



ALA Detroit Chapter Business Partner Program 2017

Dear Prospective Business Partner:

The Metropolitan Detroit Chapter of the Association of Legal Administrators invites you to join us by supporting our chapter for 2017. Sponsorship will provide your company unique recognition in the Detroit legal community as well as provide our chapter with the support to undertake charitable projects and educational programs. Included in this program is detailed information about each sponsorship opportunity

The Association of Legal Administrators is a non-profit organization founded in 1971. The Metropolitan Detroit Chapter formed in 1975. Currently we have 70-80 members locally and over 10,000 worldwide. Our Chapter's members are the decision makers and managers of law firms, corporations, and government agencies. When evaluating needs for goods and services, we encourage our members to consider those business partners who provide support to our Chapter through these sponsorships each year.

Our primary mission is to educate our members to advance professional law firm management. Your sponsorship helps fund those sessions. Business partners can also help the membership learn more about the products and services you offer in a generic way. Experience and trust grow from consistent contact with our Business Partners, allowing administrators to rely on resources outside their firms.

We hope you find the 2017 Sponsorship Program and my services as Director of Business Partner Relations useful when planning your future involvement with ALA. Thank you for helping us achieve our mission.

We value your knowledge, participation, commitment, and support!

Cynthia Whitcomb

Director of Business Partner Relations, 2016-2017



2017 SPONSORSHIP APPLICATION

PAYMENT DUE BY December 31, 2016

Please provide the information below to become a Business Partner of the ALA Metropolitan Detroit Chapter for 2017.

Contact Name: _____

Company Name: _____

Address: _____

City, State ZIP: _____

Telephone: _____

E-Mail Address: _____

Sponsorship Level: _____ Gold _____ Silver _____ Bronze

Amount Enclosed: _____ \$ _____

Please make your check payable to **Metropolitan Detroit Chapter ALA** and send it to:

**Cynthia Whitcomb, Executive Director
Collins Einhorn Farrell PC
4000 Town Center, Suite 909
Southfield, Michigan 48075-1505**

**Direct Line: 248.351.5421
Email: Cynthia.Whitcomb@CEFLawyers.com**

In order to preserve our ability to distribute ALA sponsorship opportunities in an equitable manner, *we follow a first-paid, first-served policy.*

Sponsorships are for the period January 1, 2017 through December 31, 2017.

ALL APPLICATION FORMS WILL BE PROCESSED PROMPTLY. In the event that multiple organizations submit payment for the same sponsorship on the same date and there are not enough spots available, a drawing will be held to determine which Business Partner will be awarded that specific opportunity. In the event your name is not drawn, every effort will be made to award the next available sponsorship level. Refunds will be made if necessary. All participants will be notified promptly of a confirmed sponsorship.

GOLD LEVEL \$6,000 2 SPONSORSHIPS AVAILABLE

- One chapter meeting sponsorship with a 10 minute speaking opportunity.
- One company representative may attend all chapter meetings and events.
- Written recognition of your company in each meeting notice to all chapter members.
- One full page advertisement in four (4) issues of the chapter newsletter.
- Headline listing in the “Thank the Business Partners” section in the 4th issue of the chapter newsletter.
- A picture and full page “Personal Profile” article of your company’s local representative(s) published in one issue of the chapter newsletter.
- Homepage logo ad with a link from the ALA chapter website to your company website.
- A picture and “Personal Profile” article of your company’s local representative(s) present for one month on the chapter website.
- Listing in the Business Partner Database for multiple categories as mutually agreed.
- Featured “Business Partner of the Month” article for the chapter website.
- Complementary electronic format 2017 Chapter Membership Directory (issued around March 1st).
- Featured “Business Partner of the Month” e-mail article to all chapter members.
- One table at the Fall Business Partner Exposition.
- One table or business partner sponsorship at the Spring Business Partner Event (details not yet available).
- Verbal recognition as a Gold Level sponsor at the December holiday party.
- Lunch with 3-4 ALA chapter board members.
- Unlimited use of the Gold Level chapter business partner email tag (shown below) for the 2017 year.
- One seat on the Business Partner Advisory Committee for 2017.



Association of Legal Administrators
Metropolitan Detroit
Chapter

SILVER LEVEL \$3,000 6 SPONSORSHIPS AVAILABLE

- One chapter meeting sponsorship with a 10 minute speaking opportunity.
- One company representative may attend 3 additional chapter meetings and events.
- Written recognition of your company in 3 meeting notices to all chapter members.
- One half page advertisement in four (4) issues of the chapter newsletter.
- Listing in the “Thank the Business Partners” section in the 4th issue of the chapter newsletter.
- A picture and half page “Personal Profile” article of your company’s local representative(s) published in one issue of the chapter newsletter.
- Homepage logo ad with a link from the ALA chapter website to your company website.
- A picture and “Personal Profile” article of your company’s local representative(s) present for one month on the chapter website.
- Listing in the Business Partner Database for multiple categories as mutually agreed.
- Complementary electronic format 2017 Chapter Membership Directory (issued around March 1st).
- Featured “Business Partner of the Month” e-mail article to all chapter members.
- One table at the Fall Business Partner Exposition.
- One table or business partner sponsorship at the Spring Business Partner Event (details not yet available).
- Verbal recognition as a Silver Level sponsor at the January winter gala.
- Lunch with 3-4 ALA chapter board members.
- Unlimited use of the Silver Level chapter business partner email tag (shown below) for the 2017 year.
- One seat on the Business Partner Advisory Committee for 2017.

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SILVER
BUSINESS
PARTNER

Association of Legal Administrators
Metropolitan Detroit
Chapter

BRONZE LEVEL \$1,500 NO LIMIT TO SPONSORSHIPS

- One company representative may attend 2 chapter meetings and events.
- One-quarter page advertisement in four (4) issues of the chapter newsletter.
- Listing in the “Thank the Business Partners” section in the 4th issue of the chapter newsletter.
- Homepage logo ad with a link from the ALA chapter website to your company website.
- Listing in the Business Partner Database for multiple categories as mutually agreed.
- Complementary electronic format 2017 Chapter Membership Directory (issued around March 1st).
- One table or business partner sponsorship at the Spring Business Partner Event (details not yet available).
- Verbal recognition as a Bronze Level sponsor at the December holiday party.
- Unlimited use of the Bronze Level chapter business partner email tag (shown below) for the 2017 year.
- One table at the Fall Business Partner Exposition.
- One seat on the Business Partner Advisory Committee for 2017.

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BRONZE
BUSINESS
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