



**Silicon Valley**  
Chapter

# 2018

## Business Partner Program

Thank you for your interest in partnering with the Silicon Valley Chapter of the Association of Legal Administrators!

ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community. We identify and provide solutions to the most critical strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

The Silicon Valley Chapter advances the mission of ALA by leading and inspiring excellence through the pursuit and exchange of knowledge to elevate the legal management profession in organizations and to the community at large.

ALA representing nearly 8,000 legal management professionals world-wide and ALA SVC has approximately 65 members locally. We provide educational programs, networking opportunities, and other resources to members. Your sponsorship provides an important resource for legal management professionals to perform their jobs, plan for the future, and build their knowledge about changes and trends in products and services for the success of their firms.

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, 2018 through July 31, 2019.** Sponsorships will be accepted upon receipt of payment through July 31, 2018. 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](http://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](http://www.alanet.org). All members of ALA Silicon Valley Chapter must be members of the parent organization. Business partners may not be members of the ALA.

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](mailto:slaboy@sidley.com)

## 2018 BUSINESS PARTNER PROGRAM: BENEFITS AT-A-GLANCE

### Sponsor Limit

Right of First Acceptance for Sponsor Level

	Terabyte \$6,500 1	Gigabyte \$5,200 2	Megabyte \$4,000 4	Kilobyte \$2,100	Friends \$1,100
Right of First Acceptance for Sponsor Level					

### Membership Directory (printed annually)

Logo on Front Cover as the Terabyte Sponsor



Full-page color ad on inside front cover or 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 [alavc.org](http://alavc.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 (at the beginning or end of newsletter)

top

top (second)

end

Feature segment in one newsletter (logo with brief company description)



Subscription to quarterly newsletter



### Educational Sessions Benefits

Fall Leadership Event exclusive sponsorship



Invitation to Fall Leadership Event



Winter Employment Law Update sponsorship, marketing materials (shared)



Invitation to Winter Employment Law Update



\$35

\$35

Invitation to Educational Session (for two)



\$35

**2018 BUSINESS PARTNER PROGRAM: BENEFITS AT-A-GLANCE**

**Member Networking Events Benefits**

- Invitation to Summer Networking / Business Partner Thank You Event
- 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)
- Logo on Community Connection Invitations
- Invitation to Community Connection Events (combine only in winter)
- Invitation to LinkedIn, Facebook, YouTube group
- Use of ALA-SVC's Business Partner logo (with signed agreement)

	<b>Terabyte \$6,500</b>	<b>Gigabyte \$5,200</b>	<b>Megabyte \$4,000</b>	<b>Kilobyte \$2,100</b>	<b>Friends \$1,100</b>
	★	★	★	★	★
	★	★	★	★	+ \$250 sponsor fee
	★				
	★	★			
	★	★	★		
	★	★	★	★	
	★	★			
	★	★			
	★				
		★	★		
	★	★			
	★	★	★	★	
	★	★	★	★	★
	★	★	★	★	★

**Printed directory only: \$600**

(No sponsorship benefits)

## TERABYTE SPONSOR

\$6,500

Limit of 1

### **Membership Directory Benefits**

- Logo on front cover as Terabyte Sponsor (**New**)
- Full page color ad, your choice of placement on inside front cover or inside back cover or outside back cover (1 choice)
- Two listings – by name and by business category, with one personal photo, logo on Business Partner summary page
- Four printed copies of ALA-SVC Membership directory

### **Website Benefits on *alasc.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
- Feature segment in one newsletter (logo and brief company description)
- Two business articles about a legal management topic
- Subscription to quarterly newsletter

### **Educational Seminars**

- Exclusive sponsorship of Fall Leadership Event, speaker introduction, signage provided by sponsor
- Sponsorship of 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, up to two attendees (**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 three networking invitations (Fall, Winter, and Spring)

### **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, Facebook, YouTube groups
- 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 or inside back cover or outside back cover (1 choice)
- 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 *alasc.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)
- Feature segment in one newsletter (logo and brief company description)
- One article about a legal management topic
- Subscription to quarterly newsletter

### **Educational Seminars**

- Invitation for two to Fall Leadership Event
- Sponsorship of 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, up to two attendees (**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 two networking invitations (Winter and Spring)

### **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, Facebook, YouTube groups
- 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 [alasc.org](http://alasc.org)**

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

**Quarterly Newsletter Benefits**

- Logo and link at the bottom of every newsletter
- Feature segment in one newsletter (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 (excludes Fall Leadership Event)
- Invitation to all standard educational seminars (excludes Fall Leadership Event), up to two attendees (**no charge**)
- Link to basic listing of sponsors on educational seminar announcements

**Networking Events**

- Invitation to Summer Networking Event / Business Partner Appreciation
- 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, Facebook, YouTube groups
- Use of ALA-SVC Business Partner Logo (with signed logo usage agreement)

**KILOBYTE SPONSOR**

**\$2,100**

**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 [alasc.org](http://alasc.org)**

- Link and listing on Business Partner Page

**Quarterly Newsletter Benefits**

- Subscription to newsletter

**Educational Seminars**

- Invitation to Employment Law Update, up to two attendees (with fee)
- Invitation to attend all standard educational seminars (excludes Fall Leadership Event), up to two attendees (**no charge**)
- Link to basic listing of sponsorship on educational seminar announcements

**Networking Events**

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

**Other Benefits**

- Invitation to Community Connection events
- Invitation to LinkedIn, Facebook, YouTube groups
- Use of ALA-SVC Business Partner Logo (with signed agreement)

**FRIENDS SPONSOR**

\$1,100

***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 [alascv.org](http://alascv.org)***

- Link and listing on Business Partner Page

***Quarterly Newsletter Benefits***

- Subscription to newsletter

***Educational Seminars***

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

***Networking Events***

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

***Other Benefits***

- Invitation to Community Connection events
- Invitation to LinkedIn, Facebook, YouTube groups
- Use of ALA-SVC Business Partner Logo (with signed agreement)

**MEMBERSHIP DIRECTORY ONLY**

\$600

ALA Silicon Valley Chapter  
**Business Partner Registration Form**  
August 2018 – July 2019

*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 [alascv.org](http://alascv.org) and click on [business partners](#).*

**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 Pricing**

**Select One:**

- |   |         |            |   |   |
|---|---------|------------|---|---|
| <input type="checkbox"/> Terabyte Sponsor | \$6,500 | Limit of 1 | <input type="checkbox"/> Kilobyte Sponsor | \$2,100                                 |
| <input type="checkbox"/> Gigabyte Sponsor | \$5,200 | Limit of 2 | <input type="checkbox"/> Friends Sponsor  | \$1,100 (or \$1,250 with Holiday Party) |
| <input type="checkbox"/> Megabyte Sponsor | \$4,000 | Limit of 4 | <input type="checkbox"/> Directory Only   | \$600                                   |

*Mid-term Sponsorship (no retroactive benefits) - Please inquire about pricing*

**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 will lose resolution)
- ✓ Company ad for the member directory in .jpg, .gif or .tiff format (except Friends-level)
- ✓ Profile photo for website and member directory

**Please return registration, graphics, and payment by July 31 to:**

Shirley Laboy, Chapter President/Business Partner Program Chair ([slaboy@sidley.com](mailto:slaboy@sidley.com))

**Mail payments to:**

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

**Or pay by credit card:**

[http://alascv.org/content.php?page=Credit\\_Card\\_Payment](http://alascv.org/content.php?page=Credit_Card_Payment)  
Please reference your company and sponsorship level

*Sponsor level is reserved with payment in full by the deadline.  
(The incumbent at current level has the right to maintain that level with commitment prior to June 1.)*

*Contact information, photos, and graphics must be received by deadline to be included in publications.*