ALA Association of Legal Administrators | Arizona Chapter



2027

BUSINESS PARTNER PROGRAM

Connect. Contribute. Build Relationships.

Welcome to the 2027 Business Partner Program

A relationship-and-ROI model designed for sustained engagement

The Arizona Chapter of the Association of Legal Administrators ("AZ ALA") values Business Partners as contributors to the Chapter community. We are pleased to present the 2027 Business Partner Program, which provides signature opportunities for us to partner together to support the Chapter's membership, goals and meaningful relationships with Business Partners.

The BPP exists to enhance the relationship between our members and our Business Partners. 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, conferences and workshops, provide multiple ALA conference scholarships and engaging networking opportunities. You are our greatest ally and biggest resource toward funding these programs, and we greatly appreciate your support!

The BPP outlines the various opportunities our Business Partners will have to network and build relationships with our members. We urge you to act promptly as our most popular sponsorships do sell out quickly. The benefits of a sponsorship package will not begin until payment in full is received.

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

Program Promise

The AZ ALA Business Partner Program connects trusted service providers with Arizona legal-management professionals through education, community involvement, relationship-building, and year-round visibility.

Program objectives

- Create authentic opportunities for members and partners to build professional relationships.
- Support high-quality education and Chapter programming.
- Increase community impact through volunteerism, charitable support, and scholarships.
- Provide partners with clear deliverables and a practical annual record of engagement.
- Protect the member experience through content, solicitation, privacy, and conduct standards.

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2027 Partnership Levels

Start with the comparison below, then review the detailed benefits for each package. Availability is limited by level.

LEVEL	INVESTMENT	LIMIT	DINSTINCTIVE BENEFIT
Grand Canyon	$10,500	3	Premier strategic partner; Education partner + mic time
O.K. Corral	$8,500	2	Signature event and education partner
Saguaro	$5,000	4	Education partner
Rattlesnake	$3,000	10	Relationship-building partner
Palo Verde	$2,000	10	Essential partner
Roadrunner*	$1,200	10	Regional ALA business
Pioneer*	$1,000	6	Arizona local business

*Eligibility restrictions apply. See detailed package pages.

Core benefits for every Business Partner

- Twelve-month Business Partner directory listing on the Chapter website with logo, contact information, service categories, website link, company overview, and primary representative profile.
- Business of Law Conference access, lunch and cocktail reception.
- Invitation to Business Partner appreciation activities and eligible Community Connection events.
- One annual social media appreciation post.
- Use of the official AZ ALA Business Partner digital badge during the program year.
- Participation in an annual feedback survey or idea exchange.
- Advance notice of available à la carte opportunities.

How to choose a level

- Choose Grand Canyon or O.K. Corral for premium conference presence, signature-event visibility, and the broadest relationship access.
- Choose Saguaro for strong year-round involvement with education, digital visibility, and hosted connection opportunities.
- Choose Rattlesnake or Palo Verde for accessible member engagement and a defined annual presence.
- Choose Roadrunner for regional participation or Pioneer for an eligible Arizona local-business entry point.

Benefits at a Glance

Access, support, and community

BENEFIT	GC	OK	SAG	RAT	PV	RR	PIO
Business of Law Conference representatives	4	4	3	2	1	1	1
Premium conference booth	✓	✓	—	—	—	—	—
Education-session access at conference	✓	✓	✓	✓	✓	✓	✓
Chapter luncheon sponsorship	1	1	Co-sponsor	—	—	—	—
Guest access to eligible luncheons	2 reps	1 rep	1 rep	1 rep	1 rep	Add-on	Add-on
Business Partner appreciation events	2 reps	2 reps	2 reps	1 rep	1 rep	1 rep	1 rep
Coffee Connection / Pop-Up Hosting	✓	✓	✓	✓	✓	✓	✓
Community Connection participation	✓	✓	✓	✓	✓	✓	✓
Community Connection co-hosting	1	—	—	—	—	—	—
Renewal priority	✓	✓	✓	—	—	—	—
Membership directory access	✓	✓	✓	—	—	—	—

GC = Grand Canyon • OK = O.K. Corral • SAG = Saguaro • RAT = Rattlesnake • PV = Palo Verde • RR = Roadrunner • PIO = Pioneer

“Eligible” and add-on opportunities depend on capacity and published conditions.

Benefits at a Glance

Education and digital visibility

BENEFIT	GC	OK	SAG	RAT	PV	RR	PIO
Enhanced directory profile	✓	✓	✓	✓	✓	✓	✓
Homepage logo / premium rotation	Premium	Premium	Featured	—	—	—	—
Business Partner webpage listing	✓	✓	✓	✓	✓	✓	✓
Representative photo + service categories	✓	✓	✓	✓	✓	✓	✓
Coordinated social-media spotlights	12	3-4	3-4	1	1	1	1 appreciation
Approved educational article/resource	12	3-4	3-4	1	1	1	—
Educational-session sponsorship	1	1	Co-sponsor	—	—	—	—
Speaker / moderator consideration	✓	✓	✓	—	—	—	—
Business Partner digital badge	✓	✓	✓	✓	✓	✓	✓
Scholarship presentation / recognition	$1,500	$500	Add-on	Add-on	Add-on	Add-on	Add-on
Advance notice of add-ons	Priority	Priority	✓	✓	✓	✓	✓

Educational-content standard

All educational content must provide practical value to legal-management professionals. Content is subject to Chapter approval and may not function primarily as a sales presentation.

Premier & Signature Partnerships

GRAND CANYON SPONSORSHIP

Maximum visibility and high-touch engagement

$10,500

Limit 3

BUSINESS OF LAW CONFERENCE	Attendance for up to four representatives; includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Access to all educational sessions. Premium booth space. Mic-time opportunity: morning welcome, speaker introduction or cocktail-hour closing thank-you. Provide up to two raffle items.
MEMBERSHIP DIRECTORY	Password-protected online access to the Chapter membership directory through December 31, 2027.
CHAPTER LUNCHEON + GUEST ACCESS	Sponsor one Chapter luncheon with attendance for two representatives. Introduce the speaker and distribute marketing materials. Recognition in the luncheon announcement, Chapter communications and website. Attend all Chapter luncheons as a guest to network with and learn alongside members, excluding the managing partner leadership event and holiday party.
COMMUNITY CONNECTION	Co-host the annual Community Connection Event with recognition in publicity and signage. Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	Two representatives may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to host a pop-up social event for Chapter members. The Chapter will distribute the invitation, with RSVPs directly to the host.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Chapter's homepage. Sponsorship-level recognition and Business Partner listing with contact information and a Learn More link. Spotlight Business Partner in a monthly BP Spotlight post on the Chapter's social media. "About You" contribution – Opportunity to interview with a member of the Chapter board to include with your spotlight post. Logo included in all Chapter social media posts. Opportunity to provide a link to a legal industry article by BP to include with BP Spotlights.
ALA CONFERENCE SCHOLARSHIP	Present a $1,500 conference scholarship with recognition in Chapter communication and on the website.

O.K. CORRAL SPONSORSHIP

Premium conference presence with sustained visibility

$8,500

Limit 2

BUSINESS OF LAW CONFERENCE	Attendance for up to four representatives; includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Access to all educational sessions. Premium booth space. Provide up to two raffle items.
MEMBERSHIP DIRECTORY	Password-protected online access to the Chapter membership directory through December 31, 2027.
CHAPTER LUNCHEON + GUEST ACCESS	Sponsor one Chapter luncheon with attendance for two representatives. Introduce the speaker and distribute marketing materials. Recognition in the luncheon announcement, Chapter communications and website. Attendance for one representative at all Chapter luncheons to network with and learn alongside members, excluding the managing partner leadership event and holiday party.
COMMUNITY CONNECTION	Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	Two representatives may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to host a pop-up social event for Chapter members. The Chapter will distribute the invitation, with RSVPs directly to the host.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Chapter's homepage. Business Partner listing with logo, contact information and a Learn More link. Spotlight Business Partner in 3-4 Chapter social media posts, including a link to a legal industry article by the BP. "About You" contribution – Opportunity to interview with a member of the Chapter board to include with your spotlight post. Logo featured quarterly in Chapter social media posts.
ALA SCHOLARSHIP	Present a $500 conference scholarship with recognition in Chapter communication and on the Chapter website.

Year-Round Relationship Partnerships

SAGUARO SPONSORSHIP

Balanced event access, content and digital exposure

$5,000

Limit 4

BUSINESS OF LAW CONFERENCE	Attendance for up to three representatives, includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Access to all educational sessions. Booth space at the event. Provide up to two raffle items.
MEMBERSHIP DIRECTORY	Password-protected online access to the Chapter membership directory through December 31, 2027.
CHAPTER LUNCHEON + GUEST ACCESS	Co-sponsor one Chapter luncheon with attendance for two representatives. Distribute marketing materials and network with members. Recognition in the luncheon announcement, Chapter communications and website. One representative may attend all Chapter luncheons as a guest, excluding the managing partner leadership event and holiday party.
COMMUNITY CONNECTION	Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	Two representatives may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to host a pop-up social event for Chapter members. The Chapter will distribute the invitation, with RSVPs directly to the host.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Chapter's homepage. Business Partner listing with logo, contact information and a Learn More link. Spotlight Business Partner in 3-4 Chapter social media posts, including a link to a legal industry article by the BP. "About You" contribution – Opportunity to interview with a member of the Chapter board to include with your spotlight post. Logo featured quarterly in Chapter social media posts.

RATTLESNAKE SPONSORSHIP

Strong access for relationship-building and visibility

$3,000

Limit 10

BUSINESS OF LAW CONFERENCE	Attendance for up to two representatives, includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Booth space at the event. Access to all educational sessions.
CHAPTER LUNCHEON GUEST ACCESS	Attendance for one representative at all Chapter luncheons to network with and learn alongside members, excluding the managing partner leadership event and holiday party.
COMMUNITY CONNECTION	Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	One representative may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to host a pop-up social event for Chapter members. The Chapter will distribute the invitation, with RSVPs directly to host.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Business Partner section of the Chapter website. "About You" contribution – Opportunity to interview with a member of the Chapter board to include in one Chapter social media post, including a link to a legal industry article by the BP. Logo featured in one Arizona Chapter social media post.

Essential Regional & Local Partnerships

PALO VERDE SPONSORSHIP

Essential access and year-round Chapter connection

$2,000

Limit 10

BUSINESS OF LAW CONFERENCE	Attendance for one representative, includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Booth space at the event. Access to all educational sessions.
CHAPTER LUNCHEON GUEST ACCESS	Attendance for one representative at all Chapter luncheons to network with and learn alongside members, excluding the managing partner leadership event and holiday party.
COMMUNITY CONNECTION	Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	One representative may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to sponsor a pop-up social event for Chapter members. The Chapter will distribute invitations and manage RSVPs on your behalf.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Business Partner section of the Chapter website. "About You" contribution – Opportunity to interview with a member of the Chapter board to include in one Chapter social media post, including a link to a legal industry article by the BP.

ROADRUNNER SPONSORSHIP*

A regional option for established ALA partners

$1,200

Limit 10

ELIGIBILITY	For ALA Business Partners without a Phoenix metro office who also sponsor ALA International and various other ALA Chapters in 2027.
BUSINESS OF LAW CONFERENCE	Attendance for one representative, includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Booth space at the event. Access to all educational sessions.
BUSINESS PARTNER APPRECIATION	One representative may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment.
POP-UP HAPPY HOUR	Opportunity to host a pop-up social event for Chapter members. The Chapter will distribute the invitation, with RSVPs directly to host.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Business Partner section of the Chapter website. "About You" contribution – Opportunity to interview with a member of the Chapter board to include in one Chapter social media post, including a link to a legal industry article by the BP.
EMAIL BLAST	Send one email blast to Chapter membership promoting a special event, such as a webinar, hosted lunch-and-learn or ALA-member savings opportunity.

PIONEER SPONSORSHIP*

An accessible entry point for local businesses

$1,000

Limit 6

ELIGIBILITY	Available to local businesses only.
BUSINESS OF LAW CONFERENCE	Attendance for one representative, includes lunch and cocktail reception. Sponsorship level recognition at the event, in Chapter communications and website. Booth space at the event. Access to all educational sessions.
COMMUNITY CONNECTION	Partner with the Chapter to support a local charity through hands-on and financial assistance.
BUSINESS PARTNER APPRECIATION	One representative may attend two annual appreciation events. Network with members and other Business Partners in a relaxed, social environment
POP-UP HAPPY HOUR	Opportunity to sponsor a pop-up social event for Chapter members. The Chapter will distribute invitations and manage RSVPs on your behalf.
DIGITAL + EDITORIAL VISIBILITY	12 months of logo placement linked to your website on the Business Partner section of the Chapter website. Logo featured in one Arizona Chapter social media post.

À La Carte Opportunities

A focused menu for additional visibility and impact

Leadership Event Sponsorship | $3,500 • LIMIT 2

- Two representatives from each sponsoring Business Partner are invited to attend
- First paying Business Partner introduces the event speaker, which includes managing partners from member firms
- Second paying Business Partner will be recognized in the Chapter's address to attendees, with a brief description of services
- Includes opportunity to place marketing materials on tables
- Networking opportunity with managing partners of member firms, members and other attendees
- Recognition on all event marketing materials and on the Chapter website

Member Holiday Celebration Sponsor | $2,500 • LIMIT 2

- Exclusive opportunity to build relationships with chapter members in an intimate social setting
- Two representatives from each sponsoring Business Partner are invited to attend
- First paying Business Partner will be the first to offer a toast
- Second paying Business Partner will have an opportunity to offer a toast next
- Includes opportunity to place marketing materials on tables
- Recognition on all event marketing materials and on the Chapter website

Additional Opportunities

- Available upon Chapter Board approval.
- Benefits determined on a case-by-case basis.
- Opportunities include: trade for services, Coffee Connections host, new member or student sponsorship.
- Recognition of sponsorship and support.

Activation principles

- Add-ons supplement, but do not replace, the benefits included in a partner's selected level.
- Chapter approval is required before a partner promotes an add-on as confirmed.
- Educational and member-facing programs must remain educational, professional, and consistent with Chapter standards.
- Unused benefits and add-ons do not convert to cash, credit, or a future-year entitlement unless the Chapter agrees in writing.

Ready to partner with AZ ALA?

Connect. Contribute. Build relationships. Support legal management education.

Select the level that best aligns with your 2027 engagement goals.

NEXT STEP

Contact the AZ ALA Chapter to confirm availability and sponsorship details.

Program benefits begin after payment in full, as stated in prior Chapter program materials.