



# *Northern Virginia* Chapter



## *2023 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 January 1, 2023.**

***Your connection***  
***to knowledge, resources and networking***



# Northern Virginia Chapter

The Northern Virginia Chapter of the Association of Legal Administrators (“ALA”) would like to invite you to participate in our 2023 Business Partnering Program. The Chapter recognizes the benefits of establishing usiness 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 703-539-8870 or email at [mphelan@cookcraig.com](mailto:mphelan@cookcraig.com) or Ben Sotelo at 703-506-1810 or email at [bsotelo@vfspc.com](mailto:bsotelo@vfspc.com) or Alan Medrano at 571-213-0585 or email at [alan.medrano@hoganlovells.com](mailto:alan.medrano@hoganlovells.com) if you have any questions.

Sincerely,

Megan M. Phelan, SPHR, SHRM-SCP

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)
<b>MEETINGS &amp; EVENTS</b>					
Exclusive Sponsorship of one-chapter meeting – 10-minute presentation to share your industry product or service – recognition on invitation	X				
Shared Sponsorship of one-chapter meeting – 5-minute presentation to share your industry product or service - recognition on invitation		X	X	X	
Attend Monthly Chapter Meeting as a guest	9 meetings	6 meetings	4 meetings	2 meetings	1 meeting
Exclusive invitation to October Summit with recognition	X				
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			
<b>CHAPTER WEBSITE</b>					
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		
Recognition as chapter sponsor – Business Partner Listing page with logo	X	X	X	X	X
<b>NEWS POSTINGS</b>					
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	
<b>STATEWIDE RETREAT</b>					
Credit toward 2023 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)

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

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



## Tips to Maximize the Value of BP Sponsorship

Here are some suggestions for making the most of your sponsorship year:

1. Reserve your Sponsorship Level early so that your company benefits from the full year of services (the sponsorship year is based on a calendar year).
2. Make an effort to attend all events that your sponsorship level offers. Events are planned to provide networking opportunities with our members.
3. **Be strategic** in choosing your meetings!! At the beginning of the year, check out the Chapter's scheduled meetings for the entire year on our Chapter website ([www.alanova.org](http://www.alanova.org)), then decide which meetings you would like to attend.
4. We encourage our Business Partners to attend our charitable community events; this is valuable networking time that allows you to get to know members in a small group setting while doing worthwhile community service activities.
5. Check our website often; we update it regularly, and it's a great information tool.
6. Remember that all administrators have resource files. Even if we cannot use your services at this time, we will file your information for future reference. Please also note that it is very difficult to give you "five minutes" when you arrive in our office without an appointment.
7. If you have trouble getting an appointment with a member, please contact a member of the NOVA Board or the Chapter's Business Partner Liaison for help.
8. Finally, remember your sponsorship is about building relationships. The NOVA Board cannot promise you immediate business, but we do all we can to promote the services of our Business Partners. We cannot do what we do as a Chapter without your support!



# Northern Virginia Chapter

## 2023 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: <a href="mailto:alan.medrano@hoganlovells.com">alan.medrano@hoganlovells.com</a>

The **Northern Virginia Chapter of the Association of Legal Administrators** is pleased to announce its 2023 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:

- |                          |                         |             |            |
|--------------------------|-------------------------|-------------|------------|
| <input type="checkbox"/> | <b>PLATINUM</b> Level   | (Limited*)  | \$5,000.00 |
| <input type="checkbox"/> | <b>GOLD</b> Level       | (Limited*)  | \$3,500.00 |
| <input type="checkbox"/> | <b>SILVER</b> Level     | (Limited*)  | \$2,800.00 |
| <input type="checkbox"/> | <b>BRONZE</b> Level     | (Limited*)  | \$1,700.00 |
| <input type="checkbox"/> | <b>FRIENDSHIP</b> 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 Presentation to Share your Industry Product or Service. We will make every effort to accommodate your request:

<input type="checkbox"/>	January 2023	<input type="checkbox"/>	February 2023
<input type="checkbox"/>	March 2023	<input type="checkbox"/>	April 2023
<input type="checkbox"/>	May 2023	<input type="checkbox"/>	June 2023
<input type="checkbox"/>	July 2023	<input type="checkbox"/>	August 2023
<input type="checkbox"/>	September 2023	<input type="checkbox"/>	November 2023

\* These dates maybe subject to change. Due to the COVID-19 pandemic we will follow all federal and state of Virginia protocols. If necessary will we meet remotely, please refer to our website or contact are president for further information.

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

**Benjamin Sotelo**  
**Office Administrator**  
**Vaughan, Fincher & Sotelo, PC**  
**8609 Westwood Center Drive, Suite 400**  
**Vienna, VA 22182**  
**(703) 506-1810**

\*Participation is on a first-come, first-serve basis. The entitlement is from January 1, 2023 to December 31, 2023 as specified in the individual levels.