



Northern Virginia *Chapter*



2020 Business Partner Guide to Northern Virginia ALA Sponsorship Opportunities

This package contains detailed information about sponsorship opportunities available and was assembled to benefit our Business Partners.

Sponsor levels will be sold on a first come, first serve basis.

Business Partner registration for the current year will begin on December 1, 2019.



Northern Virginia Chapter

The Northern Virginia Chapter of the Association of Legal Administrators (“ALA”) would like to invite you to participate in our 2020 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.

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 703-883-0880 or email at amoellendick@brigliahundley.com or Megan Pfeifle at 703-865-7480 or email at megan@cookcraig.com or Ben Sotelo at 703-506-1810 or email at bsotelo@vfspc.com if you have any questions.

Very truly yours,

Amanda Moellendick

President, Northern Virginia Chapter of the Association of Legal Administrators

	Platinum \$5,000 (Limit 1)	Gold \$3,500 (Limit 4)	Silver \$2,800 (Limit 5)	Bronze \$1,700 (Limit 9)	Friendship \$850 (Unlimited)
MEETINGS & EVENTS					
Exclusive Sponsorship of one-chapter meeting — recognition on invitation, allowed to provide attendees with marketing materials & company information	X				
Shared Sponsorship of one-chapter meeting – recognition on invitation, allowed to provide attendees with marketing materials & company information		X	X	X	
Attend Monthly Chapter Meeting as a guest	Unlimited	6 meetings	4 meetings	2 meetings	1 meeting
Invitation to all special chapter sponsored events	2 REPS	2 REPS	1 REP	1 REP	
Limited invitation to special chapter sponsored event					1 REP
Receipt of attendee list for events - Emails	X	X	X		
Access to the chapter member listing with updates	X	X			
CHAPTER WEBSITE					
Recognition as chapter sponsor and placement of company logo on NOVA ALA Website – Page 1	X				
Recognition as chapter sponsor - placement of company logo on NOVA ALA Website – Page 1 (Rotation Spot)	X	X	X		
Recognition as chapter sponsor – Business Partner Listing page with logo	X	X	X	X	X
NEWS POSTINGS					
White paper Contribution to the chapter website	2/month	1/month	1/month	1/month	1/quarter
White paper cross post to chapter LinkedIn/Twitter page	X	X	X	X	
News update posted to chapter website	2/month	1/month	1/month	1/month	1/quarter
News update posted to chapter LinkedIn Page	X	X	X	X	

BP Spotlight in Monday Mailer – Maximum per issue 2 spots; will not be with competitor	X	X	X	X	
STATEWIDE RETREAT					
Credit toward 2020 Virginia Statewide Retreat Sponsorship	\$600	\$500	\$300	\$200	\$0

- Chapter meetings and other events – please check website for dates, times and announcements
- 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.

A LA Carte Pricing

(These items are available for additional purchase with your purchase of a sponsorship level)

Additional representative attendance at a chapter meeting	\$30
Additional guest pass to attend chapter meetings not included in the package	\$20
Additional representative attendance at a special chapter function (August Crab Feast or December Holiday Lunch)	\$50
Exclusive Sponsorship of August Crab Feast or Holiday Luncheon (Includes announcement of sponsorship at function, logo on invitations; allowed to provide literature at function)	\$500
Exclusive Sponsor of Chapter Social Event Happy Hour, other function approved by Board of Directors – (previous events include Escape Room, Paint and Sip Event & Murder Mystery Happy Hour)	\$600
Shared Sponsor of Chapter Social Event Happy Hour, other function approved by Board of Directors – (previous events include Escape Room, Paint and Sip Event & Murder Mystery Happy Hour)	\$300
Lunch Sponsorship for (IP Group) – Attendance between 8 – 10 with additional members conferenced in.	\$200

(These items are available for additional purchase – No sponsorship Level needed)



Northern Virginia Chapter

2020 Business Partner Registration Form

Contact Name:			
Email Address:			
Company Name:		Tax ID#:	
Address:			
		Website:	
Industry:			
Phone Number:		Logo:	All "Level" Selections, please send company Logo:

The Northern Virginia Chapter of the Association of Legal Administrators is pleased to announce its 2020 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 to learn more about our Chapter.

Please choose one of the following sponsorship packages:

- PLATINUM** Level (Limited*) \$5,000.00
- GOLD** Level (Limited*) \$3,500.00
- SILVER** Level (Limited*) \$2,800.00
- BRONZE** Level (Limited*) \$1,700.00
- FRIENDSHIP** Level (Unlimited) \$ 850.00

For those organizations participating at the Platinum, Gold, Silver and Bronze level, please select your first, second and third choices for your sponsorship to share your industry product or service at a chapter meeting. We will make every effort to accommodate your request:

<input type="checkbox"/>	January 2020	<input type="checkbox"/>	February 2020
<input type="checkbox"/>	April 2020	<input type="checkbox"/>	May 2020
<input type="checkbox"/>	July 2020	<input type="checkbox"/>	September 2020
<input type="checkbox"/>	October 2020	<input type="checkbox"/>	November 2020

* These dates maybe subject to change

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

Amanda Moellendick

BrigliaHundley, P.C.

1921 Gallows Road, Suite 750

Tysons Corner, VA 22182

Phone Number – (703)883-0880

*Participation is on a first-come, first-serve basis. The entitlement is from January 1, 2020 to December 31, 2020 as specified in the individual levels.