

# 2019 OREGON - ALA BUSINESS PARTNER PROGRAM

The mission of the Association of Legal Administrators is to provide support and education to professionals in the management of legal departments and law firms and improve the quality and competency of those leaders.

Oregon ALA invites you and your company to collaborate with us in educating and providing resources and services to our local legal community. With more than 100 members representing over 80 firms in Oregon and SW Washington, the support of our Business Partners allows us to offer high-quality educational programs and provide networking and business opportunities between our Partners (you) and Members.

The following information will provide you with details about sponsorship opportunities available to you in 2019. Additional information about ALA is also available on our Chapter's website: [www.oregonala.org](http://www.oregonala.org).

The Oregon Chapter celebrated its 40<sup>th</sup> Anniversary in 2018. We are focused on leading law firms of the future, and hope you will join us for a spectacular 2019!

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# 2019 SPONSORSHIP – AT A GLANCE

	<b>PLATINUM (2) \$7,500</b>	<b>GOLD (5) \$5,000</b>	<b>SILVER (8) \$2,500</b>	<b>BRONZE (Unlimited) \$1,500</b>	<b>PARTNER (Unlimited) \$1,000</b>
Prime sponsor of Law Firm Management Event – introduce company and keynote speaker	X 3 tickets				
Sponsor Law Firm Management Event	X	X 2 tickets			
Sole sponsor 1 education session	X 2 tickets 1 session				
Co-sponsor 1 education session	X 2 tickets 3 sessions	X 2 tickets 2 sessions	X 1 ticket 1 session	X 1 ticket 1 session	
Full page color ad in Membership & BP Directory	X				
Half page company listing in Membership & BP Directory		X			
Quarter page company listing in Membership & BP Directory			X	X	X
Complimentary Copy - Membership & BP Directory	X	X	X		
Quarterly Membership list updates	X	X	X	X	X
Opportunity to Submit Educational Articles	X	X	X		
Prominent Listing on chapter website	X	X			
Featured BP Listing on chapter website (rotates)	X				
Listing on chapter website	X	X	X	X	X
Products & Services Survey recipient	X	X	X	X	
Annual Round Table Lunch with the Board	X	X			
Opportunity to serve on BPAC Committee	X	X	X		
Spring Social	X 3 tickets	X 2 tickets	X 1 ticket	X 1 ticket	X 1 ticket
Fall Social	X 3 tickets	X 2 tickets	X 1 ticket	X 1 ticket	X 1 ticket
Sponsor & participate in Community Connection Events	X 2 events	X 1 event	X 1 event	X 1 event	
Scholarship sponsor for National ALA Conference	X				
Scholarship sponsor for Fall Conference	X	X			
<b>ALA CARTE</b>					
Host a Pop Up Happy Hour (we pick up the first \$250 on tab) <b>\$250</b>	X	X			
Attend New Member Reception Happy Hour/s <b>\$75</b>	X	X			
Chapter Retreat Sponsor <b>\$2,500</b> (1 <sup>st</sup> come first serve – 4 spots available)	X	X	X (if not filled by Platinum & Gold BPs)		

**BUSINESS PARTNER ADVISORY COUNCIL.** The Chapter maintains a panel called the Business Partner Advisory Council (BPAC), to provide feedback to our Board regarding member/sponsor relationships and events. The BPAC meets 3 times per year and is composed of six members and six business partners from various levels.

**EDUCATIONAL SESSION LUNCHEES.** Chapter members meet appx. 18-20 times per year for educational sessions. There is no additional cost if you are the BP sponsor for one of these education sessions. Session sponsors are free to bring informational materials about your company for the attendees, and collect business cards if you want to do a small raffle.

**OREGON CHAPTER RETREAT.** Each fall the Oregon Chapter holds a chapter retreat weekend with educational content along with networking and social activities. Some business partners have the opportunity to participate in and attend this mini-conference – it's definitely one of the highlights of our year! (See "Ala Carte.")

**COMMUNITY CONNECTION.** The Association of Legal Administrators encourages its members to work together for the benefit of their communities. Our Chapter and Business Partners host these activities twice per year. Some BP levels have the opportunity to team up with our chapter on these events.

**SPRING AND FALL EVENTS.** The Chapter holds spring and fall Social events that often include an educational session followed by a social hour at a local venue.

**ADVERTISING.** The Chapter's website, [www.oregonala.org](http://www.oregonala.org), includes the Chapter's job bank, announcements, event registration, and contact info for our members and business partners. All business partners receive a listing in the online directory.

**SOCIAL MEDIA.** *Illuminate* is our Chapter's digital newsletter published periodically throughout the year, along with other social media blasts. Platinum, Gold and Silver BPs have an opportunity to submit educational social media content - you are the experts!

**MEMBERSHIP/BUSINESS PARTNER DIRECTORY.** In addition to our website, the Membership & Business Partner Directory provides our membership with industry resources. The Business Partner section provides information about each of our business partners, including contact information, logo, photo(s) and key services.

**LAW FIRM MANAGEMENT EVENT.** The Law Firm Management Event is one of the Chapter's premier events. A reception precedes the event, providing an informal opportunity to network with the chapter's board of directors, legal administrators and their managing partners and key attorneys. A keynote speaker presents a message on a pertinent issue in legal industry leadership. Sponsoring Platinum and Gold Business Partners' brochures, marketing materials are encouraged.

**PRODUCTS AND SERVICES SURVEY.** The Products and Services Survey is taken about every 12 months. The results of this comprehensive survey let members know which products and services are currently used by firms in the Chapter.

**CONFERENCE SCHOLARSHIPS.** Each year the ALA holds national and fall conferences for legal administrators, functional specialists, and other law firm leaders. A portion of your sponsorship dollars are allocated toward educational scholarships that provide Chapter members with the opportunity to attend one of these conferences. Many Business Partners choose to participate in the vendor expos at these conferences through the national organization.



**2019 BUSINESS PARTNER PROGRAM REGISTRATION FORM**  
*FORM MUST BE COMPLETED IN ITS ENTIRETY*

**Company Name:** \_\_\_\_\_

**Contact Name(s)/Title(s):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, & Zip** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website Address:** \_\_\_\_\_

**Business Partner's Key Product/Service Categories (up to 4):**

\_\_\_\_\_  
\_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

- **Platinum Level Sponsor - \$7,500 (Limit 2)**
- **Gold Level Sponsor - \$5,000 (Limit 5)**
- **Silver Level Sponsor - \$2,500 (Limit 8)**
- **Bronze Level Sponsor - \$1,500 (Unlimited)**
- **Partner Level Sponsor - \$1,000 (Unlimited)**
- **Ala Carte: Chapter Retreat - \$2,500 (Limit 4)**
- **Ala Carte: Pop Up Happy Hour - \$250**
- **Ala Carte: Lunch with the Board - \$75**

1<sup>st</sup> Choice BP Level:  
\_\_\_\_\_

2<sup>nd</sup> Choice BP Level:  
\_\_\_\_\_

If multiple requests are received for the same sponsorship opportunity at the same time, the Board will determine which organization will be assigned that specific opportunity. In some instances, a drawing may be necessary in order to determine which organization will be selected. If your organization is not successful in securing your first choice, every effort will be made to reserve your alternate choice.

**Pay online on the Chapter's website by credit card at: [www.oregonala.org](http://www.oregonala.org)**

**OR**

**Make check payable to ALA-Oregon Chapter, and mail with this completed form and each company's contact name's business card to:**

Kathee Nelson, ALA - Oregon Chapter  
c/o Lewis Brisbois Bisgaard & Smith  
888 SW Fifth Avenue, Suite 900  
Portland, OR 97204

For the Platinum, Gold, and Silver sponsorship levels, please provide email notification of your commitment to the Business Partner Director at [sponsorship@oregonala.org](mailto:sponsorship@oregonala.org) in advance of sending your form and payment. Invoices and W-9s are available upon request.