



ALA East Bay Business Partner Sponsorship

We invite you to become our valued Business Partner!

Thank you for your interest in partnering with East Bay Chapter of the Association of Legal Administrators! The Association of Legal Administrators, founded in 1971, is a non-profit organization supporting professionals in the business of law and represents nearly 10,000 members worldwide. Members are from private law firms, corporations, government and other legal organizations. The East Bay Chapter, chartered in 1990, currently has about 45 members from Contra Costa and Alameda Counties.

Both the Association and the Chapter provide educational programs, networking opportunities, information on the latest products in the legal industry, and other resources to help our members carry out their management and administrative duties. With support from our business partners, our Chapter is able to provide our members with high quality programs, conference scholarship opportunities, networking opportunities, community involvement, and *your* business services and products.

Partnering with our organization is a great opportunity for you to reach our members who are their organizations' decision makers, develop brand familiarity, and build strong relationships with local managers in the legal field. As a chapter sponsor, you will receive opportunities to communicate with our members via promotional listings on our chapter website, visibility at chapter functions, attendance at networking events, and educational programs. As our valued business partner, we want to help you promote your products and services to our members because the right products and services are key to *our* success in managing our firms.

Attached you will find a summary of our sponsorship benefits and pricing. If you are interested in becoming a Partner of the East Bay Chapter, please complete the sponsorship application form and return it with your payment.

Sponsorships will be accepted ***on a first-come-first served basis upon receipt of Application and Payment.*** If you are interested in the *Mt. Diablo* or *Oak* levels of sponsorship, please note that they are limited to five and ten sponsors respectively, and upon receipt of application and payment.

Please visit our website regularly at www.ebala.org to keep informed about the Chapter's activities. More information about the Association of Legal Administrators parent organization can be found at www.alanet.org.

We greatly appreciate your support of the East Bay Chapter of the Association of Legal Administrators and look forward to developing a long term relationship with you. If you have any questions or concerns, or would like information on how you can become more involved with EBALA, please do not hesitate to contact us.

Best regards,

East Bay Chapter ALA

Tina Riehl
Business Partner Chair
Briscoe Ivester & Bazel LLP
businesspartnerchair@ebala.org



ALA East Bay Business Partner Application

Thank your interest in partnering with the ALA East Bay Chapter. Your sponsorship enables us to provide educational programs, networking opportunities, and your business services to our chapter members! As a Chapter Business Partner, we hope the many benefits of sponsorship will be valuable to your business, and we hope you develop many relationships along the way. *Andrea Everage, Laughlin Falbo Ley & Moresi – Chapter President 2017/2018*

CONTACT INFORMATION

Primary Contact:	
Company Name	
Address	
Phone/Email/Website	
Type Of Service Provided	

SPONSORSHIP LEVEL

- Mt. Diablo** \$2,500 (5 Sponsorships Available)
- Oak \$1,500** (10 Sponsorships Available)
- Grapes to Wine** \$1,000 (Unlimited Sponsorships Available)

DIRECTORY AND WEBSITE LISTING (if different than contact information)

Contact Name	
Business Name	
Address	
Phone & email	
Website	

REGISTRATION CHECKLIST - HAVE YOU FORGOTTEN ANYTHING?

- Application with sponsorship selection - Registration will be processed on a first come, first served basis upon receipt of Application & Payment. **Sponsorship is not guaranteed until payment is received.**
- Complete contact information for website
- Check made payable to "East Bay Chapter of ALA"
- Company logo in jpg format

PLEASE RETURN REGISTRATION, GRAPHICS & PAYMENT BY JANUARY 2, 2017 TO:

Contact: Tina Riehl, Business Partner Chair
businesspartnerchair@ebala.org, 925.941.3222

Payable To: East Bay Chapter of ALA
Remittance Address: EBALA, c/o Tina Riehl, Briscoe Ivester & Bazel LLP
 155 Sansome Street, Seventh Floor, San Francisco, CA 94104



FREQUENTLY ASKED QUESTIONS FOR BUSINESS PARTNERS

We genuinely appreciate your sponsorship of the East Bay Chapter of the Association of Legal Administrators to bring value to our local members and to your business. EBALA prides itself in its efforts to introduce our business partners to our members who are often their organizations' decision makers. The right products and service are key to our success in managing our firms. When you are successful, we are successful.

Name of the Chapter/Acronym: The Association of Legal Administrators is an international association with its headquarters in Chicago, Illinois. Membership is divided into six regions with nearly 100 active chapters providing local membership benefits. Our Chapter belongs to Region 6 which includes Arizona, California and Nevada.

We are formally called the "East Bay Chapter of the Association of Legal Administrators (EBALA)." We are under the Association umbrella but operate independently of other chapters with separate sponsorship programs. We identify ourselves as *East Bay Chapter of the Association of Legal Administrators*. For more information about ALA chapters, visit alanet.org/membership/chapters.

Board Term of Office - April 1st: Led by the Chapter President, EBALA seats a Board of Directors and Committee Chairs annually to provide leadership and manage the activities of the chapter in accordance with the Mission and Bylaws of the parent organization. Our Board serves a term of office that begins April 1, while our annual business partner sponsorship begins January 1. This staggered timing allows the Board to transfer into their positions and prepare materials and programs for the next sponsorship season. As a result, you will be getting to know two Boards within your sponsorship term.

ALA Membership/Business Partner Sponsorship: According to Association Bylaws, business partners are not eligible for *membership* in the ALA. In this organization, business partners are welcome to *sponsor* our chapter, and participation of sponsors is based on the level you choose as outlined in the chapter's annual business partner sponsorship program. This may be different than other associations you are involved with and other events you attend regularly. When contacting members, be sure to mention that you are a business partner of the East Bay Chapter ALA so that members know you are affiliated with the chapter and support the ALA and our profession.



FREQUENTLY ASKED QUESTIONS FOR BUSINESS PARTNERS

Demographics/Participation: The East Bay Chapter currently has just under 45 members. Most of our members are with law firms and legal departments located in Contra Costa and Alameda Counties. This presents a geographic challenge for the Board in finding convenient locations for members to participate in person. Approximately 20% actively participate in person at any given lunch seminar or networking event, which is similar to other ALA Chapters of our size.

Relationship Building: Many of our long time sponsors would probably agree that it takes a bit of patience in the beginning to get to know the Board and regular members, and to build relationships. We hear sales pitches every day. Our best advice for your success as a business partner is to attend networking activities and lunch programs (as eligible) with the goal of getting to know chapter members and industry trends. We value your skills and knowledge, and we depend on you when needs arise. Let us know what you do, but we prefer to get to know you personally so that when a need does arise, we know who to contact.

And please don't forget to get to know our other Business Partners! We see it in practice over and over. YOU are a great resource for one another on the front lines working with the same contacts, and you know more about the legal industry than many members. Get to know one another so that you can assist each other when a need arises as well.

Networking events: The chapter also holds about four networking events each year, plus the holiday luncheon. Invitations are based on level of sponsorship. Some of our previous events include Spring and Summer Socials at restaurants, Morning In The East Bay Educational Conference and more.

Community Service: The Association of Legal Administrators encourages its members to support their local communities. The ALA is built on the success of a strong volunteer network and understands how volunteerism is important in improving our local communities. With this goal in mind, the ALA developed a program in 1999 - now known as **Community Connection** - to allow members to contribute time and resources to their communities throughout the year. The East Bay Chapter participates each year by supporting charitable organizations in the East Bay area and invites business partners to join with us in our effort.



FREQUENTLY ASKED QUESTIONS FOR BUSINESS PARTNERS

LinkedIn: The chapter has a LinkedIn group for members and business partners. Business partners are encouraged to post articles and discussion topics in the area of management and leadership and other topics of interest to legal managers. To keep members engaged in this forum, please refrain from providing marketing materials or other posts that overtly sell your products and services.

Newsletter/Articles: The chapter publishes a quarterly newsletter. Articles written by business partners are included in your partnership, depending upon your level of sponsorship.

Parent Association Resources: The parent organization of the Association provides a number of resources for business partners. To help foster stronger working relationships between the ALA and the business partner community, the Association established a Business Partner Relations Committee (made of member representatives) and Business Partner Advisory Panel (made up of vendor representatives). Together the two groups prepared guidelines and objectives guidelines entitled, "**Mutually Beneficial Relationships: Performance Guidelines for ALA Members and Chapters and Legal Industry Consultants and Business Partners,**" to help members and business partners to develop productive working relationships.

Parent Association Resources can be found at <http://www.alanet.org/marketing-opportunities/legal-marketplace>

Chapter remittance address: EBALA, c/o Tina Riehl, Briscoe Ivester & Bazel LLP,
155 Sansome Street, Seventh Floor, San Francisco, CA 94104

Chapter email address: businesspartner@ebala.org.

HAVE FUN! We are a closely knit group and enjoy each other's company. We will do our very best to make you feel welcome and enjoy your time with us.