



**Arizona**  
Chapter

# 2017 Business Partner Program

Dear Business Partners:

The Arizona Chapter of the Association of Legal Administrators (“ALA”) is pleased to present our 2017 Business Partnering Program (“BPP”). The BPP exists to enhance the relationship between our members and our Business Partners. This year we are happy to announce that our Chapter will now consist of members throughout the State of Arizona. Each year our Chapter strives to create new and innovative ways to deliver the educational tools and information our members require to be leaders in the business of law. Your support provides us with the financial means to deliver top quality speakers for our luncheons, seminars and workshops, provide multiple conference scholarships and engaging networking opportunities. You are our greatest ally and biggest resource toward funding these programs, and we greatly appreciate your support! Looking to 2017 we will be again be offering a one-day Leadership Workshop along with the HR/Diversity & Inclusion luncheons and the Finance/ Operation lunches, all creating new opportunities for sponsorships. We will also be hosting our annual Education Conference and Business Partner Symposium again in August.

This year we have revamped our program. We have limited the amount of packages available and have increased opportunities to facilitate the development of relationships between you and our members. We want to learn more about the products and services you provide, and create opportunities for our members to tell you how our firms operate and what equipment, products and services we require.

The 2017 Business Partnering Program outlines the various opportunities our Business Partners will have to network and build relationships with our members. Please review the opportunities you have to sponsor various activities and events, advertise to our growing membership, and to meet your needs and budget requirements. We urge you to act promptly as our most popular sponsorships do sell out quickly.

We look forward to hearing from you and establishing a partnership that will benefit us all.

Sharon Williams  
President-Elect/BPP Chair (2016-2017)  
ALA Arizona Chapter  
602-256-4487  
swilliams@gblaw.com

Marsha Kendall  
President (2016-2017)  
ALA Arizona Chapter  
602-257-5201  
[mkendall@steptoe.com](mailto:mkendall@steptoe.com)

## SUMMARY OF 2017 BP PROGRAMS

SPONSORSHIP LEVELS	Grand Canyon	O.K. Corral	Saguaro	Rattle-snake	Palo Verde	Road Runner*	Ala Carte
Price	\$ 10,500	\$ 8,500	\$ 5,000	\$ 3,000	\$ 2,000	\$ 800	
Maximum Number of Sponsors per Level	2	2	6	10	6	6	
<b>MARKETING</b>							
Education Conference & Business Partner Symposium	4 Reps	4 Reps	3 Reps	2 Reps	1 Reps	1 Reps	
Access to BP Bull Pen @ Symposium	*	*	*				
Membership List	*	*	*				
Symposium Planning Committee	*	*					
<b>EDUCATIONAL EVENTS</b>							
Sponsorship of 1 Chapter Luncheon 2 reps	*	*					
Sponsorship of Education session @ Symposium	*	*					
Host 1 education session @ Symposium or Host Chapter Lunch 1 rep			*				
<b>ALA CARTE OPPORTUNITIES</b>							
Co-Host of Holiday Party 2 @ \$2,500 each							\$ 5,000
Co-Host of Spring Social 2 @ \$2,500 each							\$ 5,000
Co-Host of Past President's Dinner 2 @ \$1,500 each							\$ 3,000
Co-Host of Managing Partner Luncheon 2 @ \$3,000 each							\$ 6,000
Co -Sponsors of Leadership Workshop 2 @ \$4,000 each							\$ 8,000
Sponsorship of Board Retreat Lunch							\$ 1,500
Sponsorship of HR/Diversity & Inclusion Series							\$ 4,000
Sponsorship of Finance/Operations Series							\$ 4,000
<b>COMMUNITY &amp; NETWORKING EVENTS</b>							
Co-Host of Annual Community Connections Event	*						
Invitation of Annual Community Connections Event	*	*	*	*	*	*	
Invitation to 2 Business Partner Appreciation Events - 2	*	*					
Invitation to 2 Business Partner Appreciation Events - 1			*	*	*	*	
Invitation to 2 Luncheons - Chapter or Specialty - 2 reps	*	*	*				
Invitation to 2 Luncheons - Chapter or Specialty - 1 rep				*	*		
<b>ADVERTISING</b>							
Year long website listing with logo & link	*	*	*	*	*	*	
Opportunity to explain your services in a learn more link	*	*	*				
Spotlight Business Partner in all four issues of the Chapter Newsletter	*						
Spotlight Business Partner in one issue of the Chapter Newsletter		*	*				
Listing in Quarterly Newsletter with logo	*	*	*				
Listing in Quarterly Newsletter				*	*	*	
Opportunity to submit one educational newsletter article each quarter	*	*					
Opportunity to submit one educational newsletter article per year			*	*			
Home page featured logo	*	*					
Logo in weekly Arizona Chapter Happenings	*						
Feature 1 month Arizona Chapter Happenings		*	*	*			
App Sponsor							
Scholarship to Annual Conference awarded on behalf of Sponsor (\$1,000)	*						
Scholarship to RLMC awarded on behalf of Sponsor (\$500)		*					

## SPONSORSHIP PACKAGES



### GRAND CANYON SPONSORSHIP: \$10,000 (limit 2)

- i **Business Partner Symposium:** Grand Canyon level participation in our Educational Conference & Business Partner Symposium with four representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to four items. Opportunity to host and attend one Education Session and introduce the presenter. Unlimited access to our new Business Partner Bull Pen where you can schedule time to meet with members one on one. Also first right to be a member of the Symposium Planning Committee for the event.
- i **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2017.
- i **Chapter Luncheon:** Sponsor one Chapter lunch; two representatives can attend the luncheon; introduce the speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement, plus recognition in newsletter and on website.
- i **ALA Arizona Community Connection Event:** Serve as co-hosts of annual Community Connection Event with recognition in all publicity announcements and signage at event. Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Recent years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** Two representatives can attend the Business Partner Appreciation Events held twice during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and the Strand.
- i **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests, two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as Grand Canyon sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a “learn more link”.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to contribute an article each issue on trends in the legal industry. Spotlight Business Partner in all four issues.
- i **Arizona Chapter Happenings:** Logo placed on each weekly Arizona Chapter Happenings sent out to all Chapter members.
- i **ALA Annual Conference Scholarship:** Award a \$1,000 scholarship to the contest winner at the sponsored luncheon; recognition in newsletter and on the Chapter website.

## **O.K. CORRAL SPONSORSHIP: \$8,500 (limit 2)**



- i **Business Partner Symposium:** O.K. Corral level participation in our Educational Conference & Business Partner Symposium with four representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to four items. Opportunity to host and attend one Education Session and introduce the Presenter. Access to our new Business Partner Bull Pen where you can schedule time to meet with up to 6 members one on one. Also ability to be a member of the Symposium Planning Committee for the event.
- i **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2017.
- i **Chapter Luncheon:** Sponsor one Chapter lunch; two representatives can attend the luncheon; introduce the speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement and recognition in newsletter and on website.
- i **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Recent years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer, and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** Two representatives can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and the Strand.
- i **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests to two luncheons, either chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as O.K. Corral sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a "learn more" link.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to contribute an article each issue on trends in the legal industry. Business Partner spotlight in one newsletter.
- i **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.
- i **ALA Regional Legal Management Conference Scholarship:** Award a \$500 scholarship to the contest winner at the sponsored luncheon; recognition in newsletter and on website.

## **SAGUARO SPONSORSHIP: \$5,000 (limit 6)**



- i **Business Partner Symposium:** Saguaro level participation in our Educational Conference & Business Partner Symposium with three representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to three items. Access to our new Business Partner Bull Pen where you can schedule time to meet with up to 4 members one on one.
- i **Membership Directory:** Password protected access to Chapter membership directory on Chapter website containing member names, firm names and email addresses; access to the directory will end on December 31, 2017.
- i **Chapter Luncheon:** Sponsor one Chapter lunch; one representative to attend luncheon; introduce speaker; distribute marketing materials and network with members; recognition in Arizona Chapter Happenings luncheon announcement and recognition in newsletter and on website OR co-host one education session at the Education Conference and Business Partner Symposium.
- i **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Recent years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and the Strand.
- i **Be our Guests @ a Chapter Luncheon or Specialty Series:** Invitation for two representatives to attend as our guests two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) placement of logo linked to website on Chapter homepage; recognition as a Saguaro sponsor on homepage; listing in Business Partner section to include contact information, logo linked to website or email. Also opportunity to share your services in a “learn more” link.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website along with the opportunity to contribute one article on legal industry trends; Business Partner spotlight in one newsletter.
- i **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.

## **RATTLESNAKE SPONSORSHIP: \$3,000 (limit 10)**



- i **Business Partner Symposium:** Rattlesnake level participation in our Educational Conference & Business Partner Symposium with two representatives; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle up to two items.
- i **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Past years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer, and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and the Strand.
- i **Be our Guest @ a Chapter Luncheon or Specialty Series:** Invitation for one representative to attend as our guest two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) listing in Business Partner section to include contact information, logo linked to website or email.
- i **Arizona Chapter Happenings:** Logo featured on weekly Arizona Chapter Happenings sent out to all Chapter members for one month.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October. An image (120x120 pixels) with the Business Partner logo linked to Business Partner website. Opportunity to submit one article per year.

## **PALO VERDE SPONSORSHIP: \$2,000 (limit 6)**



- i **Business Partner Symposium:** Palo Verde level participation in our Educational Conference & Business Partner Symposium with one representative; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle an item.
- i **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Recent years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer, and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and the Strand.
- i **Guest @ Chapter Luncheon or Specialty Series:** Invitation for one representative to attend as our guest two luncheons, either Chapter or specialty. Opportunity again to socialize with members as well as learn from the education presented.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) listing in Business Partner section to include contact information.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October.

## **ROADRUNNER SPONSORSHIP\*: \$800 (limit 6)** (\*small local businesses only)



- i **Business Partner Symposium:** Roadrunner level participation in our Educational Conference & Business Partner Symposium with one representative; lunch and cocktail reception; recognition of sponsorship level at the event, in newsletter and on website; opportunity to join Chapter members at the event to raffle an item.
- i **ALA Arizona Community Connection Event:** Opportunity to work alongside the Chapter on a more personal level when we partner with a local charity to lend a helping hand physically and financially. Recent years have seen members and Business Partners participating in a Dirty Girl Mud Run to raise awareness for breast cancer, and running and walking in Girls on the Run to empower young women.
- i **Business Partner Appreciation Events:** One representative can attend the two Business Partner Appreciation Events held during the year. Opportunity to socialize with members and other Business Partners in a relaxed setting. Past locations being the Lustre Bar at the Palomar, The Little Woody and The Strand.
- i **Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)):** Twelve months (January-December) listing in Business Partner section to include contact information.
- i **Newsletter Advertising:** Distributed to Chapter members via email in January, April, July and October.



## A LA CARTE SPONSORSHIP OPPORTUNITIES



**Holiday Party: December 2017 - \$2,500 (limit 2):** Two representatives from each sponsoring Business Partner are invited to attend. The first paying Business Partner will be the first to offer a toast and offer up a raffle item. The second will have an opportunity to offer a toast and raffle off an item. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

**Spring Social Membership Drive – April 2017 - \$2,500 (limit 2):** Two representatives from each sponsoring Business Partner are invited to attend this event. The first business partner will introduce the current President; the second will introduce the President Elect. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

### **Leadership Workshop –March 2017 – (\$4,000 (limit 2)**

Opportunity to sponsor and send two representatives to our full day Leadership Workshop in March. Representatives will be introduced at the Workshop and have the opportunity to give a brief description of their organization. Representatives will also be able to participate in the full day workshop which includes a pre-assessment test. Opportunity to bring marketing materials and recognition in all event publicity including Arizona Chapter Happenings, Website and Newsletter.

### **Arizona Managing Partner Leadership Event – \$3,000 (limit 2):**

Two representatives from each sponsoring Business Partner are invited to attend. The first paying Business Partner will introduce the speaker at the event which includes Managing Partners from member firms. The Business Partner whose payment comes in second will be recognized in the Chapter Vice President's address to the attendees, with a brief description of services. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

### **Human Resource/ Diversity & Inclusion Series - 2017 - \$4,000 (limit 1):**

Two representatives from the sponsoring Business Partner are invited to attend. The Business Partner will introduce the speaker at our HR/Diversity& Inclusion series which will include members of the Arizona legal community. The Business Partner will be recognized in the Chairs' address to the attendees, with a brief description of services. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website. This is a monthly series.

### **Finance/Operation Series - 2017 - \$4,000 (limit 1):**

Two representatives from the sponsoring Business Partner are invited to attend. The Business Partner will introduce the speaker at our Finance/ Operation series which includes members of the Arizona legal community. The Business Partner will be recognized in address to the attendees, with a brief description of services. Sponsorship includes an opportunity to place marketing materials on tables, as well as networking with members and attendees; recognition in newsletter and on website.

### **Past Presidents Dinner - 2017 - \$1,500 (limit 2):**

Two representatives from each sponsoring Business Partner are invited to attend. The Business Partner will introduce the President and Immediate Past President. Opportunity to network the Board, Committee Chairs and Past Presidents; recognition in newsletter and on website.

**Board Retreat 2017 \$1,500 (limit 1)**

Opportunity to sponsor Breakfast or lunch, depending on schedule, for annual Board Retreat. Up to two representatives can participate in the meal to network with Board members and committee chairs.

**Website Advertisement on Chapter Website ([www.alaphoenix.org](http://www.alaphoenix.org)) - \$500 (unlimited):**

Twelve months (January-December) placement on the Business Partner page of the Chapter website; includes contact information, company logo linked to website or email; advertising will be pro-rated by the quarter if necessary.

**Business Partner of the Month on Chapter Website - \$350/month (limit 12):** Logo linked to website or email and article contributed by the Business Partner regarding their products/services featured on the homepage for one month,