



A Chapter of the Association of Legal Administrators



2019 BUSINESS PARTNER GUIDE
to
RICHMOND ALA
SPONSORSHIP OPPORTUNITIES

This package contains detailed information about sponsorship opportunities available and was assembled to benefit our Business Partners.

Your connection
to knowledge, resources and networking



2019 BUSINESS PARTNERSHIP PROGRAM

WHAT IS ALA AND WHY WOULD YOU WANT TO BE A BUSINESS PARTNER?

The Association of Legal Administrators (ALA) is a not-for-profit organization founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. The first Chapter formed right here in Richmond in 1972 with fewer than 10 members; however, its membership has grown steadily over the years and now has approximately 9,000 members structured in six regions that are comprised of about 100 Chapters in the United States, Puerto Rico, and Canada.

The local Richmond Chapter (RALA) currently has 61 members representing 48 Richmond legal organizations. These people are the decision makers and managers within their organizations. When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year. We have listed below some of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share information about their products and services and/or expertise in a given field to help them stay educated in those areas. We often ask them to present this information at one of our educational meetings.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting vendor relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.*
- *Business Partners who provide external services are our first choice in seeking service providers.*

The Richmond Chapter of the Association of Legal Administrators (RALA) invites you to join us in educating and supporting the legal community in 2019 by participating in our Business Partnership Program. We hope you find this Guide useful when planning your future involvement with RALA. We recognize, appreciate and value the knowledge, participation and commitment from our current Business Partners and hope to build new partnerships in the coming year. Your continued support is invaluable to our success.



2019 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR (1)	\$5,000
GOLD SPONSOR (3)	\$3,500
SILVER SPONSOR (5)	\$2,500
BRONZE SPONSOR (Unlimited)	\$1,500
MEETING SPONSOR	\$600
WEBSITE SPONSOR (per quarter)	\$250
VA STATEWIDE RETREAT SPONSOR	Varied



	Platinum Sponsorship \$5,000 (Limit 1)	Gold Sponsorship \$3,500 (Limit 3)	Silver Sponsorship \$2,500 (Limit 5)	Bronze Sponsorship \$1,500 (Unlimited)	À la carte Luncheon Sponsorship
MEETINGS					
SOLE Sponsorship of ONE RALA Chapter Meeting	√				
Sponsorship of ONE RALA Chapter Meeting		√	√	√	\$600
TWO Complimentary Meals at Sponsored Meeting	√	√	√	√	√
Recognition as Meeting Sponsor on RALA Website	√	√	√	√	√
Recognition as Meeting Sponsor on Invitations	√	√	√	√	√
Opportunity to display company literature on table at monthly meeting	√	√	√	√	√
Network and socialize with guests and members	√	√	√	√	√
Recognition from the podium as meeting sponsor	√	√	√	√	√
Five minutes to address attendees about company	√	√	√	√	√
Receipt of attendee list for sponsored meeting	√	√	√	√	√
"Passes" to attend additional RALA meetings as a guest	10 passes	5 passes	3 passes	2 passes	0 passes
EVENTS					
SOLE Sponsorship of ONE Chapter Social Event	not to exceed \$1,500				
Invitation to GROUP GOLD Chapter Social Event		2 Reps			
Invitation to GROUP SILVER Chapter Social Event			2 Reps		
Invitation to 2019 Meet N' Greet Luncheon with incoming board & committee members	2 Reps	2 Reps	2 Rep	1 Rep	
Invitation to 2019 Business Partner Appreciation Event	2 Reps	2 Reps	2 Reps	2 Rep	
Invitation to attend RALA Chapter community events	√	√	√	√	



	Platinum Sponsorship \$5,000 (Limit 1)	Gold Sponsorship \$3,500 (Limit 3)	Silver Sponsorship \$2,500 (Limit 5)	Bronze Sponsorship \$1,500 (Unlimited)	À la carte Luncheon Sponsorship
ADVERTISEMENT					
Recognition as Chapter Sponsor and placement of company logo on RALA website thru 12/2019	√	√	√	√	
Sponsor Spotlight featured on the BP Page of RALA website (promotional paragraph)	√	√	√	√	
Sponsor signage at all twelve RALA Chapter Meetings	√	√	√	√	
Opportunity to include company info Monthly Chapter Newsletter	√	√	√	√	
Recognition as the Website Sponsor for 1 Quarter of Year	√				\$250
STATEWIDE RETREAT					
Credit toward 2019 Virginia Statewide Retreat Sponsorship	\$1,000	\$850	\$600	\$400	\$0



PLATINUM SPONSOR - \$5,000 (Limit 1)

- **Sole** sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- Ten (10) Complimentary guest “passes” to other RALA Chapter Meetings
- Sponsorship of one Social Event (not to exceed \$1,500) which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to three (3) company representatives to attend social
- Invitation for two (2) company representatives to the Meet N Greet Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Platinum Sponsor recognition from the podium at all meetings
- Platinum Sponsor signage at all twelve (12) RALA Chapter Meetings
- Platinum Sponsor recognition on RALA Chapter website thru December 2019
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Recognition as the “Website Sponsor” for the First Quarter of the Year
- Opportunity to include company info quarterly in Chapter newsletter distributed to members and Business Partners
- \$1,000 credit toward 2019 Virginia Statewide Retreat Sponsorship



GOLD SPONSOR - \$3,500 (Limit 3)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- Five (5) Complimentary guest "passes" to other RALA Chapter Meetings
- Sponsorship of one group Gold Social Event which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to two (2) company representatives to attend social
- Invitation for two (2) company representatives to the Meet N Greet Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Gold Sponsor signage at all twelve (12) RALA Chapter Meetings
- Gold Sponsor recognition on RALA Chapter website thru December 2019
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunity to include company info in three Chapter newsletters distributed to members and Business Partners
- \$850 credit toward 2019 Virginia Statewide Retreat Sponsorship



SILVER SPONSOR \$2,500 (Limit 5)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- Three (3) Complimentary guest “passes” to other RALA Chapter Meetings
- Invitation to group Silver Social Event which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to two (2) company representatives to attend social
- Invitation for two (2) company representatives to the Meet N Greet Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Silver Sponsor signage at all twelve (12) RALA Chapter Meetings
- Silver Sponsor recognition on RALA Chapter website thru December 2019
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunity to include company info in three Chapter newsletters distributed to members and Business Partners
- \$600 credit toward 2019 Virginia Statewide Retreat Sponsorship



BRONZE SPONSOR - \$1,500 (Unlimited)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- Two (2) Complimentary guest “passes” to other RALA Chapter Meetings
- Invitation for one (1) company representatives to the Meet N Greet Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Bronze Sponsor signage at all twelve (12) RALA Chapter Meetings
- Bronze Sponsor recognition on RALA Chapter website thru December 2019
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunity to include company info in two Chapter newsletters distributed to members and Business Partners
- \$400 credit toward 2019 Virginia Statewide Retreat Sponsorship



Á LA CARTE SPONSORSHIP OPPORTUNITIES

MONTHLY MEMBERSHIP MEETING - \$600

Membership Meetings are held each month. The Chapter website calendar should be consulted for the dates, times and locations (www.richmondala.org). The membership meetings consist of a brief Chapter business meeting which is followed by an educational program. Sponsors are given five (5) minutes to introduce their company to the membership (this is done after the chapter business and before the educational presentation) and are welcome to stay and join us for the meeting. Sponsors also have the option to bring a door prize to give away.

- Sponsorship of one RALA Chapter Meeting includes:
 - Sponsor recognition in the electronic meeting invitation and all correspondence regarding the meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members prior to meeting
 - Five (5) minutes to address meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives for sponsored meeting
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
 - Sponsor will receive a list of meeting attendees for sponsored meeting
 - Opportunity to provide a door prize

VA STATEWIDE RETREAT & EXPO SPONSOR – Amounts Vary

- Information regarding sponsorships at the 2019 Virginia Statewide Retreat will be posted to our website as soon as it is available (generally the first of October).

QUARTERLY WEBSITE SPONSOR - \$250 per quarter

- Sole Logo and Link on Homepage of Chapter Website for one quarter of the year (excludes first quarter)



Tips to Maximize the Value of BP Sponsorship

We offer the following suggestions for making the most of your sponsorship year:

1. Reserve your Sponsorship Level early so that your company benefits from the full year of services (the sponsorship year is based on a calendar year).
2. Make an effort to attend all RALA events that your sponsorship level offers. Events are planned to provide networking opportunities with our members, but remember, you cannot attend more than your level allows.
3. At the beginning of the year, check out the Chapter's scheduled meetings for the entire year on our Chapter website (richmondala.org), then decide which meetings you would like to attend using your guest meeting "passes". If you get 3 guest "passes" for the year, and you use all three in January, February and March, you will not be allowed to attend meetings in the summer or fall, so be strategic!
4. We encourage our Business Partners to attend our charitable community events; this is valuable networking time that allows you to get to know members in a small group setting while doing worthwhile community service activities.
5. Check our website often; we update it regularly, and it's a great information tool.
6. Remember that all administrators have resource files. Even if we cannot use your services at this time, we will file your information for future reference. Please also note that it is very difficult to give you "five minutes" when you arrive in our office without an appointment.
7. If you have trouble getting an appointment with a member, please contact a member of the RALA Board or the Chapter's Business Partner Liaison for help.
8. Finally, remember your sponsorship is about building relationships. The RALA Board cannot promise you immediate business, but we do all we can to promote the services of our Business Partners. We cannot do what we do as a Chapter without your support!



BUSINESS PARTNER COMMITMENT PROCEDURES

Thank you for taking the time to review our 2019 Sponsorship Opportunities! If you are interested in sponsoring RALA, **please complete the attached commitment form and return it in accordance with the dates of importance listed below.** Unless already on file, please email your company logo attached as a separate .jpg file, to Anne Henkel at annehenkel@gmail.com by December 31. Business Partners will be confirmed upon receipt of commitment form and payment.

Important Dates:

9/21/2018:	Sponsorship Program Available
11/16/2018:	Paperwork Due for Premium Sponsorships
12/31/2018:	All Sponsorship Commitments & Payments Due [Sponsorship year runs January 1 – December 31, 2019]
1/2/2019:	Sponsorship Program Begins

Disclaimer: RALA does not guarantee business to our Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.

Please return the Commitment Form with a check payable to Richmond ALA to:

Anne S. Henkel
Richmond ALA Business Partner Liaison
4715 Patterson Avenue
Richmond, VA 23226
Phone: 804-399-8204
Email: annehenkel@gmail.com

2019 BUSINESS PARTNER COMMITMENT FORM

Company Name: _____

Contact Name: _____

Address: _____

Business Phone #: _____ Fax #: _____

Contact E-mail: _____

If interested in any of the four premium sponsorships, please choose your package below. This commitment form serves as our invoice.

- _____ PLATINUM SPONSOR — \$5,000
- _____ GOLD SPONSOR — \$3,500
- _____ SILVER SPONSOR — \$2,500
- _____ BRONZE SPONSOR — \$1,500

The following opportunities are available “à la carte”:

- _____ MEETING ONLY SPONSOR — \$600
- _____ WEBSITE SPONSOR — \$250/Qtr.

EMAIL THE COMMITMENT FORM TO ANNE HENKEL AT
ANNEHENKEL@GMAIL.COM

**INCLUDE THIS COMMITMENT FORM WITH CHECK MADE PAYABLE
TO “RICHMOND ALA” AND MAIL TO:**

Anne S. Henkel
Richmond ALA Business Partner Liaison
4715 Patterson Avenue
Richmond, VA 23226
Phone: 804-399-8204
Email: annehenkel@gmail.com

PAYMENT DUE BY DECEMBER 31, 2018