

Your connection
to knowledge, resources and networking



2010 Business Partner Sponsorship Program



You Are Vital To Our Success

Who is Kentucky ALA?



The Kentucky Chapter Association of Legal Administrators (KYALA) is a local organization that fosters professional growth and development of its members through various local and national educational forums. The KYALA has established itself as a premier reference source for information concerning the professional management of legal services.

The chapter was founded in 1978. There are currently 57 members from law firms and businesses in Kentucky and Southern Indiana. The KYALA is affiliated with the Association of Legal Administrators: an international organization with over 10,000 members.

Legal administrators manage business functions as well as the overall operations of a law office. The administrator reports to the managing partner, management committee or Chairman of the Board, and participates in management meetings.



Business relationships are important connections and resources for legal administrators as they conduct the daily aspects of their jobs, plan for the future, and build their knowledge about products, changes and trends.

Why Sponsor?



The KYALA is the perfect place to meet new contacts, showcase your products and services and grow your business. You can become a sponsor with the KYALA through our Business Partner (BP) program. The BP will form alliances and network with the KYALA to demonstrate and market their products and services. The KYALA is always looking to develop partnerships with vendors and businesses to make our firms successful. The BP will establish solid business relationships with the legal administrator by helping them make informed decisions regarding products and services to enhance their firms and the legal profession.

Benefits:

- Direct access to KYALA members through membership directory
- Building relationships with KYALA members through the Business Partner Expo, sponsorship of scholarships and monthly or annual chapter meetings
- Exposure of your business name and product in the KYALA quarterly newsletter and on the website (www.ky-ala.org)
- Networking with KYALA members during appreciation events



For questions – contact Melissa Tokar – 502.855.3831

You can sign up as a Business Partner on our website www.ky-ala.org

Partnership Opportunities



Business Partner Expo Sponsorships

- | | |
|------------------------|---------|
| ❖ Gold Level Sponsor | \$4,000 |
| ❖ Silver Level Sponsor | \$3,000 |
| ❖ Bronze Level Sponsor | \$ 600 |

A La Carte Sponsorships

- | | |
|---|-------------------|
| ❖ Kentucky Chapter Spring Educational Retreat | |
| ➤ Educational Speaker | \$1,000 |
| ➤ President of ALA National | \$1,000 |
| ➤ Underwrite Breakfast/Lunch/Dinner | \$ 500 |
| ➤ Door Prizes | \$ 200 |
| ➤ Welcome Bags (w/logo) | \$ 200 |
| ❖ Annual Education Conference Scholarship | \$1,500 |
| ❖ Region 2 Education Conference Scholarship | \$1,000 |
| ❖ Chapter Leadership Institute Scholarship | \$1,000 |
| ❖ Monthly Educational Lunch Meeting | \$ 500 |
| ❖ Holiday Party | \$1,000 |
| ❖ Community Challenge | \$ 500 |
| ❖ Ad Listing in Directory | \$50; \$75; \$100 |
| ❖ Directory Sponsor | In Kind |
| ❖ Printing Sponsor | In Kind |



Our members are encouraged to utilize Business Partner Sponsors when evaluating their needs for services and products.

Gold Level - \$4,000

(Limited Number)



❖ BUSINESS PARTNER EXPO

- Premium booth space
- Four complimentary name badges
- Acknowledged as Gold Level on all promotional material, including quarterly newsletter and website

❖ ANNUAL EDUCATION CONFERENCE SCHOLARSHIP

- Named sponsor scholarship for Chapter Member to attend conference
- Conduct drawing at the January 2010 Educational Meeting and photo in quarterly newsletter and website
- Introduction at January meeting
- Recognition of Gold Level on all promotional materials, including quarterly newsletter and website

❖ WEBSITE (www.ky-ala.org)

- Listing in Business Partner section, with company logo, a brief description of products/services and a hyper-link to website



"ALA KY Chapter is the best association I am involved with, and has absolutely maximized our return on investment on several levels. Not only has our relationship with ALA been financially rewarding for Consumers Choice Coffee Company, most importantly it has allowed me the opportunity to grow my relationships with our existing customers, and develop many new customers. I strongly recommend ALA to any company that places importance on growing their business in the legal vertical market."

-Leo Fante, Consumer Choice Coffee

Gold Level



❖ BUSINESS PARTNER COMMITTEE

- One company representative will be invited to consult with the Business Partner Committee on a quarterly basis

❖ QUARTERLY NEWSLETTER

- Full-page ad and complimentary copy of every issue
- Spotlight article in one issue (to be written by company representative)
- Listing in the Thank You to Our Business Partners ad

❖ DIRECTORY OF MEMBERS AND BUSINESS PARTNERS

- Full-page ad to include company logo and 50-word description of products/services
- Complimentary Directory
- Quarterly updates of Membership Roster via email

❖ INVITATION TO BUSINESS PARTNERS APPRECIATION RECEPTION

❖ MEMBERSHIP MAILING LABELS



For questions – contact Melissa Tokar – 502.855.3831

Silver Level - \$3,000

(Limited Number)



❖ BUSINESS PARTNER EXPO

- 6' Tabletop display space
- Three complimentary badges

❖ REGION 2 EDUCATIONAL CONFERENCE SCHOLARSHIP

- Named Sponsor of one Scholarship for a Chapter Member to attend conference

❖ WEBSITE (www.ky-ala.org)

- Listing in the Business Partner section, including company logo, a brief description of products/services and a hyper-link to website

❖ QUARTERLY NEWSLETTER

- Half-page ad and complimentary copy of every issue
- Listing in the Thank You to Our Business Partners ad

❖ DIRECTORY OF MEMBERS AND BUSINESS PARTNERS

- Half page ad to include company logo and 50-word description of products/services

❖ INVITATION TO BUSINESS PARTNERS APPRECIATION RECEPTION

❖ MEMBERSHIP MAILING LABELS



“Officeware greatly enjoys the relationship we have with ALA. We participate in the annual vendor show, holiday gatherings and community outreach programs which benefit the people of this state. ALA has certainly helped us grow our business in Kentucky's legal arena.”

-Jenny Church, Officeware

Bronze Level - \$600



- ❖ **BUSINESS PARTNER EXPO**
 - 6' Tabletop display space
 - Two complimentary badges
- ❖ **DIRECTORY OF MEMBERS AND BUSINESS PARTNERS**
 - Listing to include company logo and 50-word description of products/services
- ❖ **WEBSITE (www.ky-ala.org)**
 - Listing in the Business Partner section to include company logo, a brief description of products/services and a hyper-link to website
- ❖ **QUARTERLY NEWSLETTER**
 - Listing in the Thank You to Our Business Partners ad
- ❖ **INVITATION TO BUSINESS PARTNERS APPRECIATION RECEPTION**



Chapter activities provide the forum to be in touch with a greater number of vendors in addition to those we deal with in our firms and allow time for the development of business relationships.

A La Carte - Directory Sponsor



Provide copy/binding of the Chapter's Directory of Members and Business Partners during sponsorship period:

- ❖ **WEBSITE (www.ky-ala.org)**
 - Listing in the Business Partner section to include company logo, a brief description of products/services and a hyper-link website
- ❖ **QUARTERLY NEWSLETTER**
 - Quarter-page ad and complimentary copy of every issue
- ❖ **DIRECTORY OF MEMBERS AND BUSINESS PARTNERS**
 - Full-page ad to include company logo and 50-word description of products/services
 - Complimentary Directory
- ❖ **INVITATION TO BUSINESS PARTNERS APPRECIATION RECEPTION**



"Sponsoring ALA has allowed DTI to build a strong business base among the largest law firms in the state of Kentucky. It also offers the opportunity to build relationships that will lead to long term business in the future. I would highly recommend it to any company that is focused on the legal market!"

-Darryl Lanier, Regional Management Services Consultant, Document Technologies (DTI)

A La Carte - Printing Sponsor



Provide printed materials, including Chapter letterhead, special event invitations, event programs, etc., during the sponsorship period:

- ❖ **WEBSITE (www.ky-ala.org)**
 - Listing in the Business Partner section to include company logo, a brief description of products/services and a hyper-link to website
- ❖ **QUARTERLY NEWSLETTER**
 - Quarter-page ad and complimentary copy of every issue
- ❖ **DIRECTORY OF MEMBERS AND BUSINESS PARTNERS**
 - Listing to include company logo and 50-word description of products/services
 - Complimentary Directory
- ❖ **RECOGNITION OF SPONSORSHIP ON PRINTED MATERIALS, AS APPROPRIATE**
- ❖ **INVITATION TO BUSINESS PARTNERS APPRECIATION RECEPTION**



“Bistro 301 has participated in the ALA Vendor show since 2001. Our restaurant delivers lunches and dinners to many downtown law firms. Being at the vendor show affords us the opportunity to showcase our food to a very important target audience. We are always pleased to be there!”

-Matt Mershon, Bistro 301

A La Carte Sponsorship Opportunities



❖ Kentucky Chapter Spring Educational Retreat

- Sponsor a scholarship to the Educational Retreat.
- You will have the option of presenting the scholarship at the Retreat.
- The Retreat is held in March. Current educational topics in management, finance and technology are covered to educate our members to help them meet day to day challenges and unique issues. Various events during the Retreat - welcome reception, dinner and lunch will provide Business Partners ample opportunity for networking with legal administrators.

❖ Annual Education Conference Scholarship

- Sponsor a scholarship for a member to attend the annual conference provides a unique opportunity for our members.
- This National Conference is the legal management profession's most comprehensive event of its kind. Featuring dynamic and relevant education presented by recognized leaders in their field, the ALA Annual Conference is a 4 day event geared toward changing knowledge, developing management skills and enabling administrators to achieve greater personal growth. ALA's 3 day Exposition is a vital extension of the educational program and provides the opportunity to stay up to date on the latest technologies, find solutions to business issues, solve problems, uncover emerging trends and develop valuable resources and partnerships in the legal industry.



Together, with your support, educational conferences and the annual retreat is another way to build lasting relationships with members.

A La Carte Sponsorship Opportunities



❖ **Region 2 Educational Conference**

- A scholarship to attend the Region 2 conference is a great opportunity for a member. The Region 2 Conference, while usually closer to home and spans over fewer number of days, is packed with beneficial information sure to enhance any members position in their firm.
- The conference focuses on the skills and information vital to manage any challenge at our law firm or legal department. The educational sessions provide the tools we need to help us leave prepared, well informed, and connected to build an even stronger future for our law firm. Our business partners are an integral part of this conference, and being able to view the latest software packages, law office management services, and technology from you all in one place will save our members time, and money.

❖ **Chapter Leadership Institute Scholarship**

- The KYALA leaders have an opportunity to attend this informative weekend that is so vital to the success of the Chapter. Your sponsorship of a scholarship is yet another way to build a successful relationship with ALA leaders.
- CLI is a training and orientation event for chapter officers and leaders. It provides a unique opportunity for learning about and strengthening chapter leadership roles, sharing ideas and experiences with colleagues, expanding chapter communications network, and enhancing presentation skills.



For questions – contact Melissa Tokar – 502.855.3831

A La Carte Sponsorship Opportunities



❖ Monthly Educational Lunch Meeting

- Consider underwriting a monthly chapter meeting. You'll have an opportunity to attend the meeting and meet and greet attendees as they arrive as well as have a few minutes at the podium to tell the members about your company and product or service.

❖ Holiday Party Sponsor

- Sponsoring the Holiday Party affords you an opportunity to get to know members in a social setting that is second to none.
- Held in lieu of an educational meeting, members enjoy a relaxed atmosphere, a chance to unwind with colleagues and celebrate the season.

❖ Community Challenge

- Consider sponsoring or contributing to the KYALA community activity and partnering with the members in a very meaningful and beneficial way.
- Community Challenge is held every October. Each ALA Chapter will serve the Community in which they live and work. In past years, the Kentucky Chapter has sponsored Home of the Innocents by holding a Halloween/School Supply Party, sponsored Bears on Patrol for the LMPD, collected clothing for Dress for Success and for Wayside Christian Mission, conducted a shoe drive for Jefferson and Fayette County Public School Clothing Assistance Program as well as food collections and cash donations to the various community agencies.

❖ Advertisement listing in ALA publications



Education is the primary mission of ALA and supporting that mission helps promote a positive relationship with the chapter and its members.

Spring Educational Retreat Sponsorships



| Benefits | National President \$1,000 | Retreat Speakers \$1,000 | Breakfast/ Lunch/Dinner \$500 | Door Prizes \$200 | Welcome Bags \$200 |
|---|-------------------------------|-----------------------------|-------------------------------------|----------------------|-----------------------|
| Invitation To Event | √ | √ | √ | | |
| Recognition On All Promotional Materials | √ | √ | √ | √ | √ |
| Listing In Quarterly Newsletter | √ | √ | √ | | |
| Listing In Chapter Directory Of Members And Business Partners | √ | √ | | | |
| Complimentary Copy Of Directory | √ | √ | | | |
| Business Partners Appreciation Reception | √ | √ | √ | | |
| Introduction Of Company And Speaker | √ | √ | | | |
| Table Displaying Promotional Materials | √ | √ | | | |



Second only to the Business Partner Expo in member participation. Excellent opportunity to network with KYALA members.

Sponsorships



| Benefits | Annual Education Scholarship \$1,500 | Region 2 Educational Conference \$1,000 | Chapter Leadership Institute Scholarship \$1,000 | Holiday Party \$1,000 |
|---|---|--|---|--------------------------|
| Invitation To Present Scholarship | √ | √ | √ | √ |
| Named Sponsor | √ | √ | √ | √ |
| Recognition On All Promotional Material | √ | √ | √ | √ |
| Listing In Quarterly Newsletter | √ | √ | √ | √ |
| Listing In Chapter Directory Of Members And Business Partners | √ | √ | √ | √ |
| Complimentary Copy Of Directory | √ | √ | √ | √ |
| Business Partners Appreciation Reception | √ | √ | √ | √ |



The investment a vendor makes in a relationship with an administrator is far broader than making the sale. A good relationship will reap benefits for the vendor in both the short term and in the long term. Consider it an investment.

Sponsorships



| Benefits | Monthly Educational Lunch Meeting | | Community Challenge | Website Ad Listing | | |
|--|-----------------------------------|------------|---------------------|--------------------|-------------|-----------------|
| | \$500 Speaker | \$500 Meal | \$500 | \$50 ¼ page | \$75 ½ page | \$100 Full page |
| Invitation To Event | √ | √ | √ | | | |
| Recognition On All Promotional Materials | √ | √ | √ | | | |
| Introduction Of Company | √ | √ | | | | |
| Listing In Quarterly Newsletter | √ | √ | √ | | | |
| Listing To Include Company Logo And 50 Word Description Of Products And Services And A Hyper-link To Website | | | | √ | √ | √ |
| Complimentary Copy Of Directory | | | | | | |
| Business Partners Appreciation Reception | √ | √ | √ | | √ | |



We're in this together, and need each other to be successful. Why not work toward a *mutually beneficial outcome*?

2010 Business Partner Sponsorship Form



| Sponsorship | Cost | Selection | Sponsorship | Cost | Selection |
|-----------------------------------|---------|-----------|--|-----------------|-----------|
| Gold Level Sponsor | \$4,000 | | Annual Education Conference Scholarship | \$1,500 | |
| Silver Level Sponsor | \$3,000 | | Region 2 Education Conference Scholarship | \$1,000 | |
| Bronze Level Sponsor | \$600 | | Chapter Leadership Institute Scholarship | \$1,000 | |
| Spring Educational Retreat | | | Monthly Educational Lunch Meeting (speaker/meal) | \$500 | |
| Educational Speaker | \$1,000 | | Holiday Party | \$1,000 | |
| President Of ALA National | \$1,000 | | Community Challenge | \$500 | |
| Breakfast/Lunch/Dinner | \$500 | | Ad Listing in Directory | \$50/\$75/\$100 | |
| Door Prizes | \$200 | | Directory Sponsor | In Kind | |
| Welcome Bags (w/Logo) | \$200 | | Printing Sponsor | In Kind | |

*Sponsorship year runs from January 1, 2010 to December 31, 2010



Cancellations: If space is canceled by an exhibitor on or before January 15, 2010, a refund will be made less a 50% service charge based upon the full cost of the space contracted. There will be no refunds made to companies canceling after January 15, 2010. Any space not occupied by Sunday, May 2, at 5 p.m. for which special arrangements have not been made may be reassigned by ALA without obligation to make a refund. All cancellations must be in writing.

2010 Business Partner Directory Information Form



Please provide the following information:

Company Name:

(As you want it to appear on all Chapter promotional materials)

Primary Contact Name:

Primary Contact Address:

Primary Contact Phone:

Primary Contact Fax:

Primary Contact Email:

Key Services:

- 1) _____
- 2) _____
- 3) _____

(50 words or less about your company)

Send completed form with your sponsorship choice, along with your 50% deposit (checks payable to Kentucky Chapter Association of Legal Administrators), by December 31, 2009 to Melissa Tokar, Napier Gault Keith PLC, 1400 Starks Building, 455 S. Fourth Street, Louisville, KY 40202; Please email your company logo to Melissa at mtokar@napiergaultlaw.com



www.ky-ala.org