

Business Partner Guide



This Guide contains useful information on how you can maximize the opportunities available to you as an AALA sponsor. A calendar of events is included per sponsorship level. Additional items available to you that have been provided separately are:

- AALA Member Report (1Q)
- AALA BP Sponsorship Medallion
- AALA's 2018-2019 Board of Directors
- Directions for setting up a user account on myAALA.com
- Link to AALA Business Partner Speaker Proposal

Maximize Your AALA 2019 Business Partner Sponsorship



Welcome to the 2019 AALA Business Partner Sponsorship Program. Our partnership provides AALA members with unmatched resources and opportunities in the business of law. AALA continues to improve what our Chapter provides to both our Members and Business Partners. We are focused on our Mission Statement which is to “Inspire Excellence in the Business of Law,” and our strategic goals are focused on meeting the ever-changing needs of our Chapter.

Part of that strategy is to offer top-level educational events at our monthly Chapter meetings and continue to provide in-depth, timely education through our Section meetings. Be sure to review the Educational Structure section below for more information.

AALA recognizes the value of our Business Partners to our members and our organization. This guide has been created to help you maximize your sponsorship opportunities to get the highest ROI for your company.

KNOW YOUR AUDIENCE

AALA members are responsible for every aspect of law office management and make purchases related to:

- Human Resource Management
- Financial Management
- Facilities Management
- Practice Management
- Technology Systems Management

Members of AALA recognize the critical role Business Partners play in their day-to-day functions and often look to Business Partners for education and insight into current and future trends within the Business Partner’s area of expertise.

CONTACTING AALA MEMBERS

As a Business Partner of AALA, you will receive an AALA Member Directory on a quarterly basis, which includes contact information for all AALA members. When using this Directory, please consider the volume of communication our members receive. It is recommended that communication by email be used on a limited basis and bring an educational value to the member. Some Business Partners have found success in periodically sending information to members on timely and relevant topics, including tips and tricks or updates on current trends.

Business Partners are sponsors of AALA, not members of AALA. When making introductions, it is recommended that Business Partners indicate their sponsorship level as most members attempt to respond to AALA business partner sponsors.

NETWORKING WITH AALA MEMBERS

As a Business Partner, there will be multiple opportunities to network with AALA members. Each sponsorship level offers different opportunities. Be sure to check your sponsorship level for upcoming events open to you and mark your calendar.

EDUCATIONAL STRUCTURE OF AALA

AALA will offer monthly Chapter meetings with a high level of educational focus. Titanium, Platinum and Gold Sponsors will select their monthly Chapter meeting to sponsor as part of their sponsorship package.

In addition to our monthly meetings, AALA will be looking to our Educational Section Chairs to offer higher level, focused education to Members. These Shared Knowledge Group meetings or Small Firm Roundtables are great opportunities for our Business Partners to sponsor or speak regardless of sponsorship level.

Business Partners may participate in Shared Knowledge Group (“SKG”) meetings or a Small Firm Roundtable in two ways:

*Business Partners may **speak** at an SKG or Small Firm Roundtable meeting* by submitting a Speaker Proposal. The subject must be educational and cannot be advertorial in nature. Once your Speaker Proposal is approved, the Business Partner will coordinate with the Section Chair on all details related to the meeting.

*Business Partners may **sponsor** an SKG or Small Firm Roundtable meeting* by either providing lunch and/or bringing in a speaker for a topic that aligns with the SKG’s educational topic. Business Partners may select a venue for the meeting if they desire and the President-Elect approves.

Business Partners are encouraged to partner with one another on sponsoring section meetings. You are welcome to split the cost of the lunch with another AALA Business Partner. Let us know if you would like us to help you coordinate this with another sponsor.

Business Partners are encouraged to contact Jennifer Brinkley to discuss available opportunities. Jennifer can be reached at 888-566-2993 or jbrinkley@myaala.com.

COMPETITIVE EDGE



Competitive Edge is a new webpage solely for AALA Members and Business Partners. Members are encouraged to post requests for proposals here to give our Business Partners the first opportunity to meet Members' business needs. Business Partners are invited to use the page to post news and events for their companies. To access Competitive Edge, look for the **Group** in your myAALA.com profile.

USING BUSINESS PARTNER TICKETS

Each Business Partner has received 2 – 4 Tickets to use to attend a Chapter Meeting, Shared Knowledge Group Meeting or Small Firm Roundtable which is sponsored by another Business Partner. **Each ticket can be used one time only, for one attendee, and costs \$25.**

Tickets can be used for any Chapter Meeting, SKG Meeting and/or Small Firm Roundtable except the following:

- Speed Networking – this event is invitation only
- March Chapter Meeting – All Business Partners are already invited to this event; however, you can use a ticket to bring an extra attendee
- Spring Social (sponsored by our Titanium Sponsor)
- Casino Royale – All Business Partners are already invited to this event.
- Holiday Luncheon (Open to Diamond, Platinum and Titanium Sponsors Only)
- Summer Evening Social (Open to Gold, Diamond, Platinum and Titanium Sponsors Only)
- BP & Volunteer Appreciation Social – All Business Partners are already invited to this event, however you can use a ticket to bring an extra attendee.

To use the ticket:

1. Go to www.myaala.com.
2. Login
3. Go to the Calendar.
4. Select the Event
5. Select Register for the Event.
6. Select Business Partner Ticket as the Attendee Type
7. Select Next
8. Confirm Attendee Info
9. Select Next
10. Select Business Partner Ticket as the Attendee Selection
11. Select Save & Add Another Attendee or Save and Finalize

12. Confirm Registration and Payment Information

13. Proceed to Confirmation

2019 Tickets

- Silver: 2
- Gold: 3
- Diamond: 3
- Platinum: 4
- Titanium: 5

MEETING SPONSORS

If you are the Meeting Sponsor for a Chapter Meeting, Shared Knowledge Group Meeting or Small Firm Roundtable, you will receive the following opportunities:

- Receive recognition on the website and meeting description as the sponsor.
- Bring up to four representatives to the sponsored Chapter Meeting; two representatives to the Shared Knowledge Group Meeting or Small Firm Roundtable
- Work at the Registration Desk
- Give brief, five-minute introduction of yourself and company to the audience
- Introduce the Speaker
- Receive the attendee list
- Have a drawing for a giveaway

Register for Sponsored Meeting

1. Go to www.myaala.com.
2. Login
3. Go to the Calendar.
4. Select the Event
5. Select Register for the Event.
6. Select Business Partner Sponsor as the Attendee Type
7. Select Next
8. Confirm Attendee Info
9. Select Next
10. Select Business Partner Sponsor as the Attendee Selection
11. Select Save & Add Another Attendee or Save and Finalize
12. Confirm Registration
13. Proceed to Confirmation

ADDITIONAL TIPS TO MAXIMIZE YOUR SPONSORSHIP

- Attend all events to which you are invited: Make every effort to attend the events available to you according to your sponsorship level. Networking is fundamental in developing long-term business relationships with AALA members.
- Utilize your AALA Website Directory: AALA provides an online Business Partner Directory that can be customized by each Business Partner. This directory is sorted by category and Business Partners are encouraged to list their company within each category (up to five) relevant to their business. The Business Partner Directory is a tool often used by our members when seeking a resource.
- Distribute brief educational tidbits to AALA members: AALA members appreciate short, useful tips and tricks or updates on trends within your industry.
- Contribute to AALA News & Voice of the Industry: AALA provides short educational articles to its members through AALA Newsletters and website. Consider providing educational videos, articles, interviews, demonstrations, etc.
- Recruit AALA Members: By expanding the membership of AALA, Business Partners expand their networking opportunities.
- Utilize your AALA sponsor logo: Business Partners are provided with an AALA Sponsorship logo to use in their marketing materials. Business Partners are encouraged to display this logo on their website, business cards, email signatures, etc. Logos cannot be used as a form of endorsement by AALA towards any business or product.
- Use myAALA.com as a resource: Our website offers insight into our association, our members, the legal community and specific resources for you, our Business Partners. Become familiar with the site, check out the resources available to you and take advantage of the insider info.
- Stay Active on Social Media: Follow AALA on Twitter, LinkedIn and Facebook. Follow events and news and tag AALA when appropriate.

COMMUNITY SERVICE PARTICIPATION

AALA has an active presence within the Atlanta community. Every year, AALA hosts charitable drives to serve those in need. AALA also sponsors community service days where Members and Business Partners work together on projects throughout Atlanta.

Over the years, AALA has raised hundreds of thousands of dollars to benefit organizations like Salvation Army's Angel Tree, Susan G. Komen, Children's Healthcare of Atlanta, Toys for Tots, Boys & Girls Club of Metro Atlanta, veteran's associations, women's shelters, local high schools and much more.

Members and Business Partners have worked together to mentor and coach local students, provide playgrounds for children, restore houses to those less fortunate and clean up schools and local parks.

During the year, there will be opportunities to join in on these worthwhile endeavors. Business Partners are invited to participate with members in these events.

CASINO ROYALE*

Date: September 12, 2019

Time: Evening Event TBD

Location: Alston & Bird (One Atlantic Center)

Stay tuned for exciting details!

Opportunities available to Titanium Sponsor

Invitation to serve on Casino Royale Committee and to attend meetings

Date/Time: TBD

Location: TBD

Attendees: Titanium Sponsor may bring one representative

Invitation to serve on Gene Henson Committee and to attend meetings

Date/Time: TBD

Location: TBD

Attendees: Titanium Sponsor may bring one representative

Chapter Meetings – Tickets

Can use five (5) tickets to attend other Chapter Meetings, Shared Knowledge Group Meetings and/or Small Firm Roundtables. See calendar for listing of events.

BP Orientation/Maximize Your Sponsorship: Meet a few members of the AALA Board of Directors and learn ways to maximize your sponsorship and get involved in AALA.

Date/Time: February 12, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Titanium Sponsor may bring two representatives

Speed Networking Social

Date/Time: March 12, 2019, 5:30 – 7:30 PM

Location: Endive

Attendees: Titanium Sponsor may bring one representative

March Meet & Greet + Board Pass the Gavel

Date/Time: March 20, 2019, 11:30 AM – 1:30 PM

Location: Park Tavern/Midtown

Attendees: Titanium Sponsor may bring two representatives

BP Casino Royale Orientation/Mid-Year Check-In

Date/Time: June 11, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Titanium Sponsor may bring two representatives

Summer Evening Social:

Date/Time: June 25, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Titanium Sponsor may bring three representatives

Casino Royale

Date: September 12, 2019, Evening Event TBD

Location: Alston & Bird (One Atlantic Center Building)

Attendees: Titanium Sponsor may bring five representatives with option to purchase an additional attendee.

BP Focus Group:

Date/Time: October 8, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Titanium Sponsor may bring two representatives

Fall Evening Appreciation Social

Date/Time: November 7, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Titanium Sponsor may bring three representatives

Holiday Luncheon:

Date/Time: December 11, 2019, 11:30 AM – 1:30 PM

Location: The Whitley Hotel Buckhead (f.k.a. Ritz-Carlton)

Attendees: Titanium Sponsor may bring three representatives

Info: Business Partners will be recognized at this event

Sponsored Chapter Meeting:

Title: Spring Social

Date/Time: April 26, 2019, 11:30 AM – 1:30 PM

Location: Magnolia Hall, Piedmont Park

Attendees: Titanium Sponsor may bring up to four representatives.

Info: This event is exclusive to the Titanium Sponsor; no other Business Partners will be in attendance.

Opportunities available to Platinum Sponsors

Invitation to serve on Casino Royale Committee and to attend meetings

Date/Time: TBD

Location: TBD

Attendees: Platinum Sponsor may bring one representative

Invitation to serve on Gene Henson Committee and to attend meetings

Date/Time: TBD

Location: TBD

Attendees: Platinum Sponsor may bring one representative

Chapter Meetings – Tickets

Can use four tickets to attend other Chapter Meetings, Shared Knowledge Group Meetings and/or Small Firm Roundtables. See calendar for listing of events.

BP Orientation/Maximize Your Sponsorship: Meet a few members of the AALA Board of Directors and learn ways to maximize your sponsorship and get involved in AALA.

Date/Time: February 12, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Platinum Sponsor may bring one representative

Speed Networking Social

Date/Time: March 12, 2019, 5:30 – 7:30 PM

Location: Endive

Attendees: Platinum Sponsor may bring one representative

March Meet & Greet + Board Pass the Gavel

Date/Time: March 20, 2019, 12:00 PM – 1:30 PM

Location: Park Tavern/Midtown

Attendees: Platinum Sponsor may bring one representative

BP Casino Royale Orientation/Mid-Year Check-In

Date/Time: June 11, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Platinum Sponsor may bring one representative

Summer Evening Social:

Date/Time: June 25, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Platinum Sponsor may bring two representatives

Casino Royale

Date: September 12, 2019, Evening Event TBD

Location: Alston & Bird (One Atlantic Center Building)

Attendees: Platinum Sponsor may bring four representatives with option to purchase an additional attendee.

BP Focus Group:

Date/Time: October 8, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Platinum Sponsor may bring one representative

Fall Evening Appreciation Social

Date/Time: November 7, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Platinum Sponsor may bring two representatives

Holiday Luncheon:

Date/Time: December 11, 2019, 11:30 AM – 1:30 PM

Location: The Whitley Hotel Buckhead (f.k.a. Ritz-Carlton)

Attendees: Platinum Sponsor may bring two representatives

Info: Business Partners will be recognized at this event

Sponsored Chapter Meeting:

Epiq: Managing Partner Breakfast / Chapter Meeting

Date/Time: October 16, 2019, 8:30 – 10:00 AM

Location: TBD

Attendees: Platinum Sponsors may bring up to four representatives.

Epic Insurance Brokers: March Meet & Greet / Chapter Meeting

Date/Time: March 20, 2019, 11:30 PM – 1:30 PM

Location: Park Tavern / Midtown

Attendees: Platinum Sponsors may bring up to four representatives.

Opportunities available to Diamond Sponsors

Invitation to serve on Casino Royale Committee and to attend meetings

Date/Time: TBD

Location: TBD

Attendees: Diamond Sponsor may bring one representative

Chapter Meetings – Tickets

Can use three tickets to attend other Chapter Meetings, Shared Knowledge Group Meetings and/or Small Firm Roundtables. See calendar for listing of events.

BP Orientation/Maximize Your Sponsorship: Meet a few members of the AALA Board of Directors and learn ways to maximize your sponsorship and get involved in AALA.

Date/Time: February 12, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Diamond Sponsor may bring one representative

Speed Networking Social

Date/Time: March 12, 2019, 5:30 – 7:30 PM

Location: Endive

Attendees: Diamond Sponsor may bring one representative

March Meet & Greet + Board Pass the Gavel

Date/Time: March 20, 2019, 12:00 PM – 1:30 PM

Location: Park Tavern/Midtown

Attendees: Diamond Sponsor may bring one representative

BP Casino Royale Orientation/Mid-Year Check-In

Date/Time: June 11, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Diamond Sponsor may bring one representative

Summer Evening Social:

Date/Time: June 25, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Diamond Sponsor may bring two representatives

Casino Royale

Date: September 12, 2019, Evening Event TBD

Location: Alston & Bird (One Atlantic Center Building)

Attendees: Diamond Sponsor may bring three representatives with option to purchase an additional attendee.

BP Focus Group:

Date/Time: October 8, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Diamond Sponsor may bring one representative

Fall Evening Appreciation Social

Date/Time: November 7, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Diamond Sponsor may bring two representatives

Holiday Luncheon:

Date/Time: December 11, 2019, 11:30 AM – 1:30 PM

Location: The Whitley Hotel Buckhead (f.k.a. Ritz-Carlton)

Attendees: Diamond Sponsor may bring two representatives

Info: Business Partners will be recognized at this event

Opportunities available to Gold Sponsors

Chapter Meetings – Tickets

Can use three tickets to attend other Chapter Meetings, Shared Knowledge Group Meetings and/or Small Firm Roundtables. See calendar for listing of events.

BP Orientation/Maximize Your Sponsorship: Meet a few members of the AALA Board of Directors and learn ways to maximize your sponsorship and get involved in AALA.

Date/Time: February 12, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Gold Sponsor may bring one representatives

Speed Networking Social

Date/Time: March 12, 2019, 5:30 – 7:30 PM

Location: Endive

Attendees: Invited Gold Sponsors may bring one representative

March Meet & Greet + Board Pass the Gavel

Date/Time: March 20, 2019, 12:00 PM – 1:30 PM

Location: Park Tavern/Midtown

Attendees: Gold Sponsor may bring one representatives

BP Casino Royale Orientation/Mid-Year Check-In

Date/Time: June 11, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Gold Sponsor may bring one representative

Summer Evening Social:

Date/Time: June 25, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Gold Sponsor may bring two representatives

Casino Royale

Date: September 12, 2019, Evening Event TBD

Location: Alston & Bird (One Atlantic Center Building)

Attendees: Gold Sponsor may bring three representatives with option to purchase an additional attendee.

BP Focus Group:

Date/Time: October 8, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Gold Sponsor may bring one representative

Fall Evening Appreciation Social

Date/Time: November 7, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Gold Sponsor may bring two representatives

Opportunities available to Silver Sponsors

Chapter Meetings – Tickets

Can use two tickets to attend other Chapter Meetings, Shared Knowledge Group Meetings and/or Small Firm Roundtables. See calendar for listing of events.

BP Orientation/Maximize Your Sponsorship: Meet a few members of the AALA Board of Directors and learn ways to maximize your sponsorship and get involved in AALA.

Date/Time: February 12, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Silver Sponsor may bring one representative

Speed Networking Social

Date/Time: March 12, 2019, 5:30 – 7:30 PM

Location: Endive

Attendees: Invited Silver Sponsors may bring one representative

March Meet & Greet + Board Pass the Gavel

Date/Time: March 20, 2019, 12:00 PM – 1:30 PM

Location: Park Tavern/Midtown

Attendees: Silver Sponsor may bring one representative

BP Casino Royale Orientation/Mid-Year Check-In

Date/Time: June 11, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Silver Sponsor may bring one representative

Casino Royale

Date: September 12, 2019, Evening Event TBD

Location: Alston & Bird (One Atlantic Center Building)

Attendees: Silver Sponsor may bring two representatives with option to purchase an additional attendee.

BP Focus Group:

Date/Time: October 8, 2019, 12:00 – 1:30 PM

Location: One Atlantic Center Conference Room

Attendees: Silver Sponsor may bring one representative

Fall Evening Appreciation Social

Date/Time: November 7, 2019, 5:30 – 7:30 PM

Location: TBD

Attendees: Silver Sponsor may bring one representative