



*A Chapter of the Association of Legal Administrators*

**2012**  
**BUSINESS PARTNER GUIDE**  
**TO**  
**RALA SPONSORSHIP OPPORTUNITIES**

***Your connection***

*to knowledge, resources and networking*



*A Chapter of the Association of Legal Administrators*

## **2012 BUSINESS PARTNERSHIP PROGRAM**

### **WHAT IS ALA AND WHY WOULD YOU WANT TO BE A BUSINESS PARTNER?**

The Association of Legal Administrators (ALA) is a not-for-profit organization founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. The first Chapter formed right here in Richmond in 1972 with fewer than 10 members; however, its membership has grown steadily over the years and now has approximately 10,000 members structured in six regions that are comprised of 100 Chapters in the United States, Puerto Rico, Canada, and New Zealand.

The local Richmond Chapter (RALA) currently has over 45 members representing 37 Richmond law firms and corporate legal departments. These people are the decision makers and managers within their law firms and corporations. When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year. We have listed below some of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share information about their products and services and/or expertise in a given field to help them stay educated in those areas. We often ask them to present this information at one of our educational meetings.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting vendor relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.*
- *Business Partners who provide external services are our first choice in seeking service providers.*

The Richmond Chapter of the Association of Legal Administrators (RALA) invites you to join us in educating and supporting the legal community in 2012 by participating in our Business Partnership Program. We hope you find this Guide useful when planning your future involvement with RALA. We recognize, appreciate and value the knowledge, participation and commitment from our current Business Partners and hope to build new partnerships in the coming year. Your continued support is invaluable to our success.



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## **2012 SPONSORSHIP OPPORTUNITIES**

<b>PLATINUM SPONSOR (1) .....</b>	<b>\$5000</b>
<b>GOLD SPONSOR (2) .....</b>	<b>\$3500</b>
<b>SILVER SPONSOR (3) .....</b>	<b>\$2500</b>
<b>BRONZE SPONSOR (Unlimited) .....</b>	<b>\$1250</b>
<b>LUNCH SPONSOR .....</b>	<b>\$600</b>
<b>SPEAKER SPONSOR .....</b>	<b>\$500</b>
<b>SOCIAL SPONSOR .....</b>	<b>\$1500</b>
<b>COMMUNITY CHALLENGE EVENT SPONSOR .....</b>	<b>\$250</b>
<b>EDUCATIONAL CONFERENCE SPONSOR .....</b>	<b>\$500</b>
<b>BOARD PLANNING MEETING SPONSOR .....</b>	<b>\$300</b>
<b>PRINT SPONSOR .....</b>	<b>\$250</b>
<b>WEBSITE SPONSOR .....</b>	<b>\$500</b>
<b>STATE-WIDE ADMINISTRATORS' RETREAT SPONSOR</b>	<b>\$100 - \$2350</b>



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## **PLATINUM SPONSOR**

- Sponsorship of one RALA Chapter Luncheon includes:
    - Sponsor recognition in electronic luncheon invitation and all correspondence regarding luncheon to the members and guests
    - Sponsor recognition on RALA website as luncheon sponsor
    - Sponsor recognition from the podium as luncheon sponsor
    - Networking and socializing with guests and members 15 minutes prior to luncheon
    - Five (5) minutes to address luncheon attendees
    - Attendance and complimentary lunches for two (2) company representatives for sponsored luncheon meeting
    - Opportunity to display company literature on table provided by RALA
    - Sponsor will be seated amongst Chapter members at luncheon
    - Sponsor will receive a list of luncheon attendees for sponsored luncheon
  
  - Sole sponsorship of one (1) RALA Chapter Luncheon (no other sponsorships permitted)
  - Attendance by one (1) company representative at all ten (10) RALA Chapter Luncheons
  - Sponsor recognition from the podium at all luncheons
  - Sponsorship of Platinum RALA Chapter Social Event
  - Sponsor recognition on all correspondence regarding sponsored social
  - Sponsor recognition on RALA Chapter Website regarding sponsored social
  - Meet and greet with incoming/outgoing Board, Chairs, and/or Committees
  - Attendance and complimentary lunches for two (2) company representatives at the RALA Annual Sponsor Appreciation Event
  - Sponsor recognition on RALA Chapter Website for entire year of sponsorship
  - Opportunity to provide speaker (topic subject to board approval)
  - Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
  - Opportunity to provide featured article on website or newsletter (article is expertise, non-advertising)
  - Participation in the RALA Annual Community Challenge Event
  - Platinum sponsor signage at all ten (10) RALA Chapter Luncheons
  - Copy of the 2012 RALA Membership Directory
  - Listing in Annual Business Partner Directory
- 
- \$1000 credit to be used at the 2012 Statewide Educational Conference & Retreat



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## **GOLD SPONSOR**

- Sponsorship of one RALA Chapter Luncheon includes:
    - Sponsor recognition in electronic luncheon invitation and all correspondence regarding luncheon to the members and guests
    - Sponsor recognition on RALA website as luncheon sponsor
    - Sponsor recognition from the podium as luncheon sponsor
    - Networking and socializing with guests and members 15 minutes prior to luncheon
    - Five (5) minutes to address luncheon attendees
    - Attendance and complimentary lunches for two (2) company representatives for sponsored luncheon meeting
    - Opportunity to display company literature on table provided by RALA
    - Sponsor will be seated amongst Chapter members at luncheon
    - Sponsor will receive a list of luncheon attendees for sponsored luncheon
  
  - Sole sponsorship of one (1) RALA Chapter Luncheon (no other sponsorships permitted)
  - Attendance by one (1) company representative at three (3) RALA Chapter Luncheons
  - Sponsor recognition from the podium at sponsored luncheon and attended luncheons
  - Sponsorship of one RALA Chapter Social Event
  - Sponsor recognition on all correspondence regarding sponsored social
  - Sponsor recognition on RALA Chapter Website regarding sponsored social
  - Meet and greet with incoming/outgoing Board, Chairs, and/or Committees
  - Attendance and complimentary lunches for two (2) company representatives at the RALA Annual Sponsor Appreciation Event
  - Sponsor recognition on RALA Chapter Website for entire year of sponsorship
  - Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
  - Opportunity to provide featured article on website or newsletter (article is expertise, non-advertising)
  - Participation in the RALA Annual Community Challenge Event
  - Gold sponsor signage at all ten (10) RALA Chapter Luncheons
  - Copy of the 2012 RALA Membership Directory
  - Listing in Annual Business Partner Directory
- 
- \$700 credit to be used at the 2012 Statewide Educational Conference & Retreat



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## **SILVER SPONSOR**

- Sponsorship of one RALA Chapter Luncheon includes:
  - Sponsor recognition in electronic luncheon invitation and all correspondence regarding luncheon to the members and guests
  - Sponsor recognition on RALA website as luncheon sponsor
  - Sponsor recognition from the podium as luncheon sponsor
  - Networking and socializing with guests and members 15 minutes prior to luncheon
  - Five (5) minutes to address luncheon attendees
  - Attendance and complimentary lunches for two (2) company representatives for sponsored luncheon meeting
  - Opportunity to display company literature on table provided by RALA
  - Sponsor will be seated amongst Chapter members at luncheon
  - Sponsor will receive a list of luncheon attendees for sponsored luncheon
  
- Sponsorship of one (1) RALA Chapter Luncheon
- Attendance by one (1) company representative at two (2) RALA Chapter Luncheons
- Sponsor recognition from the podium at sponsored luncheon and attended luncheons
- Sponsorship of one RALA Chapter Social Event
- Sponsor recognition on all correspondence regarding sponsored social
- Sponsor recognition on RALA Chapter Website regarding sponsored social
- Meet and greet with incoming/outgoing Board, Chairs, and/or Committees
- Attendance and complimentary lunches for two (2) company representatives at the RALA Annual Sponsor Appreciation Event
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunity to provide featured article on website or newsletter (article is expertise, non-advertising)
- Participation in the RALA Annual Community Challenge Event
- Silver sponsor signage at all ten (10) RALA Chapter Luncheons
- Copy of the 2012 RALA Membership Directory
- Listing in Annual Business Partner Directory



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## **BRONZE SPONSOR**

- Sponsorship of one RALA Chapter Luncheon includes:
  - Sponsor recognition in electronic luncheon invitation and all correspondence regarding luncheon to the members and guests
  - Sponsor recognition on RALA website as luncheon sponsor
  - Sponsor recognition from the podium as luncheon sponsor
  - Networking and socializing with guests and members 15 minutes prior to luncheon
  - Five (5) minutes to address luncheon attendees
  - Attendance and complimentary lunches for two (2) company representatives for sponsored luncheon meeting
  - Opportunity to display company literature on table provided by RALA
  - Sponsor will be seated amongst Chapter members at luncheon
  - Sponsor will receive a list of luncheon attendees for sponsored luncheon
  
- Sponsorship of one (1) RALA Chapter Luncheon
- Attendance by one (1) company representative at one (1) RALA Chapter Luncheon
- Sponsor recognition from the podium at sponsored luncheon and attended luncheon
- Meet and greet with incoming/outgoing Board, Chairs, and/or Committees
- Attendance and complimentary lunch for two (2) company representatives at the RALA Annual Sponsor Appreciation Event
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunity to provide featured article on website or newsletter (article is expertise, non-advertising)
- Participation in the RALA Annual Community Challenge Event
- Bronze sponsor signage at all ten (10) RALA Chapter Luncheons
- Copy of the 2012 RALA Membership Directory
- Listing in Annual Business Partner Directory



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## **OTHER SPONSORSHIP OPPORTUNITIES**

### **MONTHLY LUNCHEON MEETINGS**

Monthly Membership Luncheons are usually held the third Thursday of each month (no meetings are held in August or November). The luncheons consist of a brief Chapter business meeting which is followed by an educational program. Sponsors are given the first five (5) minutes of the meeting to introduce their company to the membership and are welcome to join us for lunch afterwards. Sponsors are also asked to bring a door prize to raffle off. The sponsor will draw a business card to determine the winner and then gets to keep the cards for follow-up.

- Sponsorship of one RALA Chapter Luncheon includes:
  - Sponsor recognition in electronic luncheon invitation and all correspondence regarding luncheon to the members and guests
  - Sponsor recognition on RALA website as luncheon sponsor
  - Sponsor recognition from the podium as luncheon sponsor
  - Networking and socializing with guests and members 15 minutes prior to luncheon
  - Five (5) minutes to address luncheon attendees
  - Attendance and complimentary lunches for two (2) company representatives for sponsored luncheon meeting
  - Opportunity to display company literature on table provided by RALA
  - Sponsor will be seated amongst Chapter members at luncheon
  - Sponsor will receive a list of luncheon attendees for sponsored luncheon

### **SPEAKER SPONSOR**

- Sponsorship of one expert speaker at a RALA Chapter Luncheon includes:
  - Attendance by one (1) company representative to speaker sponsored RALA Chapter Luncheon
  - Sponsor recognition from the podium at speaker sponsored luncheon
  - Sponsor recognition on all correspondence regarding speaker event
  - Sponsor recognition on RALA Chapter Website for the month sponsored
  - Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event



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## **OTHER SPONSORSHIP OPPORTUNITIES**

### **SOCIAL SPONSOR**

We also try and have fun! Each year the chapter hosts social events for its members, and we encourage business partners to take part in those events. Past social activities have included Innsbrook Concerts, the Barksdale Theatre, and the Funny Bone Comedy Club. They've also included themed events such as Margarita Night at Mexico's, Bowling Night and a cooking class at Mise En Place. And finally, we've also had cocktail parties at the Boathouse at Rocketts Landing and the Old Original Bookbinder's Restaurant. Sponsors are encouraged to attend the event, meet and greet the membership, and network in a comfortable, less formal setting.

### **COMMUNITY CHALLENGE EVENT SPONSOR**

Each year, ALA encourages its members to participate in an international community service drive during the month of October. Each year, Richmond Chapter members plan and promote our local Community Challenge Weekend event. Past recipients of our CCW project include Richmond City Schools, the Ronald McDonald House, the Central Virginia Food Bank, the Smile Train, and the Hospitality House of Richmond. We encourage Business Partners to join us in giving back.

- Participation in the Annual Community Challenge Event
- Sponsor recognition on all event notices and correspondence for the Community Challenge Event
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event

### **EDUCATIONAL CONFERENCE SPONSOR**

- Conference sponsorship allows a member to attend an ALA Regional and/or National Educational Conference which is essential education for Administrators
- Sponsor recognition on all conference notices and correspondence
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event



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## **OTHER SPONSORSHIP OPPORTUNITIES**

### **BOARD PLANNING MEETING SPONSOR**

- Opportunity to address Chapter Board members during their annual planning meeting
- Sponsor recognition in all event notices and correspondence for the planning meeting
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event

### **PRINT SPONSOR**

- In exchange for providing printing materials/services of Chapter materials, the print sponsor will receive the following benefits:
- Sponsor recognition on printed materials (as appropriate)
- Sponsor recognition on RALA Chapter Website for entire year of sponsorship
- Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event

### **WEBSITE SPONSOR**

Our newly redesigned Richmond ALA website is a perfect way for members and business partners to stay informed on Chapter activities. The site, [www.richmondala.org](http://www.richmondala.org), is linked to the International ALA website and is also linked to many of the 100 ALA Chapters worldwide.

- Sponsorship of RALA Chapter Website includes:
  - Sponsor recognition on RALA Chapter Website
  - Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event



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## **OTHER SPONSORSHIP OPPORTUNITIES**

### **SALARY & BENEFITS SURVEY SPONSOR**

The Richmond Salary and Benefits Survey is published every two years in late August and will be published again in . All law firms in the Metro area are invited to participate. Sponsors for this publication are acknowledged on the front page of the Survey, included in all correspondences to area firms and have their company logo displayed on the Chapter website with a link to their web page.

- Sponsorship of the RALA Benefits & Salary Survey includes:
  - Front page sponsor recognition on the RALA Benefits and Salary Survey
  - Sponsor recognition on RALA Chapter Website
  - Attendance and complimentary lunch for one (1) company representative at the RALA Annual Sponsor Appreciation Event

### **STATE-WIDE ADMINISTRATORS' RETREAT SPONSOR**

On March 9-10, 2012, The Richmond Chapter will join with the other three Chapters of ALA in Virginia for our State-wide Administrators' Educational Retreat. In 2012 we expect over 75 law firm administrators to attend. Sponsorship opportunities include hosting a cocktail hour, hosting a lunch or dinner, hosting entertainment for the evening, having a booth on display for your company at the Vendor Expo, or providing supplies such as water bottles, tote bags, etc.

- |                              |        |
|------------------------------|--------|
| ▪ Promotional Sponsor        | \$100  |
| ▪ Exhibit Booth Sponsor      | \$700  |
| ▪ Entertainment Sponsor      | \$1000 |
| ▪ Luncheon Sponsor           | \$1200 |
| ▪ Speaker Sponsor            | \$1250 |
| ▪ Dinner (Open Bar) Sponsor  | \$1500 |
| ▪ Cocktail Reception Sponsor | \$1750 |
| ▪ Dinner Sponsor             | \$2350 |



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## **BUSINESS PARTNER COMMITMENT PROCEDURES**

Thank you for taking the time to review our 2012 Sponsorship Opportunities. If you are interested in sponsoring RALA, please complete the attached commitment form and return it in accordance with the dates of importance listed below. Unless already on file, email primary contact digital photo (portrait 1.5" x 2") and company logo attached as separate files, to Evan Smith @ [esmith@parkerpollard.com](mailto:esmith@parkerpollard.com). Photo and logo should have minimum 300 dpi resolution. Business Partners will be confirmed upon receipt of commitment form and payment.

**Disclaimer:** RALA does not guarantee business to our Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.

**Please return commitment form with a check payable to Richmond ALA to Evan Smith at the address listed below or call him directly at 804.261.7301 for credit card payments.**

**Evan Smith**  
Executive Director  
Parker, Pollard, Wilton & Peaden, PC  
6802 Paragon Place, Suite 300  
Richmond, VA 23230  
Telephone: 804.261.7301  
Email: [esmith@parkerpollard.com](mailto:esmith@parkerpollard.com)  
Fax: 804.627.0431

Contact Sherri Sledd at 804.358.8000 or via email at [ssledd@parcellwebb.com](mailto:ssledd@parcellwebb.com) for all sponsorship opportunities or questions.

### **Important Dates:**

December 5:	Sponsorship Program Available
December 15:	Right of First Renewal Commitment Due
January 3:	Right of First Renewal Payment Due
January 3:	Sponsorship Program Begins
January 31:	All Sponsorship Commitments & Payments Due
	Sponsorship year runs January 1 – December 31, 2012

### **Right of First Renewal:**

Current Business Partners are guaranteed renewal at current Sponsorship Levels until December 15, 2011. Beginning on December 16, 2011, upgrades, changes and new Business Partner commitments will be honored on a first received basis. Business Sponsors are guaranteed current Sponsorship Levels for two years.



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## 2012 BUSINESS PARTNER COMMITMENT FORM

Contact Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Contact E-mail: \_\_\_\_\_

**If interested in any of the four premium sponsorships, please indicate your *first and second* choice of the following:**

\_\_\_\_\_ **PLATINUM**      \_\_\_\_\_ **GOLD**      \_\_\_\_\_ **SILVER**      \_\_\_\_\_ **BRONZE**

The following opportunities are available separately or in addition to the sponsorship levels listed above.

\_\_\_\_\_ **LUNCH SPONSOR**

*(Please mark your preferred month/quarter)*

- \_\_\_\_\_ First Quarter Luncheon (Jan, Feb or March)  
\_\_\_\_\_ Second Quarter Luncheon (Apr, May or June)  
\_\_\_\_\_ Third/Fourth Quarter Luncheon (July or Oct)  
\_\_\_\_\_ December Holiday Social

\_\_\_\_\_ **SPEAKER SPONSOR**

\_\_\_\_\_ **SOCIAL SPONSOR**

\_\_\_\_\_ **COMMUNITY CHALLENGE EVENT SPONSOR**

\_\_\_\_\_ **EDUCATIONAL CONFERENCE SPONSOR**

\_\_\_\_\_ **BOARD PLANNING MEETING SPONSOR**

\_\_\_\_\_ **PRINT SPONSOR**

\_\_\_\_\_ **WEBSITE SPONSOR**

\_\_\_\_\_ **STATE-WIDE ADMINISTRATORS' RETREAT SPONSOR**

*(If interested in the State-wide Administrators' Retreat, please check the box above and fill out the attached State-wide Sponsor and Exhibitor Registration Form)*

# SPONSOR AND EXHIBITOR REGISTRATION FORM

## Virginia Statewide Educational Conference and Retreat March 9-10, 2012 Kingsmill Resort, Williamsburg, Virginia

**DEADLINE FOR REGISTRATION— FEBRUARY 1, 2012**

Please choose one of the following sponsorship/exhibition opportunities:

- Dinner Sponsor** (\$2,350 each & **FREE BOOTH INCLUDED**)
- Cocktail Party Sponsor** (\$1,750 each)
- Dinner Open Bar Sponsor** (\$1,500 each)
- Speaker Sponsor** (\$1,250 each)
- Luncheon Sponsor** (\$1,200 each)
- Entertainment Sponsor** (\$1,000)
- Exhibit Booth in addition to one of the above sponsorships** (\$350 each)
- Exhibit Booth Only Sponsor** (\$700 each) **REDUCED PRICE**
- Promotional Sponsor** (\$100)  
Describe Item for Goody Bag: \_\_\_\_\_
- Additional tickets may be ordered for spouses/guests. Each ticket is \$125 and provides access to all Friday evening events, Saturday's breakfast and Saturday's lunch. Tickets for Friday evening **ONLY** or for Saturday's events **ONLY** can also be purchased for \$75 each. Please call or e-mail Michael Keatts at Bowman and Brooke LLP (804.819.1135 or michael.keatts@bowmanandbrooke.com) for more information.

Organization: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

ENCLOSED IS OUR CHECK FOR: \$ \_\_\_\_\_

Number of people who will attend:  
Friday Evening Events \_\_\_\_\_ Saturday Breakfast \_\_\_\_\_ Saturday Lunch \_\_\_\_\_  
(You may revise this information later, but we would like to have an estimate of attendance for planning purposes)

NAMES OF RETREAT ATTENDEE(S): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to: **HRALA/RICHMOND RETREAT** enclose with signed contract and mail to: Diana White, Taylor Walker P.C., 555 E. Main Street, Suite 1300, Norfolk, Virginia 23510. To pay by credit card, please call Diana White at 757.625.7300.

**PLEASE FORWARD COMPANY LOGO IN EPS FORMAT TO MICHAEL KEATTS NO LATER THAN FEBRUARY 1, 2012**