

THE JACKSONVILLE CHAPTER OF THE ASSOCIATION OF LEGAL ADMINISTRATORS ("JAX-ALA")

2017 SPONSORSHIP OPPORTUNITIES GUIDE



Sponsorship Year:
January 1, 2017 – December 31, 2017

JAX-ALA invites you to join us
in achieving our goal of providing educational opportunities,
professional development and support to the legal community.

Mark your calendars now for the 2017 Sponsorship Registration:

Business Partner Registration Opens for Current Year Business Partners:
NOVEMBER 15, 2016

Remaining Sponsor Levels Open to New Business Partners:
December 15, 2016

Contributions or gifts to JAX-ALA
are not tax deductible as charitable contributions. However, they may be
tax deductible as ordinary and necessary business expenses.

ALA AND THE VALUE OF PARTNERSHIP

The Association of Legal Administrators is a not-for-profit organization founded in 1971 with its headquarters located in Lincolnshire, Illinois. Its membership has grown steadily over the years and has nearly 10,000 members worldwide, representing more than 30 countries. The local Jacksonville Chapter was chartered March 8, 1976 and has 44 members. These members are involved in the decision-making and management of law firms, corporate legal departments and government legal agencies. When evaluating needs for goods and services, our members are encouraged to consider companies, which have developed a relationship with our Chapter that is typically established through sponsorships in our Business Partners' program.

Listed below are a few of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible, in large part, through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share their expertise about their products and services, helping them stay in the forefront of the latest technology.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting in our Business Partner relationships enhances the administrator's credibility and improves the quality of management within the legal service organization.*
- *Those who provide our external business services are always our first choice in seeking sponsorships.*

We hope you will find this 2017 Sponsorship Opportunities Guide useful when planning your future involvement with JAX-ALA. Thank you for your support in assisting us to achieve our mission. We value your expertise, participation, and commitment. Thank you for making this partnership a success!

JAX-ALA
“YOUR CONNECTION TO THE LEGAL COMMUNITY”

COPPER

\$750.00

Unlimited number of sponsors

Membership in this level includes:

- Your business card posted on Jacksonville ALA website.
- Listing in Business Partner section of website with link and logo.
- One (1) Invitation to the **Business Partner Expo Event** (usually in May).
- One (1) Invitation to the **Renewal Breakfast Meeting** with ALA Board and Business Partners' Committee (usually in September).

BRONZE

Unlimited number of sponsors

\$1,500

Membership in this level includes:

- All **Copper** Level Benefits **PLUS**:
- 100-word description of your business profile/services on the Jacksonville ALA website.
- Front page **Website Spinner Sponsorship** for one (1) month.
- Opportunity to partner with the Chapter in a **Community Service Event**.
- Electronic Copy of our **Membership Directory*** (twice a year).
- ALA Member & **Business Partner Social** (six (6) per year).
- Family Invitation to the **Business Partner Bonanza Event** – Family Social event (usually in the Summer).
- One (1) Invitation to attend & Sponsorship of **one (1) monthly Chapter meeting**.
- **Company Logo** displayed at all the **Meetings/Events** in which you sponsor.

*Electronic Format Membership Directory: As a further benefit to our Business Partners our Membership Directory will be provided in electronic format this year. Please note that our hesitation to do so in the past stems from abuse of our members' privacy. In order to balance both the needs of our members with the desires of our supporting Business Partners, this information is provided with the following stipulations:

- Membership Directories are confidential in nature and cannot be shared with anyone besides the listed Business Partner; this includes publishing on the internet or file sharing platforms.
- If a member email address is compromised or suspected of being compromised by an outside source (including a spam bot, etc.), the Board must be contacted immediately at Board@alajax.org.
- Violations of one or more of the stipulations above *may* forfeit the Business Partner's current year benefits without a refund and/or make the Business Partner ineligible to renew in subsequent years.

SILVER

\$3,000

Unlimited number of sponsors

Membership in this level includes:

- All **Bronze** Level Benefits **PLUS**:
- Front page **Website Spinner Sponsorship** for two (2) months.
- Two (2) Invitations to the **Business Partner Expo Event**.
- Two (2) Invitations to the **Renewal Breakfast Meeting** with ALA Board and Business Partners' Committee.
- Two (2) Invitations to attend & Sponsorship of **two (2) monthly Chapter meetings**.
- Two (2) Invitations to attend & Sponsorship of **two (2) Business Partner Lunch Bunches**.
- Two (2) Invitations to the **Holiday Luncheon Social**.
- **Ability to use our Chapter Logo reflecting your Business Partner level of sponsorship (SILVER) along with the year of your participation. You will be able to use this logo on direct mail pieces, e-mail advertising and on your company websites. This image will be provided to you on completion of your sponsorship application and payment is received. Examples are included on our power point presentation.**

GOLD

\$5,000

Limit of four (4) sponsors

Membership in this level includes:

- All **Silver** Level Benefits **PLUS**:
- Front page **Website Spinner Sponsorship** for three (3) months.
- Three (3) Invitations to the **Business Partner Expo Event**.
- Three (3) Invitations to the **Renewal Breakfast Meeting** with ALA Board and Business Partners' Committee.
- Three (3) Invitations to attend & Sponsorship of **three (3) monthly Chapter meetings** with opportunity to provide CLM/CLE speaker at one of those meetings:
 - **NEW THIS YEAR** - Opportunity to present a 50 minute educational session at **one (1) of your selected monthly Chapter meetings**. **Topic must achieve CLE/CLM credits** for our members and be **approved by our Board prior to your scheduled date**. Presentation should cover one of these (5) five topics: **(1) Communication and Organizational Management, (2) Financial Management, (3) Human Resources Management, (4) Legal Industry/Business Management, or (5) Operations Management**. Since our monthly meetings are planned in advance, it is imperative that we receive advance notice of any possible changes. Changes made less than 30 days before the meeting may not be accommodated.
- Three (3) Invitations to attend & Sponsorship of three (3) **Business Partner Lunch Bunches**.
- Three (3) Invitations to the **Holiday Luncheon Social**.
- Three (3) Invitations to the **Annual Meeting** for the Installation of Officers.
- **Electronic Social Media Submission – One (1) Article per year (limit ¼ Page Submission)**.
- Three (3) Invitations and attendance to the **Managing Partner Event**.
- **Ability to use our Chapter Logo reflecting your Business Partner level of sponsorship (GOLD) along with the year of your participation. You will be able to use this logo on direct mail pieces, e-mail advertising and on your company websites. This image will be provided to you on completion of your sponsorship application and payment is received. Examples are included on our power point presentation.**

PLATINUM

\$7,500

Limit of four (2) sponsors

Membership in this level includes:

- All **Gold** Level Benefits **PLUS**:
- Front page Second Ranked **Website Spinner Sponsorship** for Four (4) months.
- Company Name appears in 2017 **Electronic Social Media** as a **Platinum** Sponsor
- **Electronic Social Media Submission** – Two (2) Articles per year (limit ¼ Page Submission).
- Four (4) Invitations to the **Business Partner Expo Event**
- Four (4) Invitations to the **Renewal Breakfast Meeting** with ALA Board and Business Partners' Committee
- Family Invitation to the **Business Partner Bonanza Event** – Family Social event
- Four (4) Invitations & Sponsorship to four **(4) Monthly Chapter meetings** with opportunity to provide CLM/CLE speaker at one of those meetings.
 - **NEW THIS YEAR** - Opportunity to present a 50 minute educational session at **one (1) of your selected monthly Chapter meetings**. **Topic must achieve CLE/CLM credits** for our members and be **approved by our Board** prior to your scheduled date. Presentation should cover one of these (5) five topics: (1) **Communication and Organizational Management**, (2) **Financial Management**, (3) **Human Resources Management**, (4) **Legal Industry/Business Management**, or (5) **Operations Management**. Since our monthly meetings are planned in advance, it is imperative that we receive advance notice of any possible changes. Changes made less than 30 days before the meeting may not be accommodated.
- Four (4) Invitations to attend & Sponsor three **(4) Business Partner Lunch Bunches**
- Four (4) Invitations to the **Holiday Luncheon Social**.
- Four (4) Invitations to the **Annual Meeting** for the Installation of Officers.
- LOGO Sponsorship of **Salary Survey**.
- Business Partner Scholarship to **ALA Business of Law Conference**.
- Four (4) Invitations and attendance to the **Managing Partner Event**.
- **Ability to use our Chapter Logo reflecting your Business Partner level of sponsorship (PLATINUM) along with the year of your participation. You will be able to use this logo on direct mail pieces, e-mail advertising and on your company websites. This image will be provided to you on completion of your sponsorship application and payment is received. Examples are included on our power point presentation.**

TITANIUM

\$10,000

Limit of (1) one sponsor

Membership in this level includes:

- All **Platinum** Level Benefits **PLUS**:
- **First Place Ranking on Front Page Website Sponsorship for twelve (12) months.**
- Five (5) Invitations to the **Business Partner Expo Event**
- Company Name appears in 2017 **Electronic Social Media** as a Titanium Sponsor
- **Electronic Social Media Submission** – Four (4) Articles per year (limit ¼ Page Submission).
- Five (5) Invitations to **Renewal Breakfast Meeting** with ALA Board and Business Partners' Committee.
- Family Invitation to the **Business Partner Bonanza Event** – Family Social event
- Five (5) Invitations & Sponsorship to **Five (5) Monthly Chapter meetings** with opportunity to provide CLM/CLE speaker at one of those meetings.
 - **NEW THIS YEAR** - Opportunity to present a 50 minute educational session at **one (1) of your selected monthly Chapter meetings.** Topic must achieve CLE/CLM credits for our members and be approved by our Board prior to your scheduled date. Presentation should cover one of these (5) five topics: **(1) Communication and Organizational Management, (2) Financial Management, (3) Human Resources Management, (4) Legal Industry/Business Management, or (5) Operations Management.** Since our monthly meetings are planned in advance, it is imperative that we receive advance notice of any possible changes. Changes made less than 30 days before the meeting may not be accommodated.
- Five (5) Invitations to attend & Sponsorship of five (5) **Business Partner Lunch Bunches**
- Five (5) Invitations to the **Holiday Luncheon Social.**
- Five (5) Invitations to the **Annual Meeting** for the Installation of Officers.
- Business Partner Scholarship to the **ALA Business of Law Conference.**
- Business Partner Scholarship to the **ALA National Conference.**
- Five (5) Invitations and attendance to the **Managing Partner Event.**
- **Ability to use our Chapter Logo reflecting your Business Partner level of sponsorship (TITANIUM) along with the year of your participation. You will be able to use this logo on direct mail pieces, e-mail advertising and on your company websites. This image will be provided to you on completion of your sponsorship application and payment is received. Examples are included on our power point presentation.**

Disclaimer

Please note that Business Partners are prohibited from using The ALA Jacksonville Chapter logo on any promotional materials, including websites. The ALA Jacksonville Chapter logo is copyrighted material and may not be duplicated in any way that implies the Business Partner is owned or operated as part of or in a joint venture with The ALA Jacksonville Chapter. Business Partners may advertise that they are Jacksonville Chapter Business Partners including the year and level of partnership (ex. 2016 Gold Level Business Partner). Business Partners may also indicate the length of time they have been a Business Partner (ex. Business Partner of The ALA Jacksonville Chapter since 2005). Business Partners may also use the Business Partner logo which will be provided to current business partners by the ALA – Jacksonville Chapter.

ALA Cart Sponsorship Items

Mid-Year Business Partner Opportunities:

Monthly Luncheon Meeting \$550
(Limit 2 reps)

Opportunity to sponsor one (1) monthly luncheon meeting (meal included). Includes a listing on our website during the calendar month in which the Business Partners meeting is scheduled on the Chapter's website with a hyperlink to the Business Partners website.

Membership List \$1050

Purchase includes two Electronic copies of our ALA Jacksonville Chapter Membership Roster; May & September.

Website Sponsorship \$500

Business Partner Second Page Advertising on Jacksonville Chapter website for any fragment of calendar year.

Additional Business Partner Opportunities:

Educational Scholarship Sponsor \$1,500

Sponsor for a member to attend a Business of Law Conference. Includes electronic social media ad for one issue and a listing in the calendar on the Chapters website with a hyperlink to the Business Partner's website.

Community Connection \$500

Sponsorship of annual community fund-raising event with e-mail and electronic social media. Includes a hyperlink to the Business Partner's website and the opportunity to participate in the event with Jacksonville Chapter Volunteers, working side-by-side to help a good cause.

Electronic Social Media Submission..... \$25.00

Submission of one article per quarter, per quarter page, graphics included.

Additional Attendee to any Event \$75.00

(For Sponsorship Levels additional attendees only)

SPONSORSHIP COMMITMENT PROCEDURES

In order to preserve our ability to distribute JAX-ALA sponsorship opportunities in an equitable manner, we follow a first-come, first-served policy with prior year business partners having a month right to renew period. JAX-ALA will make an effort to honor all prior year's business partners' requests; however, the "right to renew" does not guarantee the level of the previous year. This does, however, afford renewing business partners with an advance opportunity to commit. All levels are available on a first-come, first-served basis.

OPENING DAY 2017 SPONSORSHIP COMMITMENTS:

Current Year Business Partners: **SEPTEMBER 23, 2016**

New Business Partners: **NOVEMBER 2, 2016**

All commitments received via E-mail or U.S. mail will be processed at once. All participants will be notified of their confirmed sponsorship level.

Sponsorship opportunities still available after December 30, 2016, will continue to be available on a first-come, first-served basis, for 30 days after the first of the year. Then however if a new Business Partner would like to join after the committee has set the Business Partner calendar, it will be as the calendar and Sponsorship Levels permit.

Please note the 2017 Business Partners' Program Benefits run on an annual basis – **defined as January 1, 2017 to December 31, 2017.**

PAYMENT PROCEDURES

For all sponsorship packages, payment is due as detailed on the Registration Form contained in the guide. JAX-ALA reserves the right to release a sponsorship level if payment is not received in accordance with the agreement.

Payments should be made payable to "*The Jacksonville Chapter of ALA,*" along with a completed 2017 BP Registration form, and mailed or delivered to:

**Elizabeth A. Locke,
Chair – Business Partners Committee
Smith, Gambrell & Russell, LLP
50 N. Laura Street, Suite 2600
Jacksonville, FL 32202**

**Phone: (904) 598-6101
Email: ealocke@sgrlaw.com**

2017

Business Partner Sponsorship Opportunities Levels

R= Representatives, E= Events, FI = Family, M= Months and A= Articles

Opportunity Descriptions	Copper	Bronze	Silver	Gold	Platinum	Titanium
	\$750	\$1,500	\$3,000	\$5,000	\$7,500	\$10,000
Business Card, Listing in Business Partner section of website w/link to your company website	√	√	√	√	√	√
100+ Word Description for Website		√	√	√	√	√
E-mail Membership Directory (2x year)		√	√	√	√	√
Website Front Page Spinner Sponsorship		1M	2M	3M	4M	12M
BP & ALA Member Community Challenge Event		√	√	√	√	√
Business Partner Expo	1R	1R	2R	3R	4R	5R
Business Partner Breakfast Meeting	1R	1R	2R	3R	4R	5R
ALA Member/Business Partner Social (6x per year)		√	√	√	√	√
Business Partner Bonanza Event		FI	FI	FI	FI	FI
Business Partner Attendance @ Monthly Educational Luncheon		1R/1E	2R/2E	3R/3E	4R/4E	5R/5E
Business Partner Logo Displayed @ Monthly Mtg		1M	2M	3M	4M	5M

2017

Business Partner Sponsorship Opportunities Levels

R= Representatives, E= Events, FI = Family, M= Months and A= Articles

Opportunity Descriptions	Copper	Bronze	Silver	Gold	Platinum	Titanium
Business Partner Invite to Lunch Bunch			2E	3E	4E	5E
Invitation to Annual Holiday Party			2R	3R	4R	5R
One (1) Opportunity to present CLE/CLM Credited at one of assigned Educational Monthly Luncheons				√	√	√
Attendance @ Annual Meeting where new Board Members are sworn in				3R	4R	5R
Invitation/Attendance of the Managing Partner Event				3R	4R	5R
Electronic Social Media				1 A 1/4	2 A 1/4	4 A
Sponsorship of Annual Salary Survey					√	√
Business Partner Award to Membership BOL Scholarship					√	√
Business Partner National ALA Conference Scholarship						√
Logo on Salary Survey						√