



February 2010

Dear Friends of Alaska ALA:

The Alaska Association of Legal Administrators (Alaska ALA) invites you to participate in our 2010 Business Partnership Program. This year we have a new kick-off event in place of the V.I.P. luncheon - see the attached matrix for more information about our **April 24, 2010** networking opportunity! And our program has a new name, to better reflect our relationship with you - our valued business partner!

### **What Is ALA?**

The Association of Legal Administrators ([www.alanet.org](http://www.alanet.org)) is an international not-for-profit organization founded in 1971, with the Alaska chapter ([www.alaskaala.org](http://www.alaskaala.org)) receiving its charter in 1980. Alaska ALA currently has nearly 40 members. These people are the decision-makers and managers of over 30 Alaska law firms, corporations and the Alaska Bar Association.

### **Why Would You Want to Be an Alaska ALA Business Partner?**

These are some of the many ways in which partnering with Alaska ALA will provide mutual benefits for you and our members:

- The businesses that partner with Alaska ALA are our members' first choice when seeking products and services for their firms
- Chapter members look to and depend upon business partners to share information and stay informed about emerging trends in the legal community and its support industries
- Experience and trust grow from consistent, repeated contact with our business partners
- Your contribution will be recognized and appreciated as helping us fulfill our primary mission: to provide high-quality, competency-based education to our members

We look forward to maintaining past relationships and building new ones in this fifth year of our program.

### **What Partnering Options Are Available?**

Alaska ALA has five partnership levels, offering progressive advertising, marketing, networking and relationship building benefits. This program offers the opportunity to select the contribution level that best correlates with your goals for marketing to the Alaska legal community. Included in this packet is a detailed listing of the 2010 partnership opportunities, along with a registration form. The benefits of your contribution will be realized immediately and will continue throughout the partnership year.

### **How Can You Sign Up?**

**If you are interested in participating in our business partnering program, please complete and return the enclosed registration form and your check for your desired partnership level by March 15.** Participation at the Denali and Platinum levels is limited and will be determined by random drawing from businesses who submit their registration and payment by the **March 15 deadline**. In the event you do not receive your first choice, your registration will automatically be converted to the next available partnership level, and any excess contribution will be refunded.

Thank you very much for supporting Alaska ALA. We are confident that you will develop many rewarding relationships with our members. Please contact us with any questions about the 2010 Alaska ALA Business Partnership Program.

Sincerely,

Alaska Association of Legal Administrators, Inc.  
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## **ABOUT ALA:**

The Association of Legal Administrators (ALA) was formed in 1971 to support and educate professionals engaged in the management of law firms, corporate legal departments and government legal agencies. The Association's mission is to "promote and enhance the competence and professionalism of legal administrators and all members of the management team." ALA provides a connection to knowledge, resources and networking for almost 10,000 members representing more than 6,700 employers in 27 countries. For more information on the Association, visit ALA's website at [www.alanet.org](http://www.alanet.org).

## **ABOUT ALASKA ALA:**

The Alaska Association of Legal Administrators, Inc. (Alaska ALA) had its beginnings in 1979, when a small number of legal administrators began meeting to discuss common issues. Alaska ALA currently has approximately 40 members, representing private law firms, corporate legal departments and the Alaska Bar Association. Our Chapter provides our members with education, networking, information and support. The strength of Alaska ALA lies in its members, their participation in the Association and their commitment to its goals.

## **SPRING EVENT:**

To kick off our Program year, we are planning a new event which will allow business partners to get to know Alaska ALA members better while working together to make a difference in our community. On **Saturday, April 24, 2010**, we will join in supporting the Big Brothers/Big Sisters charitable organization at their Bowl for Kids' Sake event. We will form several teams of business partners and Alaska ALA members and bowl! Alaska ALA members will obtain at least the minimum pledge levels; the business partners' entrance donation will be paid by Alaska ALA. See [www.bbbs.org/bowlak](http://www.bbbs.org/bowlak) for more information!

## **FALL EDUCATIONAL CONFERENCE:**

Alaska ALA will hold its fourth annual educational conference in Anchorage for its members and interested colleagues in the legal community. Building on the success of our inaugural business partner exhibition at the 2009 conference, this year's conference will feature an extended exhibit hall where all business partners may provide information about their products and services and interact with the conference attendees. Alaska ALA business partners can also attend the conference and benefit from this quality educational opportunity.

## **CHAPTER MEETINGS:**

Alaska ALA full group meetings/luncheons are generally held on the third Tuesday of each month (except in December). The luncheon consists of a brief Alaska ALA business meeting, followed by an educational program. Education segments cover a broad range of management topics of interest to Alaska ALA members.

## **CHAPTER WEBSITE:**

The Alaska ALA website is a great way for members and business partners to stay up to date on Chapter activities. Check out the site at [www.alaskaala.org](http://www.alaskaala.org). The top three business partner tiers are represented on the Chapter home page, and the Business Partner pages contain links, contact and other information about all of our business partners.

## **ALASKA LAN NEWSLETTER:**

The *Alaska LAN (Legal Administrator Network)* is published by Alaska ALA bi-monthly and is one of the Chapter's primary communication tools. It features local, regional and national ALA news, articles of general interest to the legal community, and business partner advertising and information. We invite our business partners to gain additional recognition as a source for business solutions by submitting informative articles on topics of interest to our members. The *Alaska LAN* newsletter is posted on the Chapter's website and is emailed to all Alaska ALA business partners. Copies of the newsletter are also available to interested regional and national ALA officers. The *Alaska LAN* issues released since the Chapter's website was launched are posted on the site, providing business partners with continuing advertising exposure.

## **MEMBERSHIP DIRECTORY:**

The Chapter's Membership Directory is published annually in print form and provided to all Alaska ALA members. Members typically keep the Directory at their fingertips for quick access. Alaska ALA business partner listings and advertising appear in the Membership Directory. Business partners at the Denali, Platinum and Gold levels receive a complimentary print copy of the Directory.

## **ALASKA ALA BOARD OF DIRECTORS AND COMMITTEE CHAIRS/MEMBERS:**

The Alaska ALA Board of Directors includes our President, President-Elect, Vice President, Secretary, Treasurer, Past President and two Directors at Large. Elections occur in March and officers begin their terms on April 1 of each year. Alaska ALA also has a number of standing committees (Business Partnership, Education, Website, Membership, Survey, Bar Relations and Community Awareness). Please visit [www.alaskaala.org](http://www.alaskaala.org) for the current Board of Directors members and committee chairs/members.



**ALASKA ALA**

A Chapter of the Association of Legal Administrators

**2010**

***BUSINESS PARTNERSHIP***

***STRUCTURE***

**Denali ..... \$3,000**

**Exclusive – only one Partner accepted**

**Platinum ..... \$1,500**

**Industry Exclusive – only one Partner per industry accepted**

**Gold (Unlimited) ..... \$ 750**

**Silver (Unlimited) ..... \$ 500**

**Bronze (Unlimited) ..... \$ 250**

**Contact:**

**Yvonne Robinson**

**Business Partnership Committee Chair**

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# ALASKA ALA

A Chapter of the Association of Legal Administrators

2010 PARTNERSHIP BENEFITS	Denali	Platinum	Gold	Silver	Bronze
<b>SPRING EVENT WITH ALASKA ALA MEMBERS – BOWL FOR KIDS’ SAKE</b>					
<ul style="list-style-type: none"> <li>Complimentary attendance at 4/24/10 Big Brothers Big Sisters Bowl for Kids’ Sake (# of Partner representatives noted)</li> </ul>	4	3	2	1	1
<ul style="list-style-type: none"> <li>Recognition as Partner in event promotional materials and communications</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Recognition as Partner on event T-shirts (Denali Partner will receive premium placement)</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Opportunity to join members for après-bowl refreshments</li> </ul>	X	X	X	X	X
<b>FALL EDUCATIONAL CONFERENCE</b>					
<ul style="list-style-type: none"> <li>Acknowledgment as top level Partner and opportunity to introduce company at podium</li> </ul>	X				
<ul style="list-style-type: none"> <li>Recognition as Partner at event</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>Recognition as Partner in event program</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Complimentary tabletop display in exhibit hall</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Selection of exhibit hall table location</li> </ul>	X				
<ul style="list-style-type: none"> <li>Opportunity to attend conference</li> </ul>	X	X	X	X	X
<b>CHAPTER MEETINGS</b>					
<ul style="list-style-type: none"> <li>Listed on Business Partner recognition sign displayed at all Chapter meetings</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>One complimentary lunch w/opportunity to introduce company at podium and display materials/signage</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>Listed in Chapter calendar for meeting attended by Partner representative</li> </ul>	X	X			



# ALASKA ALA

A Chapter of the Association of Legal Administrators

2010 PARTNERSHIP BENEFITS (continued)	Denali	Platinum	Gold	Silver	Bronze
<b>CHAPTER WEBSITE</b>					
<ul style="list-style-type: none"> <li>Alaska ALA website home page logo with hyperlink to Partner's website</li> </ul>	X	X	Rotating w/other Gold Partners		
<ul style="list-style-type: none"> <li>Business Partner page listing with hyperlinked company logo</li> </ul>	X	X	X		
<ul style="list-style-type: none"> <li>Business Partner page listing with hyperlinked company name</li> </ul>				X	
<ul style="list-style-type: none"> <li>Business Partner page listing</li> </ul>					X
<ul style="list-style-type: none"> <li>Business Service page listing (by industry) with Email address and website hyperlinks</li> </ul>	X	X	X	X	X
<b>ALASKA LAN NEWSLETTER</b>					
<ul style="list-style-type: none"> <li>Full-page ad</li> </ul>	X				
<ul style="list-style-type: none"> <li>Half-page ad</li> </ul>		X			
<ul style="list-style-type: none"> <li>Quarter-page ad</li> </ul>			X		
<ul style="list-style-type: none"> <li>Business card ad</li> </ul>				X	
<ul style="list-style-type: none"> <li>Business Partner Page listing (logos included for Denali, Platinum &amp; Gold Partners)</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Opportunity to submit article on topic of interest</li> </ul>	X	X	X	X	X
<b>MEMBERSHIP LISTS</b>					
<ul style="list-style-type: none"> <li>Member list (including phone numbers and Email addresses), with updates as they occur</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>Member list (including Email addresses), with updates as they occur</li> </ul>			X		
<ul style="list-style-type: none"> <li>Member list (including Email addresses), furnished once</li> </ul>				X	
<ul style="list-style-type: none"> <li>Member mailing labels for one mailing</li> </ul>					X
<b>MEMBERSHIP DIRECTORY</b>					
<ul style="list-style-type: none"> <li>Full-page ad</li> </ul>	X				
<ul style="list-style-type: none"> <li>Half-page ad</li> </ul>		X			
<ul style="list-style-type: none"> <li>Quarter-page ad</li> </ul>			X		
<ul style="list-style-type: none"> <li>Business card ad</li> </ul>				X	
<ul style="list-style-type: none"> <li>Business Partner Page listing (logos included for Denali, Platinum &amp; Gold Partners)</li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Complimentary copy of membership directory</li> </ul>	X	X	X		
<b>OTHER BENEFITS</b>					
<ul style="list-style-type: none"> <li>One complimentary lunch with minimum of four members of Alaska ALA Board of Directors</li> </ul>	X				



## **2010 Business Partnership Registration Form**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Industry: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Website: \_\_\_\_\_

**Alaska Association of Legal Administrators** appreciates your support and pledges to provide the benefits listed in our partnership benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We trust that your partnership with **Alaska ALA** will benefit your company, as well as the many Alaska ALA members who participate in our outstanding programs that are made possible through your partnership with Alaska ALA.

### **Alaska ALA Partnership Levels:**

Please select one of the following partnership packages:

- Denali**            **\$3,000**
- Platinum**        **\$1,500**
- Gold**             **\$ 750**
- Silver**           **\$ 500**
- Bronze**          **\$ 250**

### **PLEASE FORWARD REGISTRATION FORM AND PAYMENT TO:**

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