



A Chapter of the Association of Legal Administrators

www.mdala.org

BUSINESS PARTNER SPONSORSHIP PROGRAM April 1, 2017 to March 31, 2018

Welcome to the Maryland Chapter ALA. Thank you for partnering with us.

Application Process

The Application form is on-line at www.mdala.org under “Business Partner” and “Become a Business Partner.”

All applications must be submitted on-line and **include your logo, ad, and/or photograph** in the correct format and size, based on your sponsorship level. Sorry, but NO information will be accepted via separate email or in any other format. If not received in the application, you will lose your advertising benefits.

- **Logos must be in one of the following formats: .png, .jpg, or .jpeg.**
- **Advertisements must be in the following format and size:**

All Ads must be in one of the following formats: .jpeg, .eps or .pdf.

- | | |
|---------------------|---|
| ▪ Admiral | Full Page, 8.5 wide x 11 high |
| ▪ Captain | Full page, 8.5 wide x 11 high |
| ▪ Commander | Half page, 8.5 wide x 5.125 high |
| ▪ Lieutenant | Business Card, 3.5 wide x 3 high |
| ▪ In-Kind | Full page, 8.5 wide x 11 high |

- **Photographs must be in the following formats: .png, .jpg, or .jpeg and larger than 227 x 227**

Service Category: You may select more than one service category; hold down the control or shift key as you select.

Payment: Please send your check, made payable to the “Maryland Chapter ALA” to:

Robyn D. Seabrease, Business Partner Relations Chair
c/o Gordon Feinblatt LLC
233 East Redwood Street
Baltimore, Maryland 21202

Invoices provided by request only.

Deadline – The deadline to submit your application and payment is **February 28, 2017**.

Note: All sponsorships will be assigned on a first come basis, except the Admiral level which has first right of refusal to be given by February 1st.

Questions should be directed to any member of the Business Partner Relations Committee

SPONSORSHIP LEVELS AT-A-GLANCE
(See sponsorship details for In-Kind sponsorships)

Sponsorship Level	Admiral (1)	Captain (2)	Commander (4)	Lieutenant (30)	Ensign (Unlimited)
Fees	\$12,500	\$10,000	\$6,500	\$3,000	\$1,000
Advertisement sizes <i>disclosures</i> newsletter and BP Directory	<u>Full Page</u> 8.5 wide by 11 high in jpeg, eps or pdf format	<u>Full Page</u> 8.5 wide by 11 high in jpeg, eps or pdf format	<u>Half Page</u> 8.5 wide by 5.125 in jpeg, eps or pdf format	<u>Business Card</u> 3.5 wide by 3 high in jpeg, eps or pdf format	N/A
Event Sponsorships					
Managing Partners’ Reception (November)	X				
Passing of the Gavel (April)		X			
BP Networking Social (June)			X		
Chapter Meeting					
Host one (1) significant educational program with logo recognition and attendance by three (3) representatives.	X				
Co-Host one (1) significant educational program with logo recognition and attendance by three (3) representatives		X			
Co-Host one (1) significant educational program with logo recognition and attendance by two (2) representatives			X		
Scholarships					
Sponsor two (2) Chapter members at the ALA Annual Conference and invitation for two (2) representatives to attend Chapter Dinner at Annual Conference	X				
Sponsor one (1) Chapter member at a “Business of Law Conference”		X			
BP Appreciation Benefits (Invitations to Events)					
BP Exhibition Hall Event (October)	3	3	2	2	
BP Networking Event (June)	3	3	2	2	1
New Board Cocktail Party	1	1	1	1	

NOTE: Representatives attending any event must be direct employees of the paying Business Partner Sponsor.

See attached for sponsorship level details.

ADMIRAL SPONSOR

\$12,500

(Number Available – 1)

**First right of refusal to re-enroll in Admiral sponsorship.
Notice must be given to committee chair by **February 1** of each year.**

<p><i>disclosures</i> Newsletter Benefits (electronic)</p>	<ul style="list-style-type: none"> • Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement in all issues • Ad to include a link to sponsor’s website • Receive all issues • Articles in two (2) different issues, including picture, name, and contact information • Listing in the “Thank You to Our Business Partner Sponsors” ad
<p>Annual Event Sponsor Managing Partners’ Reception</p>	<ul style="list-style-type: none"> • Exclusive sponsor of this prestigious event (November) • Three (3) company representatives will be invited to attend • Opportunity to give brief (2-3 minute) introduction of your company • Recognition of Admiral Sponsor level in all promotional materials for event, including <i>disclosures</i> and the Chapter website • Recognition as Annual Conference Scholarship sponsor during the reception • An ALA-provided door prize to be drawn by a company representative at the end of the reception
<p>Chapter Membership Roster Benefits</p>	<ul style="list-style-type: none"> • Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event • On-line access to Chapter Membership Roster provided on Chapter website
<p>Business Partner Directory Benefits</p>	<ul style="list-style-type: none"> • Listing in Directory, which is provided to all Chapter members • Listing to include company name, logo and maximum 50 word description of products and/or services offered • Full-page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement inside front cover • Receive a copy of the Directory
<p>Chapter Website Benefits (www.mdala.org)</p>	<ul style="list-style-type: none"> • Company logo and “exclusive Admiral Sponsor” will be included on the Chapter’s main page • Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website • Post picture and name of contact person within Chapter website
<p>Chapter Meeting Benefits</p>	<ul style="list-style-type: none"> • Host one significant chapter educational program • Three company representatives invited to attend • Opportunity to give brief (2-3 minute) introduction of company • Recognition of Admiral Sponsor level on all promotional materials for event, including <i>disclosures</i> and Chapter website • An ALA-provided door prize to be drawn by a company representative at the end of the program
<p>Scholarship Benefits ALA Annual Conference</p>	<ul style="list-style-type: none"> • Exclusive sponsor of two (2) scholarships for Chapter members to attend ALA’s Annual Conference • Recognition of Admiral Sponsorship on all promotional materials for scholarship, including in <i>disclosures</i> and Chapter website • Invitation for two (2) representatives to attend Chapter dinner at ALA Annual Conference
<p>Business Partner Appreciation Benefits</p>	<ul style="list-style-type: none"> • Company representatives will be invited to attend each of the following events: <ul style="list-style-type: none"> ○ Three (3) representatives - Business Partner Networking Event (June) ○ Three (3) representatives - Business Partner Exhibition Hall Event (October) ○ One (1) representative – New ALA Board Introduction Cocktail Party (March)

CAPTAIN SPONSOR

\$10,000

(Number Available – 2)

<p><i>disclosures</i> Newsletter Benefits (electronic)</p>	<ul style="list-style-type: none"> • Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement in all issues • Ad to include a link to sponsor’s website • Receive all issues • Sponsor an article in one issue, including picture, name, and contact information (Sponsorship article at the discretion of <i>disclosures</i> editor, however, sponsor will have right of refusal) • Listing in the “Thank You to Our Business Partner Sponsors” ad
<p>Annual Event Sponsor Passing of the Gavel</p>	<ul style="list-style-type: none"> • Exclusive Captain level sponsors of this prestigious event (April) • Three (3) company representatives will be invited to attend • Opportunity to give brief (2-3 minute) introduction of your company • Recognition of Captain Sponsor level in all promotional materials for event, including <i>disclosures</i> and the Chapter website • Recognition as Annual Conference Scholarship sponsor during the reception • An ALA-provided door prize to be drawn by a company representative at the end of the reception
<p>Chapter Membership Roster Benefits</p>	<ul style="list-style-type: none"> • Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event • On-line access to Chapter Membership Roster provided on Chapter website
<p>Business Partner Directory Benefits</p>	<ul style="list-style-type: none"> • Listing in Directory, which is provided to all Chapter members • Listing to include company name, logo and maximum 50 word description of products and/or services offered • Full-page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement • Receive a copy of the Directory
<p>Chapter Website Benefits (www.mdala.org)</p>	<ul style="list-style-type: none"> • Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website • Post picture and name of contact person within Chapter website
<p>Chapter Meeting Benefits</p>	<ul style="list-style-type: none"> • Co-sponsor one significant chapter educational program • Three company representatives invited to attend • Opportunity to give brief (2-3 minute) introduction of company • Recognition of Captain Sponsor level on all promotional materials for event, including <i>disclosures</i> and Chapter website • An ALA-provided door prize to be drawn by a company representative at the end of the program
<p>Scholarship Benefits Business Of Law Conference</p>	<ul style="list-style-type: none"> • Exclusive sponsor of one (1) scholarship for a Chapter member to attend an ALA Business of Law Conference (one per Captain sponsor) • Recognition of Captain Sponsorship on all promotional materials for scholarship, including in <i>disclosures</i> and Chapter website
<p>Business Partner Appreciation Benefits</p>	<ul style="list-style-type: none"> • Company representatives will be invited to attend each of the following events: <ul style="list-style-type: none"> ○ Three (3) representatives - Business Partner Networking Event (June) ○ Three (3) representatives - Business Partner Exhibition Hall Event (October) ○ One (1) representative – New ALA Board Introduction Cocktail Party (March)

COMMANDER SPONSOR

\$6,500

(Number Available – 4)

<p><i>disclosures</i> Newsletter Benefits (electronic)</p>	<ul style="list-style-type: none"> • Half page (8.5 wide x 5.125 high in jpeg, eps or pdf format) advertisement in all issues • Ad to include a link to sponsor’s website • Receive all issues • Listing in the “Thank You to Our Business Partner Sponsors” ad
<p>Annual Event Sponsor Business Partner Networking Social</p>	<ul style="list-style-type: none"> • Co-sponsor of event (June) • Two (2) company representatives will be invited to attend • Opportunity to give brief (2-3 minute) introduction of your company • Recognition of Commander Sponsor level in all promotional materials for event, including <i>disclosures</i> and the Chapter website
<p>Chapter Membership Roster Benefits</p>	<ul style="list-style-type: none"> • Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event • On-line access to Chapter Membership Roster provided on Chapter website
<p>Business Partner Directory Benefits</p>	<ul style="list-style-type: none"> • Listing in Directory, which is provided to all Chapter members • Listing to include company name, logo and maximum 50 word description of products and/or services offered • Half-page (8.5 wide x 5.125 high in jpeg, eps or pdf format) advertisement • Receive a copy of the Directory
<p>Chapter Website Benefits (www.mdala.org)</p>	<ul style="list-style-type: none"> • Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website • Post picture and name of contact person within Chapter website
<p>Chapter Meeting Benefits</p>	<ul style="list-style-type: none"> • Co-sponsor one significant chapter educational program • Two company representatives invited to attend • Opportunity to give brief (2-3 minute) introduction of company • Recognition of Commander Sponsor level on all promotional materials for event, including <i>disclosures</i> and Chapter website • An ALA-provided door prize to be drawn by a company representative at the end of the program
<p>Business Partner Appreciation Benefits</p>	<ul style="list-style-type: none"> • Company representatives will be invited to attend each of the following events: <ul style="list-style-type: none"> ○ Two (2) representatives - Business Partner Networking Event (June) ○ Two (2) representatives - Business Partner Exhibition Hall Event (October) ○ One (1) representative – New ALA Board Introduction Cocktail Party (March)

LIEUTENANT SPONSOR

\$3,000

(Number Available – 30)

<i>disclosures</i> Newsletter Benefits (electronic)	<ul style="list-style-type: none">• Business Card (3.5 wide x 3 high in jpeg, eps or pdf format) advertisement in all issues• Ad to include a link to sponsor's website• Receive all issues• Listing in the "Thank You to Our Business Partner Sponsors" ad
Chapter Membership Roster Benefits	<ul style="list-style-type: none">• Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event• On-line access to Chapter Membership Roster provided on Chapter website
Business Partner Directory Benefits	<ul style="list-style-type: none">• Listing in Directory, which is provided to all Chapter members• Listing to include company name, logo and maximum 50 word description of products and/or services offered• Receive a copy of the Directory
Chapter Website Benefits (www.mdala.org)	<ul style="list-style-type: none">• Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website
Business Partner Appreciation Benefits	<ul style="list-style-type: none">• Company representatives will be invited to attend each of the following events:<ul style="list-style-type: none">○ Two (2) representatives - Business Partner Networking Event (June)○ Two (2) representatives - Business Partner Exhibition Hall Event (October)○ One (1) representative – New ALA Board Introduction Cocktail Party (March)

ENSIGN SPONSOR
\$1,000
(Number Available – Unlimited)

<i>disclosures</i> Newsletter Benefits (electronic)	<ul style="list-style-type: none"> • Receive all issues
Chapter Membership Roster Benefits	<ul style="list-style-type: none"> • Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year • On-line access to Chapter Membership Roster provided on Chapter website
Business Partner Directory Benefits	<ul style="list-style-type: none"> • Listing in Directory, which is provided to all Chapter members • Listing to include company name, logo and maximum 50 word description of products and/or services offered
Chapter Website Benefits (www.mdala.org)	<ul style="list-style-type: none"> • Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website
Business Partner Appreciation Benefits	<ul style="list-style-type: none"> • Company representative will be invited to attend the following event: <ul style="list-style-type: none"> ○ One (1) representative - Business Partner Networking Event (June)

MEDIA/ADVERTISING SPONSOR

“In Kind” (Valued at \$2,000)

(Number Available – 1)

**First right of refusal to re-enroll in Media/Advertising sponsorship.
Notice must be given to committee chair by **February 1** of each year.**

**In exchange for mutually agreed upon Chapter advertising in its legal industry publication,
(advertising to be determined by Chapter;
size of ad and frequency to be agreed upon by Chapter and sponsor)
the Media/Advertising Sponsor will receive the following benefits:**

<i>disclosures</i> Newsletter Benefits (electronic)	<ul style="list-style-type: none">• Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement in all issues• Ad to include a link to sponsor’s website• Receive all issues• Listing in the “Thank You to Our Business Partner Sponsors” ad
Chapter Membership Roster Benefits	<ul style="list-style-type: none">• Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event• On-line access to Chapter Membership Roster provided on Chapter website
Business Partner Directory Benefits	<ul style="list-style-type: none">• Listing in Directory, which is provided to all Chapter members• Listing to include company name, logo and maximum 50 word description of products and/or services offered• Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement• Receive a copy of the Directory
Chapter Website Benefits (www.mdala.org)	<ul style="list-style-type: none">• Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website
Business Partner Appreciation Benefits	<ul style="list-style-type: none">• Company representatives will be invited to attend each of the following events:<ul style="list-style-type: none">○ One (1) representative - Business Partner Networking Event (June)○ One (1) representative - Business Partner Exhibition Hall Event (October)

PRINTING SPONSOR
“In Kind” (Valued at \$2,000)
(Number Available – 1)

First right of refusal to re-enroll in Printing sponsorship.
Notice must be given to committee chair by February 1 of each year.

In exchange for providing printing services for chapter materials
(including BP Directory, Scorecard, event programs, etc.)
the Printing Sponsor will receive the following benefits:

<i>disclosures</i> Newsletter Benefits (electronic)	<ul style="list-style-type: none"> • Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement in all issues • Ad to include a link to sponsor’s website • Receive all issues • Listing in the “Thank You to Our Business Partner Sponsors” ad
Chapter Membership Roster Benefits	<ul style="list-style-type: none"> • Receive a copy of the Chapter Membership Roster at the beginning of the sponsorship year and at the Exhibition Event • On-line access to Chapter Membership Roster provided on Chapter website
Business Partner Directory Benefits	<ul style="list-style-type: none"> • Listing in Directory, which is provided to all Chapter members • Listing to include company name, logo and maximum 50 word description of products and/or services offered • Full page (8.5 wide by 11 high in jpeg, eps or pdf format) advertisement on back cover • Receive a copy of the Directory
Chapter Website Benefits (www.mdala.org)	<ul style="list-style-type: none"> • Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered, and a hot link to the company’s website
Business Partner Appreciation Benefits	<ul style="list-style-type: none"> • Company representatives will be invited to attend each of the following events: <ul style="list-style-type: none"> ○ Two (2) representatives - Business Partner Networking Event (June) ○ Two (2) representatives - Business Partner Exhibition Hall Event (October)

Glossary of Events

Business Partner Exhibition Hall Event: Traditional exhibition-style conference venue with six-foot tables for displays. Traditionally this has been a themed event encouraging the Business Partners to create booths, games, etc. consistent with the theme. Prizes are awarded for creativity, decoration, etc. This event provides Business Partners with an opportunity to distribute their materials, meet Members, and hopefully develop new business. The Chapter provides food and beverages and encourages its Members to meet with each Business Partner by offering prizes to those Members who manage to meet with all attending Business Partners. Only Business Partner Sponsors with the appropriately paid sponsorship level are permitted to attend. This event is typically held in October.

Business Partner Networking Event: This event is promoted as a social gathering. Members and guests who have purchasing authority at their firms, are invited to attend. Business Partner Sponsors have the opportunity to mingle with these Members and guests, exchange business cards, and discuss the services that they offer. Only Business Partner Sponsors with the appropriately paid sponsorship level are allowed to attend. This event is typically held in June.

Chapter Meetings: These meetings are designed to provide continuing education opportunities for the Chapter's Members in the disciplines of law firm management: Human Resources, Financial Management, Legal Industry/Business Management, and Facilities and Operations. These educational sessions include breakfast or lunch and a presentation focused on relevant and current topics effecting the legal management environment. Business Partners who sponsor one of these Meetings are encouraged to attend and to present a short two to three minute introduction to their company and its benefits.

Community Connections: Formally known as the ALA's Community Challenge Weekend, these "connections" involve volunteer opportunities for chapter members throughout the community. The Community Connections committee seeks opportunities and encourages all members, guests and business partner sponsors to attend these events. Examples of such events are: Habitat for Humanity, The Maryland Food Bank, Operation Home Front, St. Paul's Place, The Women's Housing Coalition, The Smile Train, Food Drives, Local School Supply Drives, etc.

disclosures Newsletter: A newsletter published online by the Maryland Chapter and distributed to its Members, Managing Partners and Business Partners. This award-winning publication, recognized by the International Association of Legal Administrators, contains articles and information from both local and national speakers and consultants pertaining to the current needs of the law firm management community.

Managing Partner Reception: In recognition of our Managing Partners' contributions and support of our Chapter, we sponsor an annual lunch or dinner event. The events are well attended and usually include a presentation by a recognized speaker. This event is exclusively sponsored by the Admiral Business Partner Sponsor.

New ALA Board Introduction Cocktail Party: This is an exclusive invitation only event. One representative from Business Partner sponsors with the appropriately paid sponsorship level are invited to attend a cocktail reception with Maryland ALA Chapter Leadership. Business Partners are introduced to newly elected Chapter Board members and the Business Partner Committee in an intimate atmosphere to become better acquainted with Board members for the next sponsorship year.

Passing of the Gavel Event: This event is promoted as a social gathering is exclusively sponsored and attended by the Captain Sponsors and our Members. Captain Sponsors, together with Members and their guests enjoy a relaxed atmosphere to congratulate the out-going and in-coming Chapter Presidents. The Chapter provides food and beverages.

Your Business Partner Relations Committee

Vickey Wagner, Co-Chair	vgw@bbsclaw.com
Eric Hightower, Co-Chair	ehightower@darslaw.com
Robyn Seabrease	rseabrease@gfrlaw.com
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**Thank you for Becoming a
Maryland Chapter ALA Business Partner Sponsor.**

The Maryland Chapter of the Association of Legal Administrators appreciates your support. We recognize that our *Business Partners are vital to our success* and look forward to a mutually rewarding relationship.