



THE ASSOCIATION OF LEGAL ADMINISTRATORS  
AUSTIN CHAPTER

2024 Business Partner Program



The Austin Chapter of the Association of Legal Administrators is pleased to announce its 2024 Business Partner Program.

The sponsorship packages provide a variety of opportunities to establish, build, and strengthen relationships with Austin ALA members.

Your membership allows you:

- To reach our members, who are decision makers for their organizations.
- To strengthen your brand's familiarity with law firms and legal departments.
- To build strong relationships with members and other Business Partners through attending chapter functions like educational seminars and networking events.
- To help promote your products and services to our members because the right products and services are key to our professional success.

Thank you for your consideration in partnering with Austin ALA. We encourage your participation and feedback throughout the year. If you have any questions, feel free to contact one of the committee members listed below.

Kindest Regards,  
Austin ALA Business Partner Committee

<b>Business Partner Committee</b>	
<b>Chairs</b>	
Donna Hughes	<a href="mailto:donna.hughes@pillsburylaw.com">donna.hughes@pillsburylaw.com</a>
Angela Sanford	<a href="mailto:angela.sanford@pillsburylaw.com">angela.sanford@pillsburylaw.com</a>
<b>Members</b>	
Ana Helton	<a href="mailto:ahelton@r-alaw.com">ahelton@r-alaw.com</a>
Katie Koeppel	<a href="mailto:kkoeppel@jw.com">kkoeppel@jw.com</a>
Dea McCart	<a href="mailto:dea.mccart@ogletree.com">dea.mccart@ogletree.com</a>
Amanda Quezada	<a href="mailto:aquezada@germer-austin.com">aquezada@germer-austin.com</a>
Serena Tucker	<a href="mailto:stucker@sneedvine.com">stucker@sneedvine.com</a>

<b>Summary of Program Benefits</b>	<b>Platinum \$4,500.00</b>	<b>Diamond \$3,500.00</b>	<b>Gold \$2,500.00</b>	<b>Silver \$1,000.00</b>
Lunch Sponsor (includes introduction and brief speaking opportunity)	Up to 2 Reps	Up to 2 Reps	Up to 2 Reps	
End of Year Holiday Event	Up to 3 Reps	Up to 2 Reps		
Annual Business Partner Meet & Greet	Up to 3 Reps	Up to 3 Reps	Up to 2 Reps	Up to 2 Reps
Invitation to selected charity events	X	X	X	X
Business Partner Appreciation Event	Up to 3 Reps	Up to 3 Reps	Up to 2 Reps	Up to 2 Reps
Business Partner Advisory Committee	1 Rep	1 Rep	1 Rep	1 Rep
Attend Managing Partner Event	Up to 3 Reps	Up to 2 Reps	1 Rep	
Greet Attorneys & Members at door	1 Rep			
Lunch and Learn Invite Recognition	X	X	X	
Speaking Opportunity (5 -10 Minutes)	X			
Platinum Exclusive Educational Event (Timing TBD)	X			
Speaking Opportunity (5 -10 Minutes)	X			
Attend Education and Networking	Up to 3 reps			
Draw and award stipend to attendee	X			
Company Name & Website Link Featured on Austin ALA Listserv in a Weekly Spotlight	X	X	X	X
Opportunity to submit e-newsletter Articles	X	X	X	X
Member List (electronic format)	X	X	X	X
Website Listing	X	X	X	X
Attend 2024 Legal Expo	Up to 3 reps	Up to 3 reps	Up to 2 reps	Up to 2 reps

Booth Placement Choice	X			
Speaking Opportunity (5 – 10 minutes)	X			
Oral Recognition	X	X	X	
Inclusion in BP participant list sent to members	X	X	X	X
Attend Education & Networking	Up to 3 reps	Up to 3 reps	Up to 2 reps	Up to 2 reps
Drink Tickets	X	X	X	X
Serve on Expo Committee (with Members)	1 rep	1 rep		

Platinum Sponsor – (2 Sponsorships Available)

\$4,500.00

**Advertisements and Electronic Communications:**

- ❖ Receive electronic copy of the Austin ALA Membership Directory to connect with members. (Please review rules regarding proper usage).
- ❖ Inclusion in Business Partner Directory on Chapter website, including logo and hyperlink and on list of Business Partners by specialty.
- ❖ Advertisement included in the Business Partner Brochure distributed annually to members.
- ❖ Opportunity to submit educational articles for Chapter e-newsletters (articles reviewed by the Board and submission is not a guarantee the article will be used)
- ❖ Company name and website link included in weekly spotlights on Austin ALA social media sites. Connect with us on Facebook, LinkedIn, and Twitter.
- ❖ Company name and website link included in weekly spotlights on Austin ALA member listserv.
- ❖ Invite members to attend your virtual webinar/training session.

**Chapter Events:**

- ❖ **Platinum Exclusive Event** – Event and stipend named after your organization, speaking opportunity, attend educational seminar, network with members, and draw and award stipend to attendee. Up to 3 representatives may attend.
- ❖ **Annual Legal Expo and Educational Seminar** – Attend networking, education, and expo. Table placement choice in exhibit hall, speaking opportunity, oral recognition, inclusion in expo participant list provided to members and guests. Up to 3 representatives may attend. One representative to serve on the expo Committee with Chapter members.
- ❖ **Monthly Lunch and Learn** – One exclusive educational lunch sponsorship and one shared lunch sponsorship with brief speaking opportunity.
- ❖ **Annual Managing Partner Breakfast** – Up to 3 representatives may attend and one may greet attorneys and members upon arrival; recognition on your table and on the slide show.
- ❖ **Annual Meet & Greet Event** – Network with business partners and chapter members. Up to 3 representatives may attend.
- ❖ **Annual Holiday Event** – Up to 3 representatives may attend.
- ❖ **Business Partner Appreciation Event** – Up to 3 representatives may attend.

**Additional Networking Opportunities:**

- ❖ Join chapter members at select charity events.
- ❖ One representative may serve on the Business Partner Advisory Committee.

Diamond Sponsor – (10 Sponsorships Available)

\$3,500.00

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- ❖ Advertisement included in the Business Partner Brochure distributed annually to members.
- ❖ Opportunity to submit educational articles for Chapter e-newsletters (articles reviewed by the Board and submission is not a guarantee the article will be used)
- ❖ Company name and website link included in weekly spotlights on Austin ALA social media sites. Connect with us on Facebook, LinkedIn, and Twitter.
- ❖ Company name and website link included in weekly spotlights on Austin ALA member listserv.
- ❖ Invite members to attend your virtual webinar/training session.

**Chapter Events:**

- ❖ **Annual Legal Expo and Educational Seminar** – Attend networking, education, and expo; oral recognition, inclusion in expo participant list provided to members and guests. Up to 3 representatives may attend. One representative to serve on the expo Committee with Chapter members.
- ❖ **Monthly Lunch and Learn** – Two shared lunch sponsorships with brief speaking opportunity. One representative may attend each.
- ❖ **Annual Managing Partner Breakfast** – Up to 2 representatives may attend and company recognized in the slide show.
- ❖ **Annual Meet & Greet Event** – Network with business partners and chapter members. Up to 3 representatives may attend.
- ❖ **Annual Holiday Event** – Up to 2 representatives may attend.
- ❖ **Business Partner Appreciation Event** – Up to 3 representatives may attend.

**Additional Networking Opportunities:**

- ❖ Join chapter members at select charity events.
- ❖ One representative may serve on the Business Partner Advisory Committee.

Gold Sponsor – (15 Sponsorships Available)

\$2,500.00

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- ❖ Inclusion in Business Partner Directory on Chapter website, including logo and hyperlink and on list of Business Partners by specialty.
- ❖ Advertisement included in the Business Partner Brochure distributed annually to all members.
- ❖ Opportunity to submit educational articles for Chapter e-newsletters (articles reviewed by the Board and submission is not a guarantee the article will be used)
- ❖ Company name and website link included in at least one weekly spotlight on Austin ALA social media sites. Connect with us on Facebook, LinkedIn, and Twitter.
- ❖ Company name and website link included in at least one weekly spotlight on Austin ALA member listserv.
- ❖ Invite members to attend your virtual webinar/training session.

**Chapter Events:**

- ❖ **Annual Legal Expo and Educational Seminar** – Attend networking, education, and expo; oral recognition, inclusion in expo participant list provided to members and guests. Up to 2 representatives may attend.
- ❖ **Monthly Lunch and Learn** – One shared lunch sponsorship with brief speaking opportunity. Two representatives may attend.
- ❖ **Annual Managing Partner Breakfast** – One representative may attend, and company recognized in the slide show.
- ❖ **Annual Meet & Greet Event** – Network with business partners and Chapter members. Up to 2 representatives may attend.
- ❖ **Business Partner Appreciation Event** – Up to 2 representatives may attend.

**Additional Networking Opportunities:**

- ❖ Join chapter members at select charity events.
- ❖ Inclusion in a drawing to join the Business Partner Advisory Committee (2 companies will be drawn from all Gold Sponsors).

## Silver Sponsor

\$1,000.00

### **Advertisements and Electronic Communications:**

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- ❖ Advertisement included in the Business Partner Brochure distributed annually to all members.
- ❖ Opportunity to submit educational articles for Chapter e-newsletters (articles reviewed by the Board and submission is not a guarantee the article will be used)
- ❖ Company name and website link included in at least one weekly spotlight on Austin ALA social media sites. Connect with us on Facebook, LinkedIn, and Twitter.
- ❖ Company name and website link included in at least one weekly spotlight on Austin ALA member listserv.
- ❖ Invite members to attend your virtual webinar/training session.

### **Chapter Events:**

- ❖ **Annual Legal Expo and Educational Seminar** – Attend networking, education, and expo; inclusion in expo participant list provided to members and guests. Up to 2 representatives may attend.
- ❖ **Annual Meet & Greet Event** – Network with business partners and Chapter members. Up to 2 representatives may attend.
- ❖ **Business Partner Appreciation Event** – Up to 2 representatives may attend.

### **Additional Networking Opportunities:**

- ❖ Join chapter members at select charity events.
- ❖ Inclusion in a drawing to join the Business Partner Advisory Committee (2 companies will be drawn from all Silver Sponsors).