



BUILDING BETTER RELATIONSHIPS

**Business Partner Sponsors
are essential
to the success of the
Greater Chicago Chapter**



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



The Greater Chicago Chapter is proud to present our 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 of the Association of Legal Administrators is to serve the diverse and evolving needs of our members and the legal organizations they represent by: 1) providing high-quality educational programs; 2) promoting peer networking opportunities; 3) fostering professional alliances with business partners; and 4) encouraging our members' active involvement and service in community efforts.

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

THIS PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- Limited to ONE Platinum level sponsor for the Chapter.
- Participation in the Bi-Annual (odd years) Educational Conference and Business Partner Expo, including a premium table at the expo 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. **SPONSORSHIP PAYMENT MUST BE RECEIVED BY 3/1 (IN ODD YEARS) TO GUARANTEE A TABLE AT THE EDUCATIONAL CONFERENCE & EXPO.**
- Participation in the Sponsor Appreciation Event (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.
- Invitation to participate in the Annual Community Challenge Event.
- Sponsorship of the Chapter's Charity Event at a \$2,000 level including admission for four representatives.
- Invitation for one representative to the Business Partners & New Members Meet the Board Event.
- Unlimited classified listing (choice of twenty categories), plus a link to your website, gives members easy access to your information when it is needed most.
- Opportunity to explain your services in a "Learn More" link on the Chapter's website.
- Rotating logo on the Chapter's homepage. Members are reminded of your sponsorship every time they visit the Chapter's website.
- Full page color ad – inside front cover in all six issues of the Chapter newsletter.
- Inclusion on sponsor acknowledgment page in all six issues of the Chapter newsletter.
- Inclusion on the scholarship donor acknowledgment page, in one issue of the Chapter newsletter after scholarships are awarded.
- Opportunity to submit one educational article to the Chapter's newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary six issues of the Chapter's newsletter.
- A scholarship for ALA's Annual Conference registration to be awarded to a Chapter member on behalf of your company.
- Right of first refusal for the Platinum level sponsorship for the following year if you commit by January 15th.
- Opportunity for one representative 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.
- A current Board member assigned as your Business Partner Liaison.
- Opportunity to participate in the committee meeting for planning the Business Partner Exhibition or Sponsor Appreciation Party.

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

THIS PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- **Limited to FOUR Gold level sponsors for the Chapter.**
- **Participation in the Bi-Annual (odd years) Educational Conference and Business Partner Expo, including a premium table at the expo 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. SPONSORSHIP PAYMENT MUST BE RECEIVED BY 3/1 (IN ODD YEARS) TO GUARANTEE A TABLE AT THE EDUCATIONAL CONFERENCE & EXPO.**
- **Participation in the Sponsor Appreciation Event (even years), including admission for three representatives.**
- **You will receive a current membership list.**
- **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 speaker.**
- **Shared sponsorship of the Summer Mix 'n Mingle, including admission for three representatives.**
- **Invitation to participate in the Annual Community Challenge Event.**
- **Sponsorship of the Chapter's Charity Event at a \$2,000 level including admission for three representatives.**
- **Invitation for one representative to the Business Partners & New Members Meet the Board Event.**
- **Unlimited classified listing (choice of twenty categories), plus a link to your website, gives members easy access to your information when it is needed most.**
- **Opportunity to explain your services in a "Learn More" link on the Chapter's website.**
- **Rotating logo on the Chapter's homepage. Members are reminded of your sponsorship every time they visit the Chapter's website.**
- **Full page color ad – in all six issues of the Chapter's newsletter.**
- **Inclusion on sponsor acknowledgment page in all six issues of the Chapter newsletter.**
- **Inclusion on the scholarship donor acknowledgment page, in one issue of the Chapter newsletter after scholarships are awarded.**
- **Opportunity to submit one educational article to the Chapter's newsletter. Share your knowledge and expertise on any topic with over 300 members.**
- **Complimentary six issues of the Chapter newsletter.**
- **A scholarship for ALA's Annual Conference registration to be awarded to a Chapter member on behalf of your company.**
- **Right of first refusal for the Gold level sponsorship for the following year if you commit by January 15th.**
- **One entry in the lottery to participate in the Annual Business Partner Forum to evaluate the sponsorship packages and Chapter events. Your opinion counts!!**
- **A current Board member assigned as your Business Partner Liaison.**
- **Opportunity to participate in the committee meeting for planning the Business Partner Exhibition or Sponsor Appreciation Party.**

SILVER SPONSOR - - - - - \$6,000

YOUR SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- Limited to EIGHT Silver level sponsors for the Chapter.
- Participation in the Bi-Annual (odd years) Educational Conference and Business Partner Expo, including a table at the expo 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. SPONSORSHIP PAYMENT MUST BE RECEIVED BY 3/1 (IN ODD YEARS) TO GUARANTEE A TABLE AT THE EDUCATIONAL CONFERENCE & EXPO.
- Participation in the Sponsor Appreciation Event (even years), including admission for two representatives.
- You will receive a current membership list.
- Opportunity to provide a 30-minute educational session at a small/mid-size joint meeting or at a Sunrise/Sunset Event (meal provided by Chapter).
- Invitation to participate in the Annual Community Challenge Event.
- Sponsorship of the Chapter's Charity Event at a \$500 level including admission for two representatives.
- Invitation for one representative to a Silver/Bronze Networking Event.
- Invitation for one representative to the Business Partners & New Members Meet the Board Event.
- Unlimited classified listing (choice of twenty categories), plus a link to your website, gives members easy access to your information when it is needed most.
- Opportunity to explain your services in a "Learn More" link on the Chapter's website.
- Rotating logo on the Chapter's homepage. Members are reminded of your sponsorship every time they visit the Chapter's website.
- Half page color ad – in all six issues of the Chapter's newsletter.
- Inclusion on sponsor acknowledgment page in all six issues of the Chapter newsletter.
- Inclusion on the scholarship donor acknowledgment page, in one issue of the Chapter newsletter after scholarships are awarded.
- Opportunity to submit one educational article to the Chapter's newsletter. Share your knowledge and expertise on any topic with over 300 members.
- Complimentary six issues of the Chapter newsletter.
- A scholarship for ALA's Region 3 Conference registration to be awarded to a Chapter member on behalf of your company.
- Right of first refusal for the Silver level sponsorship for the following year if you commit by January 15th.
- One entry in the lottery to participate in the Annual Business Partner Forum to evaluate the sponsorship packages and Chapter events. Your opinion counts!!
- A current Board member assigned as your Business Partner Liaison.

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

THIS PACKAGE INCLUDES THE FOLLOWING BENEFITS:

- **Unlimited Bronze level sponsors for the Chapter.**
- **Participation in the Bi-Annual (odd years) Educational Conference and Business Partner Expo, including a table at the expo 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. SPONSORSHIP PAYMENT MUST BE RECEIVED BY 3/1 (IN ODD YEARS) TO GUARANTEE A TABLE AT THE EDUCATIONAL CONFERENCE & EXPO.**
- **Participation in the Sponsor Appreciation Event (even years), including admission for two representatives.**
- **You will receive a current membership list.**
- **Invitation to participate in the Annual Community Challenge Event.**
- **Invitation for one representative to a Silver/Bronze Networking Event.**
- **Invitation for one representative to the Business Partners & New Members Meet the Board Event.**
- **Unlimited classified listing (choice of twenty categories), plus a link to your website, gives members easy access to your information when it is needed most.**
- **Opportunity to explain your services in a “Learn More” link on the Chapter’s website.**
- **Inclusion on sponsor acknowledgment page in all six issues of the Chapter newsletter.**
- **Opportunity to submit one educational article to the Chapter’s newsletter. Share your knowledge and expertise on any topic with over 300 members.**
- **Complimentary six issues of the Chapter’s newsletter.**
- **One entry in the lottery to participate in the Annual Business Partner Forum to evaluate the sponsorship packages and Chapter events. Your opinion counts!!**
- **A current Board member assigned as your Business Partner Liaison.**
- **Right of first refusal for the Bronze level sponsorship for the following year if you commit by January 15th.**

Business Partner Program

At-A-Glance

April, 2017 - March, 2018



SPONSORSHIP LEVELS ►	Platinum \$15,500	Gold \$10,000	Silver \$6,000	Bronze \$2,600
Maximum Number of Sponsors at Each Level ►	1	4	8	unlimited
MARKETING				
Business Partner Expo at Chapter Conference (odd years) - includes a Table in the Expo Hall, Admission, Breakfast, Lunch, and Cocktail Reception OR Sponsor Appreciation Event (even years)	4 Reps Premium Table	3 Reps Premium Table	2 Reps	2 Reps
Membership List	•	•	•	•
EDUCATIONAL EVENTS				
Sponsorship of One Bi-monthly Luncheon		2 Reps		
Opportunity to Provide a 30-minute Educational Session at a Small/Mid-Size Joint Meeting OR at a Sunrise/Sunset Event (meal provided by Chapter)			2 Reps	
COMMUNITY & NETWORKING EVENTS				
Host of Holiday Party	4 Reps			
Joint Hosts of Summer Mix 'n Mingle		3 Reps		
Invitation to Participate in Annual Community Challenge Event	•	•	•	•
Sponsorship of the Chapter's Charity Event at a \$2,000 level	4 Reps	3 Reps		
Sponsorship of the Chapter's Charity Event at a \$500 level			2 Rep	
Invitation to Silver/Bronze Level Networking Event			1 Rep	1 Rep
Invitation to Business Partners & New Members Meet the Board Event	1 Rep	1 Rep	1 Rep	1 Rep
WEBSITE ADVERTISING				
Unlimited Classified Listing PLUS Web Link	•	•	•	•
Opportunity to Explain Your Services in a "Learn More" Link	•	•	•	•
Homepage Rotating Logo	•	•	•	
NEWSLETTER ADVERTISING				
Full Page Ad - Inside Front Cover	6 issues			
Full Page Ad		6 issues		
Half Page Ad			6 issues	
Inclusion on Sponsor Acknowledgment Page	•	•	•	•
Inclusion on Scholarship Acknowledgment Page	1 issue	1 issue	1 issue	
Opportunity to Submit One Educational Article	•	•	•	•
Complimentary Issues	6	6	6	6
CONFERENCE SCHOLARSHIP SUPPORT				
Scholarship for Annual Conference Registration awarded to Chapter Member on behalf of Sponsors	•	•		
Scholarship for Regional Conference Registration awarded to Chapter Member on behalf of Sponsors			•	
OTHER FABULOUS BENEFITS				
Current Sponsors have Right of First Refusal - must commit by Jan 15th	•	•	•	•
Participation in Annual Business Partner Forum	1 Rep	Lottery	Lottery	Lottery
Board Member Assigned as Business Partner Liaison	•	•	•	•
Invitation to Planning Committee Meeting for Business Partner Expo or Sponsor Appreciation Party	•	•		

Mutually Beneficial Relationships: Performance Guidelines for ALA Members and Chapters and Legal Industry Consultants & Business Partners

ALA is grateful for the support legal industry consultants, suppliers and vendors (herein-after referred to as “Business Partners” or “business partner 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 business partner community, ALA’s Board of Directors established the Business Partner Relations Committee (BPRC) and the Business Partner Advisory Panel (BPAP). With that in mind, the BPRC and BPAP have prepared guidelines and objectives to further enable ALA chapters and members to develop and enhance productive working relationships with the ALA business partner community, as well as offering guidance to the business partner 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/about/ethics.pdf>). The ALA Code of Professional Responsibility (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 BPRC and BPAP 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) and to strengthen the relationships between Business Partners and ALA members.

For the Business Partner 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.

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.



SPONSOR REGISTRATION FORM 2017-2018

BECOME A GREATER CHICAGO CHAPTER SPONSOR:

- 1. Choose the Sponsorship Package that best suits your company's needs.**
- 2. Complete the information below.**
- 3. Send this form along with full payment and specifications for newsletter ads and website listing to the Greater Chicago Chapter Business Partner Relations Director, Betsy Amaya Kopczynski - 312.499.1400 – see mailing information below.**

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

- ❖ **Send you an acknowledgment 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, 2017

**SPONSORSHIP YEAR BEGINS APRIL 1, 2017 AND ENDS MARCH 31, 2018
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)

- _____ **PLATINUM - \$15,500**
- _____ **GOLD - \$10,000**
- _____ **SILVER - \$6,000**
- _____ **BRONZE - \$2,600**

**Please make checks payable to
THE GREATER CHICAGO CHAPTER OF ALA
and mail to: Betsy Amaya Kopczynski
Office Administrator
Epstein Becker & Green, P.C.
227 W. Monroe St, Suite 3250
Chicago, IL 60606**