



2012 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, 2011

Dear Current and Potential Business Partners:

Thank you for your consideration of sponsorship for the Atlanta Association of Legal Administrators. As 2011 is coming to a successful close we are happy to report that our membership grows stronger and more active. We are one of the largest chapters in the 10,000+ member Association of Legal Administrators and are continuously recognized as a leader in providing outstanding resources for our membership and business partners alike. Because of this and the support of Business Partners like you, the Atlanta chapter has received the honor of being a Platinum level chapter from ALA since 2003; a designation which takes a great deal of effort to achieve.

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 ***2012 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 2012), so do not miss your chance to become a valued Business Partner with the AALA. Make your commitment today!

Benefits & Rewards of Business Partnership

2012 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 \$2,250 No Limit
Guaranteed Exhibit Space at Business Partnership Expo 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	3 reps	2 reps		2 reps		
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 2011	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 Expo 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:
Joe McAdams

Vendor Relations Director
The Weathington Firm, P.C.

Phone: 404-524-1600

Email: jmcadams@atlanta-ala.com



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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 Expo by Request	Yes	Yes	Yes	Yes	Yes	Yes
Signage at Business Partner Expo Indicating Sponsorship Level	Yes	Yes	Yes	Yes	Yes	Yes
Verbal Acknowledgement by President at Business Partner Expo	Yes	Yes				
Inclusion in Business Partner Expo Guide Handed Out at Business Partner Expo	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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 Phone: 404-524-1600
 Email: jmcadams@atlanta-ala.com



* *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	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			

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 jmcadams@atlanta-ala.com



**Bronze Level Sponsors only may elect to opt-out of the interactive directory listing for a reduced price.*

**AAALA
2010-2011
Board of Directors**

Will Lee
President

Elenal Lee
President-Elect

Dina Wolfe
Past President

Joe McAdams
Director of Vendor Relations

Betsy Wells
Treasurer

Sarah Turner, CLM
Secretary

Kim Austin
Director of Membership

Amanda Davis
Director of Newsletter

Michael Steele
Director of eCommunications

Jennifer Brinkley
Chapter Manager

www.atlanta-ala.com

IMPORTANT INFO & NEXT STEPS

- 1 Review the benefits and rewards of our Business Partner Sponsorship Program to select the best Sponsorship Level for your company.
- 2 Complete your enrollment form.
- 3 Mail Enrollment to:
Joe McAdams
The Weathington Firm, P.C.
191 Peachtree St, NE
Suite 3900
Atlanta, GA 30303

**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 15, 2011**. Starting **November 16, 2011**, upgrades, changes and new Business Partner commitments will be honored on a first received basis.

November 1: Sponsorship Program Available

November 15: Sponsorship Right of First Renewal Commitment Due

January 31: 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.

2012 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, \$2,250, No Limit
- __ Opt-out of interactive directory listing
Bronze Level only- Reduce cost by \$250*

Credit Card Payments: ____ AmEx ____ MasterCard ____ Visa

Name on Card: _____

Billing Address: _____

Account Number: _____

Expiration Date: _____ Amount to be Charged: _____

Signature: _____

Please return form with payment to:

**Atlanta Association of
Legal Administrators
c/o Joe McAdams
The Weathington Firm, P.C.
191 Peachtree St, NE
Suite 3900
Atlanta, GA 30303
Fax: (404) 524-1610**

