



**Greater Chicago**  
Chapter



## Building Better Relationships

Business Partner Sponsors  
are essential  
for the success of  
The Greater Chicago Chapter

**Learn how you can strengthen  
your bond with the legal  
community in Chicago**



# **Greater Chicago** *Chapter*

The Greater Chicago Chapter is proud to announce our new Business Partner Sponsorship Packages, designed with you in mind!! There are many options so you will surely find the perfect fit for your company!!

## **WHAT IS ALA AND WHY SHOULD YOU SPONSOR OUR ORGANIZATION?**

The Association of Legal Administrators is a not-for-profit organization founded in 1971. The Greater Chicago Chapter was chartered in 1977. There are currently over 300 members representing over 240 law firms, corporate legal departments, and government agencies in the Chicagoland area. These members are the decision makers and managers within their legal service organizations.

The mission of The Greater Chicago Chapter is to provide educational opportunities to its members for their benefit as administrators and for the benefit of the firms and organizations they represent.

## **SPONSORSHIP BENEFITS**

- Your support of the Chapter enhances your status in the market!
- You are investing in the education and development of the decision makers in the legal field!
- Sponsors of the Chapter are kept “in the know” about upcoming Chapter activities. Don’t miss out on exciting events we are planning!
- Building trusting relationships with business partners enhances the credibility and improves the quality of leadership within the legal services community.
- Chapter members depend on contacts in the business community who share information and keep us informed.
- Plan your budget early and you are set – no unexpected expenses. One payment provides the opportunity to participate in Chapter activities for the entire year!

**BECOME A GREATER CHICAGO CHAPTER SPONSOR TODAY!!!**

## PLATINUM SPONSOR ----- \$15,500

### YOUR SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- Limited to ONE Platinum Sponsor for the Chapter.
- Participation in the Bi-Annual (Odd Years) Educational Conference and Business Partner Exhibition, including a premium table at the exhibition and admission for four representatives to the event. This includes lunch and the cocktail reception as well as the opportunity to enjoy our keynote speakers.
- Participation in the Sponsor Appreciation Party (Even Years), including admission for four representatives.
- You will receive a current membership list.
- Exclusive Chapter Holiday Party sponsorship, including admission for four representatives and the opportunity to assist in the planning of the party.
- Chicago Bar Foundation/ALA Fat Tuesday Event sponsorship at the Underwriter Level – including admission for twelve representatives.
- Unlimited Classified Listing (Choice of twenty possible categories) plus a Web Link to your site on the Chapter Website gives members easy access to your information when it is needed most.
- Rotating Logo on the Chapter homepage. Members are reminded of your sponsorship every time they visit the Chapter website.
- Half Page Color Ad on the Back Cover in six issues of the Chapter newsletter.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of six issues of the Chapter newsletter.
- Opportunity to participate in the annual business partner forum to evaluate the sponsorship packages and Chapter events. Your opinion counts!! Sponsors at Gold, Silver and Bronze are entered in a lottery to participate.
- Right of first refusal for the Platinum level sponsorship for the following year if you commit by January 1<sup>st</sup>.
- Opportunity to participate in the committee meeting for planning the Business Partner Exhibition or Sponsor Appreciation Party.

## GOLD SPONSOR ----- \$10,000

### YOUR SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- Limited to Six Gold Level Sponsors.
- Participation in the Bi-Annual (Odd Years) Educational Conference and Business Partner Exhibition, including a premium table at the exhibition and admission for three representatives to the event. This includes lunch and the cocktail reception as well as the opportunity to enjoy our keynote speakers.
- Participation in the Sponsor Appreciation Party (Even Years), including admission for three representatives.
- You will receive a current membership list.
- Shared sponsorship of the Summer Mix 'n Mingle, including admission for three representatives.
- Chicago Bar Foundation/ALA Fat Tuesday Event sponsorship at the Underwriter Level – including admission for twelve representatives.
- Sponsorship of one bi-monthly educational luncheon, including admission for two representatives and the opportunity to give a five minute presentation about your services before the keynote speaker.
- Unlimited Classified Listing (Choice of twenty possible categories) plus a Web Link to your site on the Chapter Website gives members easy access to your information when it is needed most.
- Rotating Logo on the Chapter homepage. Members are reminded of your sponsorship every time they visit the Chapter website.
- Ad in the Chapter newsletter - full page color ad, inside front or back cover for two issues and full page color ad in four issues.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of six issues of the Chapter newsletter.
- Right of first refusal for the Gold level sponsorship for the following year if you commit by January 1<sup>st</sup>.
- Opportunity to participate in the committee meeting for planning the Business Partner Exhibition or Sponsor Appreciation Party.
- One entry in the lottery to participate in the annual business partner forum.
- Ad in the Annual Compensation Survey.

## **SILVER SPONSOR** ----- \$5,500

### **YOUR SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING BENEFITS:**

- Participation in the Bi-Annual (Odd Years) Educational Conference and Business Partner Exhibition, including a premium table at the exhibition and admission for two representatives to the event. This includes lunch and the cocktail reception as well as the opportunity to enjoy our keynote speakers.
- Participation in the Sponsor Appreciation Party (Even Years), including admission for two representatives.
- You will receive a current membership list.
- Chicago Bar Foundation/ALA Fat Tuesday Event sponsorship at the Challenge Level – including admission for eight representatives.
- Participation in one brown bag educational event, including admission for two representatives and the opportunity to give a five minute presentation about your services before the speaker.
- Unlimited Classified Listing (Choice of twenty possible categories) plus a Web Link to your site on the Chapter Website gives members easy access to your information when it is needed most.
- Rotating Logo on the Chapter homepage. Members are reminded of your sponsorship every time they visit the Chapter website.
- Half Page Color Ad in six issues of the Chapter newsletter.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of six issues of the Chapter newsletter.
- One entry in the lottery to participate in the annual business partner forum.

## **BRONZE SPONSOR** ----- \$2,600

### **YOUR SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING BENEFITS:**

- Participation in the Bi-Annual (Odd Years) Educational Conference and Business Partner Exhibition, including a premium table at the exhibition and admission for two representatives to the event. This includes lunch and the cocktail reception as well as the opportunity to enjoy our keynote speakers.
- Participation in the Sponsor Appreciation Party (Even Years), including admission for two representatives.
- You will receive a current membership list.
- Unlimited Classified Listing (Choice of twenty possible categories) plus a Web Link to your site on the Chapter Website gives members easy access to your information when it is needed most.
- Quarter page color ad in the Chapter newsletter for six issues.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of six issues of the Chapter newsletter.
- One entry in the lottery to participate in the annual business partner forum.

## **ANNUAL CONFERENCE SPONSOR** ----- \$1,250

### **SEND A MEMBER TO ALA'S ANNUAL CONFERENCE AND YOU RECEIVE:**

- Quarter page scholarship recognition ad in one issue of the Chapter newsletter.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of one issue of the Chapter newsletter.
- Business meeting with the scholarship recipient.

## **REGIONAL CONFERENCE SPONSOR** ----- \$750

### **SEND A MEMBER TO ALA'S REGIONAL CONFERENCE AND YOU RECEIVE:**

- Quarter page scholarship recognition ad in one issue of the Chapter newsletter.
- Opportunities to submit educational articles to the Chapter newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary copy of one issue of the Chapter newsletter.
- Business meeting with the scholarship recipient.



## 2010 Business Partner Program At-A-Glance

<b>SPONSORSHIP LEVELS ►</b>	Platinum \$15,500	Gold \$10,000	Silver \$5,500	Bronze \$2,600	Annual Conference Sponsor \$1,250	Regional Conference Sponsor \$750
<b>Maximum Number of Sponsors at Each Level ►</b>	<b>1</b>	<b>6</b>	unlimited	unlimited	<b>3</b>	<b>3</b>
<b>MARKETING</b>						
Business Partner Exhibition (odd years) - includes Premium Table, Admission, Lunch, and Cocktail Reception .....OR.....	<b>4 Reqs</b>	<b>3 Reqs</b>	<b>2 Reqs</b>	<b>2 Reqs</b>		
Sponsor Only Event (even years)						
Membership List	★	★	★	★		
<b>SOCIAL EVENTS</b>						
Sponsorship of the Holiday Party	<b>4 Reqs</b>					
Sponsorship of the Summer Mix 'n Mingle		<b>3 Reqs</b>				
Sponsorship of the Chicago Bar Foundation/ALA Chicago Fat Tuesday event - Underwriter Level	<b>12 Reqs</b>	<b>12 Reqs</b>				
Sponsorship of the Chicago Bar Foundation/ALA Chicago Fat Tuesday Event - Challenge Level			<b>8 Reqs</b>			
Sponsorship of One Bi-monthly Luncheon		<b>2 Reqs</b>				
Participation in a Brown Bag Educational Event			<b>2 Reqs</b>			
<b>WEBSITE ADVERTISING</b>						
Unlimited Classified Listing PLUS Web Link	★	★	★	★		
Homepage Rotating Logo	★	★	★			
<b>NEWSLETTER ADVERTISING</b>						
Half Page Color Back Cover	<b>6 issues</b>					
Full Page Color Inside Front or Inside Back Cover		<b>2 issues</b>				
Full Page Color Ad		<b>4 issues</b>				
Half Page Color Ad			<b>6 issues</b>			
Quarter Page Color Ad				<b>6 issues</b>		
Quarter Page Scholarship Recognition Ad					<b>1 issue</b>	<b>1 issue</b>
Opportunities to Submit Educational Articles	★	★	★	★	★	★
Complimentary Copy	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>1</b>
<b>CONFERENCE SCHOLARSHIP SUPPORT</b>						
Scholarship in Business Partner Name for Annual Conference					★	
Scholarship in Business Partner Name for Regional Conference						★
Business Meeting with Scholarship Recipients					★	★
<b>OTHER FABULOUS BENEFITS</b>						
One Rep to Participate in the Annual Business Partner Forum	★					
Current Sponsors have Right of First Refusal (commit by Jan. 1st)	★	★				
Invitation to Planning Committee Meeting for Business Partner Show or Sponsor Appreciation Party	★	★				
Entry in Lottery for the Annual Business Partner Forum		★	★	★		
Ad in the Compensation Survey		★				
<b>PAY FOR PLAY OPTIONS</b>						
Advertising in the Chapter Newsletter	<b>Cost To Be Determined - Contact Our Business Partner Relationship Director For More Information</b>					
Advertising on the Chapter Website						
Sponsorship of a Brown Bag Educational Event						
Sponsorship for Small or Mid-Size Lunch Meetings						

**In addition to the various levels of sponsorship, there are other ways you can build a relationship with and support the members of The Greater Chicago Chapter.**

**We have Pay for Play options that allow more flexible opportunities for partnering with us, such as advertisement in the Chapter newsletter or on the Chapter website. It's also possible to sponsor educational events or meetings of the small and mid-size groups by providing lunch for the attendees or paying a speaker fee. Also, during the year, the Chapter participates in various fundraisers (i.e. Community Challenge, Fat Tuesday) and business partners are always welcome to join us in support of a worthy cause.**

**If you would like more information about the details and availability of these opportunities, please contact our Business Partner Relationship Director:**

**Karin Jackson  
Ancil, Glink, Diamond, Bush, DiCianni & Krafthefer, P.C.  
140 South Dearborn Street, Sixth Floor  
Chicago, IL 60603  
312.782.7606 x9127  
kjackson@ancilglink.com**

**Please review all of the opportunities available to you. Perhaps you will choose more than one level by adding a conference scholarship to your selection. We hope you will find this information helpful in planning your future involvement with The Greater Chicago Chapter. We look forward to working with you now and in the future.**

**We thank you for your continued support and assistance in reaching our mutual goals. We value the knowledge, participation and commitment you provide to our Chapter.**

**Now let's start building those relationships!!!!**

## Mutually Beneficial Relationships: Performance Guidelines for ALA Members and Chapters and Legal Industry Consultants, Suppliers & Vendors

ALA is grateful for the support legal industry consultants, suppliers and vendors (hereinafter referred to as "Business Partners" or "vendor community") offer to our Association, both financially and by offering quality education. These Business Partners also provide vital service and operational support to our legal organizations. To help foster stronger working relationships between ALA and the vendor community, ALA's Board of Directors established the Vendor Relations Committee (VRC) and the VRC's Vendor Advisory Panel (VAP). With that in mind, the VRC and VAP have prepared guidelines and objectives to further enable ALA Chapters and members to develop and enhance productive working relationships with the ALA vendor community, as well as offering guidance to the vendor community for establishing mutually beneficial working relationships with ALA Chapters and members.

ALA members are reminded, and Business Partners should be aware, that ALA's Board of Directors periodically reviews and reinforces that ALA members adhere to high ethical standards. To that end, ALA has established a set of professional ethics which apply to all members (<http://www.alanet.org/membership/join/ethics.aspx>). The ALA Code of Professional Ethics (the "Code") is an extension of ALA's values and reflects the Association's commitment to ethical administration of legal practices—private firms, legal clinics, corporate legal departments, governmental agencies and the courts.

While we recognize Business Partners are independent entities, the practices and actions of a Business Partner, whether for or on behalf of ALA or in matters unrelated to the Association, may impact and/or reflect upon the Association. For this reason, ALA encourages all Business Partners to respect and support the principles and rules of conduct, as outlined in the Code, that its members are expected to incorporate into their everyday performance.

Furthermore, the VRC and VAP strongly encourage ALA members and ALA Business Partners to become familiar with, and meet or exceed, the following guidelines. These guidelines are intended to advance the Association's Mission (see [www.alanet.org](http://www.alanet.org)) and to strengthen the relationships between Business Partners and ALA members.

For the Vendor Community...

**Commit to Open, Honest and Ethical Interaction.** Business Partners and their employees, agents and subcontractors (collectively referred to hereinafter as "Representatives") should be aware of the Association's commitment to business integrity. Take the time to educate your representatives to ensure they are familiar with the Code and these Performance Guidelines. Our Business Partners are encouraged to exercise sound judgment, discretion and moderation when offering gifts or entertainment to ALA members.

**Professional Conduct and Avoiding Conflicts.** Except when legally obligated to do so, privileged, confidential information acquired in the course of doing business with ALA, its members or its members' employer organizations should not be disclosed to third parties. Be sensitive to actual or apparent conflicts of interest.

**Due Diligence & Best Practices.** Learn as much as possible about the member's employer organization prior to an initial appointment. Seek out and schedule an appointment with the professional manager who is responsible for your particular product or service. Consider approaching each contact, meeting, phone call, negotiation and proposal as a partnership, and strive to develop long-term relationships. Providing exemplary customer service before, during and after the purchasing decision will help foster long-term relationships.

**Educate ALA Members.** In many cases, Business Partners are at the leading edge of knowledge for their respective products and services. ALA members look to industry representatives to become more informed about products and trends that will enhance the quality of services delivered by their organizations. While highlighting your company's virtues, service advantages and accessibility, also take the time to share information about trends developing within the legal industry.

**Compliance with Applicable Laws, Regulations & Rules.** Be mindful of the applicable laws and regulations of ALA members' respective countries while conducting business with and/or on behalf of ALA and its members. Also, be aware of any antitrust and fair competition laws that govern the jurisdictions in which they conduct business. Respect ALA's commitment to human rights, equal opportunity in the workplace, employment practices and all applicable laws and regulations.



Mutually Beneficial Relationships: Performance Guidelines for  
ALA Members and Chapters and Legal Industry Consultants, Suppliers & Vendors

— continued —

**Use of the ALA Logo.** Refrain from making statements or claims that would reasonably suggest or imply to any third party that the Business Partner is a member of ALA or that ALA or its Chapters have endorsed the Business Partner's products or services. Secure written consent from ALA Headquarters prior to using the Association's logos, trademarks or service marks.

For the ALA Member Community...

**Be open to new Business Partners, new ideas.** The more successful Business Partners are at the leading edge of their respective legal industry service niches. Make an effort to understand all that they have to offer. With so much diversification, many of the Business Partners who have been around for a number of years have acquired or developed new lines of business. Do not always rely on old information or assumptions.

**Their time is valuable, too.** If you are too busy to talk, offer another time for the Business Partners to follow-up with you. Be considerate of their schedules and daily pressures. While part of their job may be to sell, they also have the demands of servicing existing clients.

**Be honest about your intentions.** Let them know about your organization's goals and priorities, and share information about budget constraints. If there is a bid process, be candid with information and facts necessary to prepare the proposal or response.

**Identify the key players and decision makers.** If you are the decision maker, say so. If you are not the decision maker, make sure the Business Partner knows who will be making the decisions, and on what basis the purchasing decision will go forward. Give the Business Partner the opportunity to meet the (other) decision makers. Both sides may learn of important information leading up to the proposal stage.

**Treat Business Partners with respect.** Most Business Partners are competent in their discipline and deserve your respect. When treated with that respect, Business Partners can be your best allies. Remember that Business Partners also use legal services, and they may be a potential client for your firm. Treat the Business Partners the same way you would treat a potential client.

**Accounts Payable.** If your firm or legal department has specific dates for action on invoices, make sure and let the Business Partner know those dates and times. This may increase loyalty and their desire to work with you in the future.

**Your Business Partners deserve your trust.** In many cases, Business Partners are service and operations extensions of your organization. Just as you would communicate problems to your support staff, so should you share appropriate success and failure information with your Business Partners. If a Business Partner makes a mistake, deal with it immediately. Tell your Business Partner what happened, and why. Let them know in a firm and professional manner what they could have done to make it better ~ and/or allow them to fix it. You will find that most Business Partners are glad that you have told them about the problem or allowed them to take remedial action. It should ultimately improve the level of service.

**Give credit where credit is due.** Many Business Partners are used to the same "crisis management" situations that administrators regularly experience. Most understand "last minute emergencies," and are happy to respond. When they do respond, let them know how much you appreciate their work. They may make you look good—help them to look good, too. This small amount of recognition could make the difference between a mediocre relationship with a Business Partner and a great one.



# Greater Chicago Chapter

## SPONSOR REGISTRATION FORM

### BECOME A GREATER CHICAGO CHAPTER SPONSOR:

1. Choose the Sponsorship Package(s) that best suit your company's needs.
2. Fill out the requested information below.
3. Send this form along with full payment to the Greater Chicago Chapter Business Partner Relations Director (Karin Jackson - 312.782.7606 x9127 - mailing info below).

### UPON RECEIPT OF YOUR SPONSOR REGISTRATION FORM AND PAYMENT, THE GREATER CHICAGO CHAPTER WILL:

- ▶ Send you an acknowledgement of receipt of your form and payment;
- ▶ Send specifications for newsletter and website ads;
- ▶ Verify information needed and time deadlines appropriate to your Sponsorship Level.

### DON'T MISS OUT ON THIS GREAT OPPORTUNITY !!

REGISTRATION FORMS AND FULL PAYMENT ARE DUE BY FEBRUARY 1, 2010  
 SPONSORSHIP YEAR BEGINS APRIL 1, 2010 AND ENDS MARCH 31, 2011  
 APPLICATIONS WILL BE PROCESSED IN THE ORDER THEY ARE RECEIVED

### YES — SIGN ME UP! I WANT TO BE A SPONSOR OF THE GREATER CHICAGO CHAPTER!

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Main Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Services/Products Offered by Your Company \_\_\_\_\_

#### SPONSORSHIP LEVEL (CHECK ONE OR MORE)

- PLATINUM (\$15,500)
- GOLD (\$10,000)
- SILVER (\$5,500)
- BRONZE (\$2,600)
- ANNUAL CONFERENCE SCHOLARSHIP (\$1,250)
- REGIONAL CONFERENCE SCHOLARSHIP (\$750)

Please make checks payable to  
 THE GREATER CHICAGO CHAPTER  
 OF ALA and mail to:  
 Karin Jackson  
 Ancel, Glink, Diamond, Bush,  
 DiCianni & Krafthefer, P.C.  
 140 S. Dearborn Street, 6th Floor  
 Chicago, IL 60603