (upon request)	✓	✓	✓	✓		
Acknowledgment at sponsored event with opportunity to speak briefly and introduce speaker	✓	✓		✓		
Business Partner directory listing on AALA website by sponsorship level and industry	✓	✓	✓	✓	✓	✓
AALA Business Partner logo for sponsorship year and level	✓	✓	✓	✓	✓	✓
AALA membership directory (updated quarterly)	✓	✓	✓	✓	✓	

* Tickets can be redeemed for \$25 at any chapter meeting except the Holiday Lunch, Titanium Sponsored Chapter Meeting and/or chapter social events

**Restrictions apply. Must be local businesses not represented in the BP Program. Additional information can be found at myAALA.com



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IMPORTANT INFO AND NEXT STEPS

Review the benefits and rewards of our Business Partner Sponsor Program to select the best Sponsorship Level for your organization.

Go to myAALA.com to complete the enrollment forms.

IMPORTANT DATES

Right of First Renewal:

Current Business Partners are guaranteed renewal at current Sponsorship Levels until **November 21, 2018**. Starting **November 26, 2018**, upgrades, changes and new Business Partner commitments will be honored on a first received basis.

NOVEMBER 13	Sponsorship Program Announced; current BPs shall have Right of First Renewal Commitment until November 21, 2018
NOVEMBER 13	Enrollment opens — go to www.myAALA.com to enroll
JANUARY 18	All Sponsorship Commitments and Payments Due
JANUARY 1	Sponsorship Program Begins

Don't Miss Your Opportunity to Partner with the AALA!

Enrollment in our Business Partner Program occurs only once a year.

Contact the Director of Business Partner Relations:
ddunavant@phrd.com

