



Silicon Valley
Chapter

2017

Business Partner Program

Thank you for your interest in partnering with the Silicon Valley Chapter of the Association of Legal Administrators! We support managers in the legal profession, representing nearly 10,000 legal management professionals world-wide and approximately 65 members locally. We provide educational programs, networking opportunities and other resources to members. We work closely with business partners to develop long term relationships across firms and geographies. When a member looks for a resource, or asks for a recommendation, our Business Partner listing is the first point of contact. As a valued business partner, we want to help you promote your products and services to our members because the right products and services are key to *our* success in managing our firms.

Our program runs from August 1, 2017 through July 31, 2018. Sponsorships will be accepted upon receipt of payment through July 31, 2017. In order to be fair to other sponsors, and maintain deadlines for producing the membership directory, we cannot accept payments after the July 31 deadline for full sponsorship benefits.

Please visit our website regularly at www.alasvc.org to keep informed about the chapter's activities. More information about the Association of Legal Administrators parent organization can be found at www.alanet.org.

If you have any questions or comments about our program, please feel free to contact us.

ALA Silicon Valley Chapter

Shirley Laboy
Chapter President
Sidley Austin LLP
650-565-7128
slaboy@sidley.com

Sarah Ferguson
Immediate Past President,
and Business Partner Chair
Sheppard, Mullin, Richter & Hampton LLP
650-815-2609
sferguson@sheppardmullin.com

2017 BUSINESS PARTNER PROGRAM: BENEFITS AT-A-GLANCE

Sponsor Limit

Right of First Acceptance for Sponsor Level

Terabyte 1 Gigabyte 2 Megabyte 4 Kilobyte Friends



Membership Directory (printed annually)

Logo on Front Cover as the Terabyte Sponsor



Full page color ad on inside front cover, inside back cover or outside back cover

your choice

as available

Partial page sized ad

quarter page

business card

Personal photo in directory

2

2

1

1

1

Listing in the ALA-Silicon Valley Membership Directory



Printed number of copies of the ALA-Silicon Valley Membership Directory

4

2

1

1

1

Website Benefits at alasvc.org

Placement on Home Page with logo and link



Listing on Business Partner Page with link



Quarterly Newsletter Benefits

Author legal management related article

2

1

Logo and link on all newsletters

top

top (second)

bottom

Feature ad with company description in one newsletter



Subscription to quarterly newsletter



Educational Sessions Benefits

Fall Leadership Event exclusive sponsorship



Invitation to Fall Leadership Event



Winter Employment Law Update sponsorship, marketing materials



Invitation to Winter Employment Law Update



First choice of date as Featured Sponsor for Educational Session



Second

Third

Featured Sponsor for Educational Session



Invitation to Educational Session (for two)



fee

fee

2017 BUSINESS PARTNER PROGRAM: BENEFITS AT-A-GLANCE















































Member Networking Events Benefits

- Invitation to Summer Networking / Business Partner Thank You
- Invitation to Holiday Luncheon
- Fall Networking Event – logo on announcement
- Invitation to Fall Networking Event
- Winter Networking Event – logo on announcement
- Invitation to Winter Networking Event
- Spring Networking Event – logo on announcement
- Invitation to Spring Networking Event

Other Benefits

- Recognition for member scholarship to Annual Conference
- Recognition for member scholarship to Regional or Specialty Conference (shared)
- Recognition for member scholarship to Regional Conference (shared)
- Recognition for Board/Committee member scholarships
- Logo on Community Connection Invitations
- Invitation to Community Connection Events
- Invitation to LinkedIn group
- Use of ALA-SVC's Business Partner logo (with signed agreement)

Terabyte Gigabyte Megabyte Kilobyte Friends

				
				+ \$250 fee
				
				
				
				
				
				
				
				
				
				
2	1			
				
				
				

TERABYTE SPONSOR

\$7,800

Limit of 1

Membership Directory Benefits

- **Logo on front cover as Terabyte Sponsor (New)**
- **Full page color ad with your choice of placement on one of the following: inside front cover, inside back cover, or outside back cover.**
- Two listings – by name and by business category, with one personal photo, logo on Summary Page
- **Four** printed copies of ALA-SVC Membership directory

Website Benefits on alavc.org

- Placement on Home Page with link and logo
- Logo, link, two personal photos on Business Partner Page

Quarterly Newsletter Benefits

- Logo and link at the top of every newsletter
- One feature ad with logo and brief company description
- Two business articles about a legal management topic

Educational Seminars

- Exclusive sponsorship of Fall Leadership Event, speaker introduction, signage provided by sponsor
- Sponsorship of January Employment Law Update, sponsor-provided marketing materials, logo on announcement
- First choice of month for exclusive sponsorship and speaker introduction at one educational seminar
- Invitation to all standard educational seminars, **no charge**
- Link to basic listing of all sponsors on educational seminar announcements

Networking Events

- Invitation to all networking programs (Summer, Fall, Winter and Spring)
- Invitation for two or more representatives to the Holiday Luncheon
- Logo on Fall, Winter and Spring networking invitations

Other Benefits

- Right of first acceptance of sponsorship level
- Recognition for exclusive sponsorship for chapter member to attend ALA Annual Conference
- Invitation to Community Connection events, logo on two invites
- Logo on a chapter promotional item (TBD by Board)
- Invitation to LinkedIn group
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

GIGABYTE SPONSOR

\$5,200

Limit of 2

Membership Directory Benefits

- **Full page color ad with choice of remaining inside front cover; inside back cover; or outside back cover**
- Two listings – by name and by business category, with one personal photo, logo on Summary Page
- **Two** printed copies of ALA-SVC Membership directory

Website Benefits on alavc.org

- Placement on Home Page with link and logo
- Logo, link, two personal photos on Business Partner Page

Quarterly Newsletter Benefits

- Logo and link at the top of every newsletter (below Terabyte sponsor)
- One feature ad with logo and brief company description
- One article about a legal management topic

Educational Seminars

- Invitation for two to Fall Leadership Event
- Sponsorship of January Employment Law Update, sponsor-provided marketing materials, logo on announcement
- Next choice of month for exclusive sponsorship and speaker introduction at one educational seminar
- Invitation to all standard educational seminars, **no charge**
- Link to basic listing of sponsors on educational seminar announcements

Networking Events

- Invitation to all networking programs (Summer, Fall, Winter and Spring)
- Invitation for two representatives to the Holiday Luncheon
- Logo on Winter and Spring networking invitations

Other Benefits

- Right of first acceptance of sponsorship level
- Recognition for scholarship for chapter member to Regional or other Specialty Conference (from all gigabyte sponsors)
- Invitation to Community Connection events, listing and logo on one announcement
- Invitation to LinkedIn group
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

MEGABYTE SPONSOR

\$4,000

Limit of 4

Membership Directory Benefits

- Quarter page size ad
- Two listings – by name and by business category, with one personal photo, logo on Summary Page
- One printed copy of ALA-SVC Membership directory

Website Benefits on *alavc.org*

- Logo, link, one personal photos on Business Partner Page

Quarterly Newsletter Benefits

- Logo and link at the bottom of every newsletter
- One feature ad with logo and brief company description

Educational Seminars

- Invitation for two to Employment Law Update, sponsor-provided marketing material, listing on announcement
- One exclusive sponsorship standard educational seminar (Does not include Fall Leadership Event)
- Invitation to all standard educational seminars, **no charge**
- Link to basic listing of sponsors on educational seminar announcements

Networking Events

- Invitation to Summer Networking/Business Partner Appreciation Event
- Invitation to Winter Networking event, listing on announcement
- Invitation for two to Holiday Luncheon

Other Benefits

- Recognition for scholarship to Regional Conference (from all Megabyte sponsors collectively)
- Invitation to Community Connection events, listing on one announcement
- Invitation to LinkedIn group
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

KILOBYTE SPONSOR

\$2,000

Membership Directory Benefits

- Business card size ad
- Two listings – by name and by business category, with one personal photo
- One printed copy of ALA-SVC Membership directory

Website Benefits on *alavc.org*

- Link and listing on Business Partner Page

Quarterly Newsletter Benefits

- Subscription to newsletter

Educational Seminars

- Invitation to attend educational seminars and Employment Law Update (excludes Fall Leadership Event), up to two attendees (fee)
- Link to basic listing of sponsorship on educational seminar announcements

Networking Events

- Invitation to Summer Networking/Business Partner Appreciation Event
- Invitation to Winter Networking event
- Invitation for one to Holiday Luncheon

Other Benefits

- Invitation to Community Connection events
- Invitation to LinkedIn group
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

FRIENDS SPONSOR

\$1,000

Membership Directory Benefits

- Two listings – by name and by business category, with one personal photo
- One printed copy of ALA-SVC Membership Directory

Website Benefits on *alavc.org*

- Link and listing on Business Partner Page

Quarterly Newsletter Benefits

- Subscription to newsletter

Educational Seminars

- Invitation to attend educational seminars (excludes Fall Leadership Event, Employment Law Update), up to two attendees (fee)
- Basic listing of sponsorship on educational seminar announcements

Networking Events

- Invitation to Summer Networking/Business Partner Appreciation Event
- Invitation for one to Holiday Luncheon (with \$250 fee)

Other Benefits

- Invitation to Community Connection events
- Invitation to LinkedIn group
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

Business Partner Registration August 2017 – July 2018

Primary Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Website (URL): _____

Secondary Contact: _____

Phone Number: _____ Email Address: _____

Directory and Website Listing (if different than contact information)

Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Website (URL): _____

ALA-SVC Sponsorship Opportunities

Terabyte Sponsor	\$7,800	Limit of 1	Kilobyte Sponsor	\$2,000
Gigabyte Sponsor	\$5,200	Limit of 2	Friends Sponsor	\$1,000 (or \$1,250 for Holiday Party)
Megabyte Sponsor	\$4,000	Limit of 4	Mid-Term Sponsorship	Please inquire

Our goal is to foster a mutually beneficial, long term relationship with our Business Partners. Our Business Partners make our member firms successful by providing our members legal industry expertise and services. The visibility that our sponsorship program provides to our sponsors creates new business opportunities. Your participation in our program is mutually beneficial and we appreciate your interest. For more information, please visit alavc.org and click on [business partners](#).

Registration Checklist – Have you forgotten anything?

- ✓ Registration form
- ✓ Complete contact information for website and member directory
- ✓ Check payable to "ALA-Silicon Valley Chapter" or credit card payment
- ✓ Company logo in .jpg, .gif or .tiff format (pdf logos may lose resolution)
- ✓ Your ad for the member directory (Tera-, Giga-, Mega- sponsors) in .jpg, .gif or .tiff format
- ✓ Your personal photos for inclusion in website and member directory

*Please return registration, graphics and payment by **July 29** to:*

Sarah Ferguson, Business Partner Program Chair/Immediate Past President
SFerguson@Sheppardmullin.com **650-815-2609**

Remittance Address: ALA Silicon Valley Chapter
P. O. Box 61035, Palo Alto, CA 94306

Right of First Acceptance is granted with payment in full of sponsorship level.

*****Incumbent at current level has the right to maintain that level with commitment prior to June 1.***