



## Northern Virginia Chapter

The Northern Virginia Chapter of the Association of Legal Administrators (“ALA”) would like to invite you to participate in our 2017 Business Partnering Program. The Chapter recognizes the benefits of establishing business partners to increase membership awareness of new products and services and build upon our local business relationships. Our business partners will have the opportunity to network with our members at Chapter meetings and at other business partner sponsored events. We look forward to maintaining past relationships and building new ones.

Positive business relationships are vital to law firms and the ALA. Selecting the right products and services is an essential element of law firm administration. Business partner relationships are important for legal administrators, as we conduct the daily aspects of our jobs and build our knowledge about products, trends and changes in the industry. Building positive relationships between business partners and law firm administrators is our focused goal. In addition to all the valuable rewards our business partners provide to our Chapter, this provides an important opportunity for our business partners to network with other local vendors to build upon our legal community.

The Northern Virginia Chapter of the ALA is comprised of law firm administrators, managers and specialists whose responsibilities include human resources, finance, facilities, office services, records management and information technology. The mission of ALA is to improve the quality of management in legal service organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

We invite you to be a part of our Business Partnering Program. Our goal is to partner with you and provide you with networking opportunities and potential new business from our members. In turn, we will be educated on your products and services that will assist us in making the best decisions for the needs of our firms. Our Business Partnering Program is a twelve-month calendar year program. We invite you to check out our website for more information on our Chapter and our activities at [www.alanova.org](http://www.alanova.org).

We look forward to another rewarding year with our Business Partnering Program and enhancing our relationship with our business partners. Please feel free to contact me at 703-525-1200 or email Megan Pfeifle or email [mpfeifle@sherandcummings.com](mailto:mpfeifle@sherandcummings.com) if you have any questions.

Very truly yours,

Megan Pfeifle, aPHR  
President  
Northern Virginia Chapter of the Association of Legal Administrators



## 2017 Business Partnering Program

The annual sponsorship levels are as follows:

|                                |                          |  |
|--------------------------------|--------------------------|--|
| <b><u>PLATINUM</u></b> Level   | \$3,500.00<br>(Limited*) | <p>Exclusive sponsorship of one monthly chapter meeting to include a 15-minute presentation to share your industry product or service; one year full page advertisement in the chapter newsletter; access to membership list; vendor spotlight in one chapter newsletter; invitations to all special chapter sponsored events; exclusive invitation to October Summit.</p> <p>White papers contribution to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; A news update posted to our chapter Website 1x per month, with a cross-post to our chapter LinkedIn; Recognition of sponsorship on chapter website with logo (front page rotation; listing page).</p> <p>Can attend up to three chapter meetings as a guest (please check website for dates, times and announcements).</p> |
| <b><u>GOLD</u></b> Level       | \$3,000.00<br>(Limited*) | <p>Shared sponsorship of one monthly chapter meeting to include a 10-minute presentation to share your industry product or service; one year 1/2 page advertisement in the chapter newsletter; invitations to special chapter sponsored events.</p> <p>White papers contribution to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; A news update posted to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; Recognition of sponsorship on chapter website with logo (front page rotation; listing page).</p> <p>Can attend up to three chapter meetings as a guest (please check website for dates, times and announcements).</p>  |
| <b><u>SILVER</u></b> Level     | \$2,500.00<br>(Limited)  | <p>Shared sponsorship of one monthly chapter meeting to include a 10-minute presentation to share your industry product or service; one year 1/4 page advertisement in the chapter newsletter; invitations (limited to two guests per event) to all special chapter sponsored events.</p> <p>White papers contribution to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; A news update posted to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; recognition of sponsorship on chapter website with logo (Front page rotation; listing page).</p> <p>Can attend up to two chapter meetings as a guest (please check website for dates, times and announcements).</p>  |
| <b><u>BRONZE</u></b> Level     |                          | ----   |
| <b><u>FRIENDSHIP</u></b> Level |                          | ----   |

---- SEE PAGE 3 FOR BRONZE AND FRIENDSHIP LEVELS ----

|                                |                          |   |
|--------------------------------|--------------------------|---|
| <b><u>BRONZE</u></b> Level     | \$1,400.00<br>(Limited*) | <p>Shared sponsorship of one monthly chapter meeting to include a 10-minute presentation to share your industry product or service at a shared monthly chapter meeting; invitation (limited to two guests per event) to all special chapter sponsored events; recognition of sponsorship on chapter website and logo (Listing page).</p> <p>White papers contribution to our chapter website 1x per month, with a cross-post to our chapter LinkedIn; A news update posted to our chapter website 1x per month, with a cross-post to our chapter LinkedIn.</p> <p>Can attend up to two chapter meetings as a guest (please check website for dates, times and announcements).</p> |
| <b><u>FRIENDSHIP</u></b> Level | \$700.00<br>(Unlimited)  | <p>Recognition of sponsorship on chapter website with logo (listing page); white papers contribution to our chapter website 1x per quarter; A news update posted to our chapter website 1x per quarter.</p> <p>Limited invitation to special chapter sponsored event; can attend one chapter meetings as a guest (please check website for dates, times and announcements).</p>   |

\* We value the opportunity to partner with you. Our Business Partner program is limited at the top four levels on a first-come first-serve basis in order to accommodate the Chapter meeting schedules.



# Northern Virginia Chapter

## 2017 Business Partnering Registration Form

|                |  |          |  |
|----------------|--|----------|--|
| Contact Name:  |  |          |  |
| Email Address: |  |          |  |
| Company Name:  |  | Tax ID#: |  |
| Address:       |  |          |  |
|                |  | Website: |  |
| Industry:      |  |          |  |
| Phone Number:  |  | Logo:    | All "Level" Selections, please send company logo to:<br>mpfeifle@sherandcummings.com |

The Northern Virginia Chapter of the Association of Legal Administrators is pleased to announce its 2017 Business Partnering Program. We appreciate your support in our continued efforts to build a stronger network among the legal community. You are encouraged to visit our website [www.alanova.org](http://www.alanova.org) to learn more about our Chapter.

Please choose one of the following sponsorship packages:

- PLATINUM** Level (Limited\*) \$3,500.00
- GOLD** Level (Limited\*) \$3,000.00
- SILVER** Level (Limited\*) \$2,500.00
- BRONZE** Level (Limited\*) \$1,400.00
- FRIENDSHIP** Level (Unlimited) \$ 700.00

For those organizations participating at the Platinum, Gold, Silver and Bronze level, please select your first, second and third choices for your Presentation to Share your Industry Product or Service. We will make every effort to accommodate your request:

|                          |                |                          |               |
|--------------------------|----------------|--------------------------|---------------|
| <input type="checkbox"/> | February 2017  | <input type="checkbox"/> | March 2017    |
| <input type="checkbox"/> | April 2017     | <input type="checkbox"/> | May 2017      |
| <input type="checkbox"/> | June 2017      | <input type="checkbox"/> | July 2017     |
| <input type="checkbox"/> | September 2017 | <input type="checkbox"/> | November 2017 |

\* These dates maybe subject to change

Please return this form, along with a check payable to: **Northern Virginia Chapter of ALA**

**Benjamin S Sotelo, Treasurer**  
Vaughan, Fincher & Sotelo, PC  
8609 Westwood Center Drive Suite 400  
Vienna, VA 22182  
(703) 506-1810 (phone) (703) 506-1850 (fax)

\*Participation is on a first-come, first-serve basis. The entitlement is from February 1, 2017 to January 31, 2018 as specified in the individual levels.