

Frequently Asked Questions For Business Partners

We genuinely appreciate your sponsorship of the **Silicon Valley Chapter of the Association of Legal Administrators** to bring value to our local members and to your business.

ALASVC prides itself on its efforts to introduce our business partners to our members who are often their organization's decision makers. The right products and services are key to our success in managing our firms. When you are successful, we are successful.

Here are some details to get to know us and tips to make our relationship successful.

Name of the Chapter/Acronym: The Association of Legal Administrators is an international association with its headquarters near Chicago, Illinois. There are over [80 active chapters](#) providing local membership benefits. In Northern California, there are four chapters: the *Silicon Valley Chapter* in the South Bay Area and Peninsula, the *Golden Gate Chapter* based in the San Francisco, the *East Bay Chapter* based in Walnut Creek, and the *Sacramento Valley Chapter*.

We identify ourselves as **ALA Silicon Valley Chapter** or **Association of Legal Administrators-Silicon Valley Chapter**. Our acronym is **ALASVC**. (Not to be confused with the Sacramento Valley Chapter, whose acronym is ALASV or SVALA.)

We are formally registered as "Silicon Valley Chapter of the Association of Legal Administrators." We are under the Association umbrella but operate independently of ALA Headquarters and other ALA Chapters with separate sponsorship programs.

Board Term of Office-March 1 / Sponsorship Season-August 1: Led by the Chapter President, ALASVC seats a Board of Directors and Committee Chairs annually to provide leadership and to manage the activities of the Chapter in accordance with the Mission and Bylaws of the parent organization.

Our Board serves a term of office that begins March 1, while our annual business partner sponsorship season begins August 1. This staggered timing allows the Board to transfer into their positions and prepare materials and programs for the next sponsorship season. As a result, you will be getting to know two Boards within your sponsorship term.

ALA Membership/Business Partner Sponsorship: It's important to clarify that this is a *sponsorship* program. According to Association Bylaws, business partners who are responsible for sales or driving revenue/new business are not eligible for *membership* in the ALA. In this organization, business partners are welcome to *sponsor* our chapter, but cannot be *members*, and participation of sponsors is based on the level you choose as outlined in the chapter's annual business partner sponsorship program. This may be different than other associations you are involved with and other events you attend regularly.

When contacting members, be sure to mention that you are a **Business Partner** of the ALA Silicon Valley Chapter so that members know you are affiliated with the Chapter and support the ALA and our profession; however, you are not a member.

Non-ALA Events: We have various activities and promotions throughout the year in accordance with our sponsorship program guidelines. Additionally, you may host your own company-sponsored events and promotions, if you choose.

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Demographics/Participation: The Silicon Valley Chapter currently has approximately 60 members. Most of our members are located in branch offices of large firms and mid- and smaller-sized firms, with the highest concentration in the Palo Alto, Menlo Park, and San José areas, as well as Half Moon Bay, Santa Cruz, Monterey, and Redwood City. While this is a large geographic area, we strive to find convenient locations for members to participate in person.

Approximately 30% actively participate in person at any given seminar or networking event, which is also typical in most other ALA chapters. A much greater percentage of our members participate in other ways: in virtual programs, on LinkedIn, in the members-only online discussion group, in community involvement activities, testimonials, business partner relations, mentoring, and more.

Parent Association Resources (alanet.org): The parent organization of the Association provides a number of resources for business partners. To help foster stronger working relationships between the ALA and the business partner community, the Association has guidelines and objectives entitled, ***"Mutually Beneficial Relationships: Performance Guidelines for ALA Members and Chapters and Legal Industry Consultants and Business Partners,"*** to help members and business partners develop productive working relationships. These guidelines can be found on our website at [How to Become a Chapter Sponsor](#).

For additional visibility, [Legal Marketplace](#) is a resource for locating a business partner on the ALA parent organization's website, which is accessible to members of the entire Association. Participation in the Legal Marketplace listing is not affiliated with ALASVC. To be listed in the Legal Marketplace, [contact ALA Sales](#).

Relationship Building: Many of our long-time sponsors would probably agree that it takes a bit of patience in the beginning to get to know the Board and regular members and to build relationships. We hear sales pitches every day. Our best advice for your success as a business partner is to attend networking activities and seminars (as eligible), with the goal of getting to know chapter members and industry trends. We value your skills and knowledge, and we depend on you when needs arise. Let us know what services and products you provide, but we prefer to get to know you informally so that when a need does arise, we are comfortable reaching out to you.

And please don't forget to get to know your fellow business partners! We see it in practice over and over. YOU are a great resource for one another on the front lines, working with the same contacts, and you know more about the legal industry than many members. Get to know one another so that you can assist each other when a need arises as well.

Networking events: The Chapter also holds networking events each year, including the holiday event. Invitations and the number of attendees is based on the level of sponsorship. Some of our previous events include receptions at restaurants, bowling, bocce ball tournaments, museum exhibits, minor league baseball games, cheering sport teams at restaurants, and more.

Community Service: The Association of Legal Administrators encourages its members to support their local communities. ALA is built on the success of a strong volunteer network and understands how volunteerism is important in improving our local communities. With this goal in mind, ALA developed a program known as **Community Connection** to allow members to contribute time and resources to their communities throughout the year. The Silicon Valley Chapter continues this tradition by supporting local charitable organizations and invites business partners to join with us in our effort.

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Speaking engagements: The chapter holds regular seminars. We typically hold educational seminars virtually to reach the broad geographic territory of our chapter's membership. Our sponsors are invited to attend our programs. These programs are scheduled several months in advance, and we primarily draw speakers from the business and legal community. *Occasionally*, there are speaking opportunities available, but it largely depends upon our educational needs for a limited number of sessions. To the extent we can, we try to consider the popularity of topics and the needs of our members. We are also obligated to cover standard industry competencies in the areas of communications and organizational management, human resources, operations, finance, and legal industry/business management.

If you have a timely topic that you think may generate interest, please submit your idea to our [Director-Professional Development](#). Programs that are "commercials" for your product or service are generally not well-received by our members and therefore not accepted. Because of the parameters mentioned above, we are unable to guarantee an engagement to our sponsors.

Social Media: Please follow us on [LinkedIn](#), [Facebook](#), and [YouTube](#).

Logo usage: ALASVC allows the use of a special business partner chapter logo in your marketing materials. If you are interested in using the logo, please contact the [Chapter President](#) for a logo use agreement. You **MUST** sign a logo agreement (and renew annually) in order to use the ALA logo. [This is a requirement of ALA Headquarters.]

Chapter corporate address: PO Box 61035, Palo Alto, California 94306

Chapter corporate email address: president@alascv.org

HAVE FUN! We are a closely-knit group and enjoy each other's company. We will do our very best to make you feel welcome and enjoy your time with us.

Become a Sponsor!

For pricing and to download registration materials to become a sponsor of the ALA Silicon Valley Chapter, visit alascv.org and select the **Business Partners** tab, then **Become a Sponsor**, or contact our Business Partner Program Chairperson at businesspartners@alascv.org.

Thank you for your partnership and sponsorship of the ALA Silicon Valley Chapter!

ALA Silicon Valley Chapter

[Board of Directors](#)