

BUSINESS PARTNER PROGRAM

FREQUENTLY ASKED QUESTIONS



WHO ARE OUR MEMBERS?

The Austin Chapter consists of over 90 members and represents legal managers performing operations, administration, IT, HR, marketing and finance functions for companies and firms throughout the city of Austin and surrounding area. The Chapter is dedicated to providing connections and promoting educational opportunities to its members to expand and improve the quality of management in legal service organizations.

WHY DO WE HAVE A BUSINESS PARTNER PROGRAM?

Our Business Partners play a vital role in our Chapter's success. The Business Partner program helps to fund educational and professional development opportunities for Chapter members.

WHY SHOULD I BECOME A BUSINESS PARTNER?

Part of the goal of the Austin ALA is to equip our members with the knowledge and tools to be successful. We believe that Business Partners are a key element to help achieve this goal. We help our Business Partners promote their products and services to our members, because the right products and services are key to our success. We want our members to learn more about the products and services you provide, as well as create opportunities for our members to tell you how their firms operate and what equipment, products and services they require. When evaluating needs for goods and services our members are encouraged to consider companies that have developed a relationship with our Chapter, typically established through our Business Partner Program.

HOW MUCH DOES IT COST?

There are four levels of sponsorship to help fit any budget and limits on the number of business partners to the top three levels to ensure our Business Partners have ample opportunity to put their name and offerings in front of our membership.

WHERE DO MY SPONSORSHIP DOLLARS GO?

More than 80 % of your sponsorship dollars are used to provide educational opportunities to our members and support charitable/community service efforts.

WHAT ARE THE BENEFITS OF BECOMING A BUSINESS PARTNER?

As a valued business partner, you will have the chance to build relationships with key influencers and decision makers in legal management representing law firms, corporate legal departments and government legal agencies. Those who have become partners with the Austin Chapter have enjoyed long-lasting relationships with the decision makers at law firms and legal departments. Business Partners receive benefits based on their level of sponsorship in the program. We roll out the sponsorship packages in November for the upcoming year. Sponsorship packages are on a first come first served basis. Benefits may vary from year to year and include the following:

- Recognition through the Chapter listserv, website and social media
- Sponsorship of certain Chapter events
- Invitations to attend certain Chapter events
- Access to the membership directory
- Attendance at the Legal Expo & Educational Seminar
- Opportunity to serve on the Business Partner Advisory Committee

WHAT IS THE LEGAL EXPO?

The Legal Expo is the Chapter's signature annual event. The event includes educational sessions, networking, and an exhibit hall for all of our Business Partners to interact with our members. On average, approximately 120 individuals attend. This includes members, invited employees of members and business partners. Historically the Expo has been held in August or September. The date is determined each year by a number of factors, including a global pandemic, the price and availability of the venue, and the schedule of our committee members.

CAN I ATTEND THE LEGAL EXPO IF I'M NOT A BUSINESS PARTNER?

The event is for Chapter members, employees of member firms, and Business Partners only. Participation in the exhibit hall and attendance at the education and networking session are included at all sponsorship levels. If you are interested in supporting the Chapter but missed the annual registration, we encourage you to sign up to receive notification when the next year's registration is open. To sign up send an email to bpcommittee@austinala.org or contact any Business Partner Committee member (listed on our website).

CAN I SPONSOR A LUNCHEON OR HAPPY HOUR IF I'M NOT A BUSINESS PARTNER?

Only Business Partners can sponsor Chapter events. Business Partners are also provided with our Chapter membership list. Accordingly, if you choose to host your own event, you will be able to contact the entire membership to invite them to attend. In addition, the Chapter will promote events for Business Partners for sponsorship levels that include that as a benefit.

CAN I ATTEND THE MONTHLY LUNCHEONS?

The monthly Chapter luncheons are limited to members and staff of member firms. Platinum, Diamond, and Gold Business Partners have an opportunity to co-sponsor a luncheon, which includes oral recognition and an opportunity to briefly address the members in attendance. The Platinum level Business Partner also serves as the exclusive sponsor of an event during which they may provide an educational session on an industry-related topic to the membership.