



Association of Legal Administrators Golden Gate Chapter



2012-2013 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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The ALA and Why You Should Become a Business Partner

ALA is a professional organization with over 10,000 members worldwide and is the leading association for those involved in legal management. The Golden Gate Chapter was formed 35 years ago and is one of the largest chapters in the organization with over 160 members in the Bay Area. Our membership consists of legal managers who represent over 150 private law firms and corporate legal departments. A demographic breakdown is provided below:

Firm Size	Number of Members	Percentage of Membership
1-14 attorneys	42	25.61%
15-29 attorneys	40	24.39%
30-74 attorneys	43	26.22%
75-149 attorneys	22	13.41%
150+ attorneys	5	3.05%
Blank/0	12	7.32%
TOTAL	164	100%

When you partner with the Golden Gate Chapter, it means:

- ◆ First and foremost that your investment will ensure the educational opportunities offered to our members are of the highest quality;
- ◆ You will have exclusive exposure to our membership -- decision makers needing your services and products;
- ◆ You will have the appreciation of our members because you have demonstrated your support for the Golden Gate Chapter;
- ◆ You will have the opportunity to build strong member relationships by participating with them in educational and social events.

The 2012-2013 Business Partner Program will allow you to build a package that best suits your organization's needs. Your company will be recognized and will receive certain benefits based on your choices and the sponsorship level you have attained.

We encourage you to read through the details of each option and carefully weigh what is best for your organization. Once you have chosen your sponsorship items, please complete the Commitment Form and Worksheet at the end of the package.

We are very excited at the prospect of partnering with you in 2012-2013.

Should you have any questions, please do not hesitate to contact anyone on the Business Partner committee.

Knowledge To Leadership Conference and Exposition

On **February 2, 2012**, the Chapter will host our award-winning Knowledge to Leadership Conference and Exposition at The Palace Hotel in San Francisco. This conference draws attendees from throughout California with its top-flight list of speakers and educational opportunities. It's your opportunity to enhance your visibility with the people who lead Northern California's law firms and legal departments. Limited exhibitor space is now available.

Premium Exhibitor Package (see attached flyer)

- ***Exhibitor Benefits*** ***\$1,800 each***
 - Tabletop exhibition space in a high traffic area with continuous access to attendees
 - Attendance at educational sessions (as space permits), meals, and after-hours cocktail party
 - Signage, advertisements, and acknowledgments in printed materials and Chapter website
 - Attendee lists

Consider additional visibility with a keynote or session sponsorship, some led by nationally-known speakers:

Keynote Speaker Sponsorships

- ***Keynote Speaker Sponsorship – 3 available*** ***\$1,000 each***
 - Opportunity to introduce speaker at session
 - Additional exhibition space within the room during the session
 - Signage, advertisements, and acknowledgements in printed materials and Chapter website
 -

Session Meeting Sponsorships

- ***Session Meeting Sponsorship - 6 available*** ***\$500 each***
 - Opportunity to introduce speaker at session
 - Additional exhibition space within the room during the session
 - Signage, advertisements, and acknowledgements in printed materials and Chapter website

See attached flyer for details.

Please use the Worksheet on Page 12 to reserve your spot or contact Anne Reed at areed@adlercolvin.com or Kim Coates at kim.coates@mto.com.

Premier Chapter Educational Sessions

Sponsors can select only **one** of the premier 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.

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 Judy Hissong, Francine Ward, Malcolm Kushner and Sean Carter, "Humorist at Law."

- ***Installation of Executive Officers Sponsorship*** **\$2,500**
 - Opportunity for 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 materials
 - 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 Sponsorship*** **\$2,500**
 - Opportunity for 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 materials
 - Recognition as a sponsor on Chapter website calendar for this event

Annual Labor Law Update

This two hour lunch presentation is held in the Spring and the presenter is an experienced Labor & Employment Attorney from a member law firm. An average of 30-50 members attend this event.

- ***Annual Labor Law Update Sponsorship*** **\$2,500**
 - Opportunity for 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 materials
 - 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 form.

- ***Section Meeting Sponsorship*** ***\$850 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 materials
 - Recognition as a sponsor on Chapter website calendar for this event

The Chapter holds up to eleven 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) – 2 meetings**
- ◆ **Finance Management (FM) – 3 meetings**
- ◆ **Operations & Technology (O&T) – 3 meetings**
- ◆ **Leadership – 3 meetings**

Holiday Party Luncheon

- ***Holiday Party Table Sponsorship*** ***\$600 per table***
- This annual luncheon is very popular among the Chapter members with an average of 80-90 attendees. This festive holiday event is held in December and 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.

Diversity Opportunities

The Golden Gate Chapter's diversity committee's goal is to build *educational support*, create *outreach programs* and provide *information* to allow our members, our colleagues and our community to take informed action on diversity issues we encounter on a daily basis.

Both the Association of Legal Administrators and the American Bar Association have well established programs in place on a national level to support diversity, and we are excited to be one of the largest chapters in the country to take on this challenge.

As Business Partners, you can be part of the *Creating Opportunities* program, which includes the sponsorship programs listed below. The yardstick by which we measure our success will be our ability to Educate, Reach Out, and Inform. It depends, first and foremost, on the involvement and support of our Business Partners. Please contact our Diversity Committee Chairperson (listed on www.alasf.org/leadership) for more information.

➤ ***Diversity Scholarships***

\$750 per scholarship

Two educational scholarships will be made available. The recipient(s) will be a student with a diverse background from a local college, university or trade/vocational school with an interest in law. The awarded scholarship funds are placed in an account in the student's name at the educational institution where the student is enrolled and will be used toward his or her education expenses.

- Recognition as scholarship sponsor on the diversity web page
- Recognition as scholarship sponsor in Chapter publication announcing recipients
- Recognition as scholarship sponsor on all scholarship-related solicitation materials
- Recognition in advertisement in The Bridge announcing recipients
- Recognition as scholarship sponsor for Chapter's submission for ALA National Awards
- Opportunity to award scholarship to winner at one of the two Business Partner events hosted by the Chapter

ALA Conferences

- **Annual ALA Conference Scholarship** **\$2,000 per Scholarship**
The annual conference will be held in Honolulu, Hawaii on April 22-26, 2012. There are two passports available which will be awarded to Chapter members at the Installation of Executive Officers in March, 2012. The sponsor will be recognized in print materials, in addition to the Chapter's Electronic Newsletter, "The Bridge", and in a Chapter email blast.
- **Region 5 & 6 Conference Scholarship** **\$1,000 per Scholarship**
The Region 5 & 6 conference will be held in Anaheim, California, on October 11-13, 2012. There are two passports available which will be awarded to Chapter members at the Business Partner Appreciation Lunch in April 2012. The sponsor will be recognized in print materials, in addition to the Chapter's Electronic Newsletter, "The Bridge", and in a Chapter email blast.

"The Bridge" - Electronic Newsletter Advertising

Business Partners will receive access to an electronic copy of "The Bridge." Currently our newsletter is 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 you 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 you will automatically be taken to that Business Partner's website. Similarly, if you double-click 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)	\$900
◆ Full-page ad x 12 issues	\$4,200
◆ Full-page ad x 6 issues (alternating months)	\$2,100
◆ Full-page ad x 3 issues (alternating months)	\$1,050
◆ Half-page ad x 12 issues	\$3,300
◆ Half-page ad x 6 issues (alternating months)	\$1,650
◆ Half-page ad x 3 issues (alternating months)	\$825
◆ Quarter-page ad x 12 issues	\$2,100
◆ Quarter-page ad x 6 issues (alternating months)	\$1,050
◆ Quarter-page ad x 3 issues (alternating months)	\$525

Improved Website and Membership Directory Access

➤ ***Website Directory Listing Industry Categories – choose one:***

Accounting Services	Interior Design/Architecture
Construction	Legal Staffing
Cost Recovery/Print Management	Office Furniture
Courier/Court Services	Outsourcing
Digital Faxing	Printer/Engraver
Facilities Management	Real Estate Services
Financial Services	Records Management/Storage/Moving
Graphic Design	Staffing
Insurance	Technology Services

- ***Website Home Page: Featured Business Partner*** ***\$400/month***
Business Partners will be featured on the Home Page of the Chapter's website for one month. The ad may include between 150-200 words of text, a logo, and contact information. A limit of 2 months may be purchased per sponsorship year.

- ***Website Membership Directory*** ***\$650***
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. The database is searchable by member name and firm name.

Advertisement and website specifications can be found on Page 10.

Mailing Labels

- ***Mailing Labels*** ***\$300***
Set of membership mailing labels upon request, maximum of 3 sets

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. The number of Business Partner representatives at the two Business Partner Appreciation events and the Fall Feedback Meeting 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)

Sponsorship Benefits

- ◆ Annual Business Partner Appreciation Lunch held in the Spring. All chapter members are invited to attend this free event.
- ◆ Annual Business Partner Appreciation Cocktail Reception held in the Fall. All chapter members are invited to attend this free event.
- ◆ Invitation to participate in several of the Community Challenge Events held in the Fall.
- ◆ Annual Feedback Meeting held in the Fall to exchange ideas with the Executive Board and the Business Partner Committee.
- ◆ Directory listing on the Chapter website includes contact information and direct links to your website and email; this listing is also searchable by category of services.
- ◆ Listing in the "Thank You Business Partners" advertisement in "The Bridge," the Chapter's monthly electronic newsletter.
- ◆ Use of our exclusive "ALA Golden Gate Chapter Business Partner" logo. Details of the agreement regarding use of the logo will be provided.

ADVERTISING REQUIREMENTS

Electronic Newsletter Advertisement Specifications

<u>FILE TYPE:</u>	JPG
<u>RESOLUTION:</u>	150 dpi
<u>COLOR:</u>	RGB (e.g., no CMYK - increases file size too much)
<u>ADVERTISEMENT SIZE:</u>	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)

Website Directory Listing Requirements

Please supply the following items by email. Please paste text for items #2 and #3 directly into the body of the email message and attach the jpg image rather than embed into 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 the 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 website address
 - d. Category
3. **Business description** of approximately 100 words describing nature and history of business, highlighting your relationship with the legal community.

Home Page: Featured Business Partner

Please supply a graphic/icon in jpg format of approximately 30 pixels high and no more than 50 pixels wide. Graphic will be placed on a bright white background, so if the graphic includes a medium white background, it may appear yellowish.

Please supply a business description of approximately 100-150 words describing nature and history of business, highlighting your relationship with the legal community. Please include a contact name, email address, phone number and website address.

2012-2013 Business Partner Sponsor Commitment Form

(Worksheet located on next page)

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

Participation is on a first come, first served basis

Please view the Sold Out Items 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 "Thank You Business Partner" ad in "The Bridge" and on the Chapter Website

Title: _____

Organization Name: _____

Industry Category: _____

Please choose from Industry Categories on Page 8

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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**Association of Legal Administrators - Golden Gate Chapter
2012-2013 Business Partner Program Worksheet**

	<u>Available</u>	<u>Price per Item</u>	<u>First Choice Selection</u>	<u>Second Choice Selection</u>	<u>Third Choice Selection</u>
<u>Knowledge to Leadership Conference and Exposition</u>					
Premium Exhibitor Package	36 sponsors	\$ 1,800	\$	\$	\$
Add: Keynote Speaker Sponsorships	3 sponsors	\$ 1,000	\$	\$	\$
Add: Session Meeting Sponsorships	6 sponsors	\$ 500	\$	\$	\$
<u>Premier Educational Chapter Sessions</u>					
Installation of Executive Officers and Educational Session	1 sponsor	\$ 2,500	\$	\$	\$
Summer Quarterly Program	1 sponsor	\$ 2,500	SOLD OUT		
Annual Labor Law Update	1 sponsor	\$ 2,500	SOLD OUT		
Section Meetings (HR-2 mtgs., FM, O&T, Leadership-3 mtgs.)	11 meetings	\$ 850	HR SOLD OUT		
Holiday Party Luncheon	15 tables	\$ 600	4 TABLES REMAINING		
<u>Diversity Opportunities</u>					
Diversity Scholarships	2 Scholarships	\$ 750	1 SCHOLARSHIP REMAINING		
<u>ALA Conferences</u>					
Annual ALA Conference Scholarship	2 Scholarships	\$ 2,000	\$	\$	\$
Region 5 & 6 Conference Scholarship	2 Scholarships	\$ 1,000	\$	\$	\$
<u>"The Bridge" -- Electronic Newsletter Advertising</u>					
Full-page ad (inside front cover page 2 times)	2 issues	\$ 900	\$	\$	\$
Full-page ad x 12 issues	12 issues	\$ 4,200	\$	\$	\$
Full-page ad x 6 issues (alternating months)	6 issues	\$ 2,100	\$	\$	\$
Full-page ad x 3 issues (alternating months)	3 issues	\$ 1,050	\$	\$	\$
Half-page ad x 12 issues	12 issues	\$ 3,300	\$	\$	\$
Half-page ad x 6 issues (alternating months)	6 issues	\$ 1,650	\$	\$	\$
Half-page ad x 3 issues (alternating months)	3 issues	\$ 825	\$	\$	\$
Quarter-page ad x 12 issues	12 issues	\$ 2,100	\$	\$	\$
Quarter-page ad x 6 issues (alternating months)	6 issues	\$ 1,050	\$	\$	\$
Quarter-page ad x 3 issues (alternating months)	3 issues	\$ 525	\$	\$	\$
<u>Improved Website and Membership Directory Access</u>					
Website Home Page: Featured Business Partner	1 month	\$ 400	5 SOLD -- 7 REMAINING		
Monthly -- limited to 2 months per Business Partner					
Website Membership Directory	12 months	\$ 650	\$	\$	\$
<u>Mailing Labels</u>					
Membership mailing labels	max 3 sets	\$ 300	\$	\$	\$
Company Name: _____	Date: _____	Total	\$	\$	\$

Updated as of January 5, 2012