



October 1, 2010

Dear Business Partner:

The Golden Gate Chapter would like to acknowledge and thank all of our sponsors this year. We are happy to again offer our very successful *a-la-carte* menu program in 2010. Our chapter is one of the largest in the 10,000 plus member Association of Legal Administrators.

We rely upon your support, participation and partnership with our Chapter and its members. We are looking forward to continuing our existing relationships and developing new ones with those of you who have not yet partnered with us.

You are receiving this letter because the Golden Gate Chapter is announcing its 2010-2011 Partner Sponsor Program. Our program is very versatile and allows all levels of business partners to participate. Your commitment to being a partner will not only provide the Chapter with the ability to put on exceptional educational programs, but it will also expose your organization to over 210 legal managers.

Our *a-la-carte* program, will allow more choices to better suit you and your organization's business needs. We see value in partnering with you and your company. Through our expanded list of sponsorship options, you will be able to engage in more contact with the members at some of our premier educational events, as well as at several Business Partner Appreciation events held throughout the Board year. Please review the enclosed packet which includes both a detailed description of our educational program and a commitment form that allows you to build your package and attain one of seven sponsorship levels.

There are many of you who have already seen the value of partnering with the Golden Gate Chapter. You have been able to partake in many of the Golden Gate Chapter events, advertise in our newsletter, list your organization on our website and attend our educational sessions. We are hopeful that your partnership with the Golden Gate Chapter has been as beneficial and worthwhile to you as it has been for our Chapter. We look forward to your continued participation in 2010-2011. Please feel free to contact any of the committee members or anyone on the Executive Board with your questions.

Sincerely yours,

Business Partner Committee

Joe Galante
Business Partnering Co-Chair

Dee Sannazzaro Gray
Business Partnering Co-Chair

Susan Bonner
President

Diane Camacho
Vice President



Association of Legal Administrators Golden Gate Chapter



2010 Business Partner Sponsor Program

Association of Legal Administrators – Golden Gate Chapter
Business Partner Committee, P.O. Box 19-2265, San Francisco, CA 94119
www.alasf.org



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What is the Association of Legal Administrators and why should you become a Business Partner with the Golden Gate Chapter?

ALA is a professional organization with over 10,000 members and is the leading association for those involved in legal management. The Golden Gate Chapter was formed 30 years ago and is one of the largest chapters in the organization, with over 210 members in the Bay Area. Our membership consists of legal managers who represent over 200 private law firms and corporate legal departments. When you partner with us, you will have access to the primary decision makers needing your services and products.

When you partner with the Golden Gate Chapter it means,

- ◆ First and foremost, your investment will ensure the educational opportunities offered to our members are of the highest quality
- ◆ You will have exclusive exposure to our membership as valued partners because there are a limited number of sponsorships
- ◆ You will be appreciated by our members because you have demonstrated your support for the Golden Gate Chapter
- ◆ You will build strong relationships with the members by participating in events and by joining them in educational and social events.

The 2010 Business Partner Packages will allow you and your organization to build a package based on what best suits your needs. Based on your choices, your company will be recognized and will receive certain benefits based on the sponsorship level you have attained.

We encourage you to read through the detail about each choice and carefully weigh what is best for your organization. We are very excited at the prospect of partnering with you in 2010. Should you have any questions, please do not hesitate to contact anyone on the Business Partner committee.

The Business Partner Commitment Form, as well as detailed descriptions about each part of the program, can be found in the packet.

Premier Chapter Educational Sessions

Sponsors can select only one of the educational sessions and that session will be assigned on a first come first served basis. If two or more commitment forms arrive on the same day, a drawing will determine which Business Partner will receive their first choice. Sponsors should indicate their first, second and third choices on the commitment form.

Managing Partner Forum

This is the Chapter's premier educational quarterly. Our members have the opportunity to invite their managing partner or other decision maker to attend with them. The hour and a half luncheon is normally held in early Fall and an average of 30-50 members and Managing Partners attend. Featured speakers have included Jeff Bleich, Special Counsel to President Obama in 2009, the Honorable Suzanne Ramos Bolanos, Judge of the Superior Court, County of San Francisco in 2008, and Senator Jackie Speier (Ret) in 2007. The issues discussed cover such topics as Mentoring Associates to be Future Leaders, "Think Differently": Work/Life Balance in the New Millennium, and "Diversity Issues for Law Firms and Legal Departments" and "Why You Should Seek Single Assignment for your Next Case?"

- ***Managing Partner Forum Sponsor*** **\$4,000**
 - Opportunity for four representatives to attend the annual luncheon
 - Acknowledgement as a top level sponsor by Chapter President at the luncheon
 - Opportunity to introduce speaker
 - Recognition as top sponsor on invitation and advance print opportunities
 - Recognition as a sponsor on Chapter website calendar for this event

Installation of Executive Officers

This event combines the installation of the new Board Executive Officers with an educational presentation. The hour and a half luncheon is normally held in March and an average of 45-50 members attend. Featured speakers have included Francine Ward, Malcolm Kushner and Sean Carter, "Humorist at Law."

- ***Installation of Executive Officers Speaker Sponsors*** **\$2,500**
 - Opportunity for each organization to invite two representatives to attend the annual luncheon
 - Acknowledgement as a top level sponsor by Chapter President at the luncheon
 - Opportunity to introduce speaker
 - Recognition as top sponsor on invitation and advance print opportunities
 - Recognition as a sponsor on Chapter website calendar for this event

Summer Quarterly Program

This educational event is usually held during one of the summer months. An average of 45-50 members attend this hour and a half luncheon.

- ***Summer Quarterly Program Speaker Sponsors*** **\$2,500**
 - Opportunity for two representatives from each organization to attend the annual luncheon
 - Acknowledgement as a top level sponsor by Chapter President at the luncheon
 - Opportunity to introduce speaker or close session
 - Recognition as top sponsor on invitation and advance print opportunities
 - Recognition as a sponsor on Chapter website calendar for this event

Morning Educational Programs

The Chapter will be offering two morning educational sessions which will last two hours. The topics will cover issues dealing with Human Resources, Operations, Technology or Financial Management.

- ***Morning Program Speaker Sponsors (2 programs)*** **\$3,000**
 - Opportunity for three representatives to attend the morning session
 - Acknowledgement as a top level sponsor by Chapter President at the luncheon
 - Opportunity to introduce speaker
 - Recognition as top sponsor on invitation and advance print opportunities
 - Recognition as a sponsor on Chapter website calendar for this event

Labor Law Update

This annual presentation is normally held in the Spring and the presenter is an experienced Labor & Employment Attorney from a member law firm. The session usually lasts two hours and is held during the lunch hour with an average of 60-70 attendees.

- ***Annual Labor Law Update Sponsor*** **\$2,500**
 - Opportunity for each organization to invite two representatives to attend the annual luncheon
 - Acknowledgement as a top level sponsor at the luncheon
 - Opportunity to introduce speaker
 - Opportunity to make closing comments
 - Recognition as top sponsor on invitation and advance print opportunities
 - Recognition as a sponsor on Chapter website calendar for this event

Section Meetings

Sponsors will be assigned to section meetings on a first come, first served basis and will only be assigned to **one** section meeting per category. Please indicate on the commitment form your section category preference. Sponsors should indicate their first, second and third choices on the commitment form.

➤ ***Section Meeting Sponsor***

\$750 per section meeting

- Opportunity for up to two representatives to attend the section meeting
- Opportunity to introduce speaker
- Recognition as sponsor in invitation and advance print opportunities
- Recognition as a sponsor on Chapter website calendar for this event

The Chapter holds up to sixteen separate section meetings throughout the board year, which runs from **April 1 to March 31**. The section meetings are divided among the following categories:

- ◆ **Human Resources (HR)**
- ◆ **Finance (FM)**
- ◆ **Operations & Technology (O&T)**
- ◆ **Leadership**

Holiday Party Luncheon

➤ ***Holiday Party Table Sponsor***

\$500 per table

- ◆ This annual event is held during the lunch hour and is very popular among the Chapter members and attendance is normally 80-90 people. This festive holiday event is held in December. The Chapter partners with the San Francisco Firefighters to encourage toy contributions to their program. In addition, proceeds from raffle ticket sales are contributed to the Toy Program with the Chapter matching raffle ticket sales. The number of Business Partner representatives will be determined by the level of sponsorship.

Conference Passports

- **Annual ALA Conference Passport Sponsor** *\$2,000 per passport*

The annual conference will be held in Boston, Massachusetts, from May 3-6. There are two passports available and will be awarded to a Chapter member at the Installation of Executive Officers in March, 2010. The sponsor will be recognized in print opportunities including the newsletter and in a chapter email blast.

- **Region 5 and 6 Conference Passport Sponsor** *\$1,200 per passport*

The Region 5 and 6 conference will be held in San Diego, California in October 2010. There are two passports available and will be awarded to a Chapter member at the Business Partner Appreciation event in May 2010. The sponsor will be recognized in print opportunities including the newsletter and in a chapter email blast.

Other Benefits

- **Mailing Labels** *\$250 per set*
Set of membership mailing labels upon request, maximum of 3 sets

“The Bridge” Electronic Newsletter Advertising

Business Partners will receive access to the electronic copy of “The Bridge.” Our newsletter is now in Flash format and the pages "turn" as one would turn the pages of a book. There is also a Table of Contents icon which allows one to scroll through a thumbnail of each article or advertisement until you find the one you want to read. By clicking on the thumbnail, you are automatically taken to that particular article or advertisement. When double-clicking on any Business Partner's advertisement one will automatically be taken to that Business Partner's website. Similarly, if one double-clicks on any e-mail address, the e-mail program will open to a new message screen and that person's address will be automatically populated into the "To" field of the new message.

◆ Full-page ad (inside front cover page 2 times)	\$800
◆ Full-page ad x 12 issues	\$3,600
◆ Full-page ad x 6 issues (alternating months)	\$1,800
◆ Full-page ad x 3 issues (alternating months)	\$900
◆ Half-page ad x 12 issues	\$3,000
◆ Half-page ad x 6 issues (alternating months)	\$1,500
◆ Half-page ad x 3 issues (alternating months)	\$750
◆ Quarter-page ad x 12 issues	\$1,800
◆ Quarter-page ad x 6 issues (alternating months)	\$900
◆ Quarter-page ad x 3 issues (alternating months)	\$450
◆ Full-page Business Partner Profile x 1 issue (with picture)	\$250
◆ Half-page Business Partner Profile x 1 issue	\$150
◆ Quarter-page Business Partner Profile x 1 issue	\$100

Chapter Website Advertising

◆ Home Banner for 12 months (only one spot available!)	\$1,000
○ Plus website listing for 12 months	\$1,500
◆ Business Partner Sponsor website page listing (12 months)	\$750
◆ Diversity Web Page Sponsor for 12 months	\$500

Advertisement specifications can be found on page 9 and 10.

Membership Directory

Business Partners who purchase this feature will be given a user name/password to access this electronic directory for a twelve month period. The member data is updated on a monthly basis. One can search the database by member name or firm.

Access to On-line Membership Directory

\$500◆◆◆

Levels of Sponsorship ◆◆◆

As a Business Partner you will attain one of these levels of sponsorships after electing *a-la-carte* items to build your package.

You will receive confirmation of your sponsorship level and which choices have been awarded.

Sponsorship Level Benefits

- ◆ An annual meeting with our Business Partners will be held in the Fall to exchange ideas with the Executive Board and Business Partner Committee.
- ◆ All Business Partners will be invited to participate in the Community Challenge Event held in October.
- ◆ All Business Partners reaching one of the levels listed below will be listed in the "Thank You Business Partners" advertisement in the newsletter, in addition to having their contact information listed each month, with direct links to their website and email.
- ◆ All Business Partners reaching one of the levels listed below will have their contact information on the Chapter website, with direct links to their website and email
- ◆ The number of Business Partner representatives at the two Business Partner Appreciation events will be determined by the level of sponsorship as indicated below.

Golden Gate Park

\$10,000 or greater
(4 representatives)

Twin Peaks

\$6,500 - \$9,999
(3 representatives)

Pyramid

\$5,000 - \$6,499
(2 representatives)

Coit Tower

\$3,000 - \$4,999
(2 representatives)

Presidio

\$1,000 - \$2,999
(1 representative)

Cable Car

\$500 - \$999
(1 representative)

Advertising Requirements

Electronic Newsletter

The Golden Gate Chapter newsletter, "*The Bridge*," is electronically produced and those buying advertising will have access to that issue.

Electronic Advertisement Specifications

FILE TYPE: JPG/GIF

RESOLUTION: 150 dpi

COLOR: RGB (e.g., no CMYK - increases file size too much)

ADVERTISEMENT SIZE:

Submit graphic in dimensions equal to the size of the ad.

Full Page	8.25" wide x 10.75" high (8 ¼ x 10 ¾)	Half-Page Vertical	4.125" wide x 10.75" high (4 ¼ x 10 ¾)
Half-Page Horizontal	8.25" wide x 5.375" high (8 ¼ x 5 3/8)	Quarter Page	4.125" wide x 5.375" high (4 1/8 x 5 3/8)

Web Site Advertising Requirements

Business Partner/Sponsor Page Listing

Please supply the following items on CD or by email. If submitting by email, please paste text for items #2 and #3 directly into the body of the email message:

1. **Graphic/icon** of approximately 30 pixels high and no more than 200 pixels wide and a resolution of 72 or 96. If text is included in the graphic, text should be at least 12 pt. Graphic will be placed on a bright white background, so if your graphic includes a medium white background, it may appear yellowish.
2. **Contact information:**
 - a. Business name and mailing address
 - b. Individual contact's name, title, e-mail address, telephone and fax numbers -
Limit to two individual contacts
 - c. Business web site address
3. **Business description** of approximately 100 words describing nature and history of business, highlighting your relationship with the legal community.

[Advertising Requirements continued]

Home Page Banner Sponsor

Please supply a graphic/icon of approximately 30 pixels high and no more than 50 pixels wide. Iconic graphics with no text work best. Brightly colored graphics are more appealing. Graphic will be placed on a bright white background, so if the graphic includes a medium white background, it may appear yellowish. Dimensional graphics (light shadowing) add appeal to the Shock Wave Flash effect.

Business Partner Profile Requirements

(Newsletter)

Quarter-page Profile

Provide Word format with 75 words of text, plus contact information and your logo (as 150 dpi JPG/GIF format).

Half-page Profile

Provide Word format with 200 words of text, plus contact information and your logo (as 150 dpi JPG/GIF format).

Full-page Profile

Provide Word format with 475 words of text, high quality photo, plus contact information and your logo (as 150 dpi JPG/GIF format).

2010 Business Partner Sponsor Commitment Form

(Worksheet located on back page)

Please complete the following form to lock in your opportunity to be a valued Partner Sponsor with the Golden Gate Chapter.

Participation is on a first come, first served basis.

Please view the Commitment form worksheet (separate link on www.alasf.org website) for those items that remain available.

Current Date: _____

Contact Name: _____

This person will be listed in the Business Partner Services document included in The Bridge and on the Chapter Website

Title: _____

Organization Name: _____

Service Type: _____

(included on listing sorted alphabetically by company name)

Address: _____

Phone: _____

Cell Phone: _____

Email: _____

Website: _____

Please make checks made payable to Golden Gate Chapter - Association of Legal Administrators and send your check and completed form to:

**ALA/Golden Gate Chapter
Business Partner Committee
P.O. Box 19-2265
San Francisco, CA 94119**

Business Partner Committee Contact Information

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