

# HOW TO MAKE THE MOST OF YOUR SPONSORSHIP

- **Cultivate connections.** One may not need your services today, but may in the future, or know someone with an immediate need. Connect your business to members.
- **Create relationships.** Make actual connections with actual people.
- **Attend open events.** Send representatives. Cold calls are not cold if members have a face to put with a name. Decision makers attend.
- **Community service.** Community service is a great way to begin and enhance relationships with members. Join us, or we can join you!
- **Outside activities.** Host an informal or educational breakfast, luncheon or happy hour, community service, or fun run.
- **Surveys and market research.** Want to know more about what members want and need? Ask! Then, share the results.
- **Attend the Legal Expo.** Great opportunity to meet members and educate us about your business and services. Lots of fun, too!
- **Share knowledge and gain visibility.** Industry trends, subject matter expertise, and articles for publication. Members look to business partners to provide the latest products and solutions as well as industry thought-leadership.
- **Promote your Austin ALA sponsorship.** We promote your sponsorship throughout the year. You should, too!
- **Social media.** Connect with us on social media platforms, tag photos, and share articles.

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