



2010 Business Partnership Program

Atlanta Association of Legal Administrators
PO Box 79019, Atlanta, GA 30357-2019
(770) 846-3402
www.atlanta-ala.com

Founded in 1971, the Association of Legal Administrators is an international organization of more than 10,000 members representing more than 20 countries.

The Atlanta Chapter, founded in 1977, provides quality educational programs and a variety of information resources on the local level. The Atlanta Chapter serves approx. 250 members.

The Association of Legal Administrators' mission is to "promote and enhance the competence and professionalism of all members of the legal management team; improve the quality of management in law firms and other legal service organizations; and represent professional legal management and managers to the legal community and to the community at large."



November 1, 2009

Dear Current and Potential Business Partners:

As 2009 winds down, the Atlanta Association of Legal Administrators (AALA) is completing another successful year. Our membership grows stronger and more active. We are one of the largest chapters in the 10,000+ member International Association of Legal Administrators and we continue to win numerous chapter awards each year. Thanks, in part, to the support of our Business Partners, the Atlanta chapter has been a "Platinum" level chapter, which is the highest level a chapter can achieve, since 2003.

Vital to our success is the involvement and support of our Business Partners, which, over the course of many years, have been both rewarding and truly beneficial to the chapter. We look forward to maintaining past relationships and forging new ones.

It is with this in mind, that we are pleased to announce the ***2010 Business Partner Program***. Recognizing the important role vendors play in our firms, the AALA has created a partner-based relationship with our vendors, which provides mutual benefits to our members, chapter and vendors. Because of the nature of this relationship, we consider our vendors to be Business Partners and have created the Business Partner Program. As a Business Partner, your organization will enjoy exclusive opportunities to interact with our chapter members through numerous networking events, recognition opportunities, educational offerings and much more. To meet all our Business Partners' needs, we offer several different levels of partnership opportunities.

Your opportunity for sponsorship enrollment occurs only once each year and for a limited time (November – January 2010), so do not miss your chance to become a valued Business Partner with the AALA. Make your commitment today!

The goals of the Atlanta Chapter:

Provide on a regular basis quality educational opportunities for our members;

Create an awareness among our members of our Mission Statement, goals and Code of Ethics;

Enhance the visibility and credibility of the profession and the Association through activities such as community service projects and alliances with bar associations and other law-related professional associations;

Provide mentors for new members, especially those new to the legal community;

Improve and strengthen the flow of information through the Local, Regional and National organizations to, and from, the members of the Chapter;

Recruit and retain members throughout the Georgia legal community;

Maintain an economic base for the Chapter;

Foster professional alliances with our vendor sponsors.

In 2010, we are adding two new opportunities for face-time with some of our members. We know how important Business Partners are to our organization. Without you we could not offer the outstanding educational line-up to our members, nor send members to ALA Educational Conferences each year. Beginning this November, we want to take the time to appreciate YOU, and all the volunteers of AALA at our first annual Business Partner Appreciation Event!

The second opportunity will come in the first quarter of 2010 when we offer a Meet & Greet with the incoming & outgoing AALA Boards and Committee/Section Chairs. This will give our Silver Level & up Sponsors an opportunity to get to know the AALA Leadership a little better and discover ways to maximize your benefits with AALA to get the most out of your AALA partnership.

Many of you have participated in this partnership program for a number of years. If so, you have already learned the value this program affords your organization; i.e., participation at numerous AALA events; recognition and listings on our chapter website and in our electronic communication to our members; access to our membership contact information; and let's not forget the premier event of the year, the annual Business Partnership Luncheon. We appreciate your recognition of this worthwhile partnership and encourage you to continue your participation as a 2010 Partner.

For those of you who have not participated in this program in the past, I urge you to consider the value to your business by partnering with AALA. We are holding our pricing for 2010. We know the economy has put a strain on Business Partners as well as Members. Our Business Partnership Luncheon is our premier event. Sponsoring a table at that event is \$1000 for attendees who are not participants in the Business Partnership Program. For only \$2000 you can become a Bronze Level partner and receive numerous other benefits in addition to guaranteed attendance at the Business Partnership Luncheon.

We look forward to a long and mutually rewarding relationship. We appreciate your time, interest and involvement with our chapter. Please call Jeff Hamrick at (404) 923-9095 with any questions regarding the 2010 AALA Business Partnership Program.



Benefits & Rewards of Business Partnership

2010 Business Partnership Program

	Titanium \$10,000 Limit 1	Platinum \$7,500 Limit 2	Diamond \$6,000 Limit 3	Gold \$5,000 Limit 7	Silver \$3,000 No Limit	Bronze \$2,000 No Limit
Guaranteed Exhibit Space at Business Partnership Luncheon with Option to Buy-Up One Person for an Additional Cost	5 reps & Location Choice	4 reps & Location Choice	3 reps	3 reps	2 reps	1 rep
Invitation to Sponsor One Monthly Chapter Luncheon Including Verbal Acknowledgement During Sponsored Luncheon	Yes	Yes		Yes		
Invitation to Two Chapter Social Events	3 reps	2 reps	2 reps	2 rep		
Invitation to Chapter Holiday Lunch	3 reps	2 reps	2 reps			
Invitation to Meet & Greet with the Incoming / Outgoing Boards & Committee / Section Chairs in early 2010	1 rep	1 rep	1 rep	1 rep	1 rep	
Invitation to AALA Appreciation Event	1 rep	1 rep	1 rep	1 rep	1 rep	1 rep
Invitation to be on the Vendor Partnership Luncheon Committee	1 rep	1 rep	1 rep			
Invitation to be on the Gene Henson Scholarship Committee	1 rep	1 rep				
Invitation to Community Service Projects	Yes	Yes	Yes	Yes	Yes	Yes
Ability to Sponsor Monthly Study Group Meeting	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to Annual Business Partner Focus Group Meeting	Yes	Yes	Yes	Yes	Yes	Yes

Questions? Contact:
 Jeff Hamrick
 Vendor Relations Director
 Epstein Becker & Green, PC
 Phone: 404-923-9095
 Email: jhamrick@ebglaw.com



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	Titanium \$10,000 Limit 1	Platinum \$7,500 Limit 2	Diamond \$6,000 Limit 3	Gold \$5,000 Limit 7	Silver \$3,000 No Limit	Bronze \$2,000 No Limit
Right of First Renewal for Current Business Partners*	Yes	Yes	Yes	Yes		
Listing in Annual Business Partner Directory by Sponsorship Level and Industry Distributed to all AALA Members	Yes	Yes	Yes	Yes	Yes	Yes
Copy of AALA Membership Directory (quarterly via spreadsheet)	Yes	Yes	Yes	Yes	Yes	Yes
Member Attendee Listing for the Luncheon you sponsor by Request	Yes	Yes	Yes	Yes		
Member Attendee Listing for the Business Partner Luncheon by Request	Yes	Yes	Yes	Yes	Yes	Yes
Signage at Business Partnership Luncheon Indicating Sponsorship Level	Yes	Yes	Yes	Yes	Yes	Yes
Verbal Acknowledgement by President at Business Partner Luncheon	Yes	Yes				
Business Partner Expo Guide Handed Out at Business Partner Luncheon	Yes	Yes	Yes	Yes	Yes	Yes
AALA Connection Newsletter Subscription	Yes	Yes	Yes	Yes	Yes	Yes
Logo featured prominently in AALA Connection Newsletter as a Business Partner	Yes	Yes	Yes	Yes	Yes	


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* Right of Renewal expires one week after opening of registration.

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Customized AALA Business Partner logo to use in your own marketing 	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to Provide Feature AALA Connection Newsletter Article	Yes	Yes	Yes			
Customizable interactive business directory listing by industry on the AALA Website	Yes	Yes	Yes	Yes	Yes	
Listing on website by sponsorship level	Yes	Yes	Yes	Yes	Yes	Yes
Logo to Prominently Appear on AALA website homepage	Yes	Yes	Yes			
Business Partner Spotlight on home page of www.atlanta-ala.com (month of sponsored luncheon)	Yes	Yes		Yes		
Business Partner Spotlight on home page of www.atlanta-ala.com (December)			Yes			
User Level Access to Website	Yes	Yes	Yes	Yes	Yes	Yes
Logo to appear as the sponsor of the AALA Weekly, AALA Monthly and AALA Connection (quarterly) e-Newsletters			Yes			
Name to appear as an Electronic Communications sponsor on all messages from the email exchange/forum.			Yes			

Questions? Contact:
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**AAALA
2009-2010
Board of Directors**

Marianne Lawhead
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Dina Wolfe
President-Elect

Carol Coombs
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Sheri Rowand
Director of Newsletter

Amanda Davis
Director of eCommunications

Jennifer Brinkley
Chapter Manager

www.atlanta-ala.com



IMPORTANT INFO & NEXT STEPS

❶ Review the benefits and rewards of our Business Partner Sponsorship Program to select the best Sponsorship Level for your company.

❷ Complete your enrollment form.

❸ Mail Enrollment to:

Jeff Hamrick
Epstein Becker & Green, PC
Resurgens Plaza, Suite 2700
945 East Paces Ferry Road
Atlanta, GA 30326-1380

**Don't miss your opportunity
to partner with the AALA!**

**Enrollment in our
Business Partner Program
occurs only once a year.**

IMPORTANT DATES

Right of First Renewal:

Current Business Partners are guaranteed renewal at current Sponsorship Levels until **November 8, 2009**. Starting **November 9, 2009**, upgrades, changes and new Business Partner commitments will be honored on a first received basis.

November 2: Sponsorship Program Available

November 8: Sponsorship Right of First Renewal Commitment Due

January 15: All Sponsorship Commitments & Payments Due

January 1: Sponsorship Program Begins

By partnering with AALA, Business Partners and chapter members have the opportunity to develop strong relationships.

The goal of the Vendor Relations Committee is very simple - to enhance member relationships with Business Partners. It is equally important to us that no Vendor organization feel excluded from this opportunity. The Vendor Relations Committee and the AALA Board of Directors constantly seek opportunities to enhance our Business Partnership Program.

2010 Business Partner Enrollment Form

Contact Name _____

Company _____

Address _____

City, State, Zip _____

E-Mail _____

Telephone _____

Website _____

AALA Sponsorship Opportunities

- Titanium Level, \$10,000, Limit 1
- Platinum Level, \$7,500, Limit 2
- Diamond Level, \$6,000, Limit 3
- Gold Level, \$5,000, Limit 7
- Silver Level, \$3,000, No Limit
- Bronze Level, \$2,000, No Limit

Please return form with payment to:

**Atlanta Association of
Legal Administrators
c/o Jeff Hamrick
Epstein, Becker & Green, PC
Resurgens Plaza, Suite 2700
945 East Paces Ferry Road
Atlanta, GA 30326-1380
Fax: (404) 869-5439**

Credit Card Payments: _____ AmEx _____ MasterCard _____ Visa

Name on Card: _____

Account Number: _____

Expiration Date: _____ Amount to be Charged: _____

Signature: _____

Upon receipt of your commitment, you will receive instructions regarding directory listing.

