



A Chapter of the Association of Legal Administrators.

2020-2021 BUSINESS PARTNER PROGRAM

**SACRAMENTO VALLEY CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS**

Making Connections ♦ Building Relationships

Registration Deadline April 10, 2020



Jessica Miller
Business Partner Relations Chair

March 23, 2020

Dear Friends of the Sacramento Valley ALA:

The Sacramento Valley Association of Legal Administrators invites you to participate in our **2020-2021 Business Partnership Program**. Sacramento Valley ALA (www.ala-sacramentovalley.org) and its parent organization, the Association of Legal Administrators, recognize the benefits of collaborating with Business Partners to increase membership awareness of products and services. Our Business Partners will have the ability to network with our members at Chapter meetings and other social and educational events. We look forward to maintaining past relationships and building new ones in the coming year.

Sacramento Valley ALA greatly appreciates the support of our legal business community. This support allows us to accomplish our mission of providing exceptional educational programs and other significant benefits for our Chapter members. The partnership of our Business Partners and the legal community is crucial to our mutual success.

Rather than approach businesses throughout the year to sponsor specific events, the Chapter offers an annual sponsorship program with varying levels of contribution and different packages of benefits. This program offers your business the opportunity to select the contribution level that best correlates with your marketing goals within the legal community. The benefits of your contribution will be realized immediately and continue for a year through our strong partner benefit program.

Included in this packet you will find a detailed listing of the 2020-2021 partnering opportunities along with a registration form. If you are interested in participating in our program, please return the completed registration form and appropriate payment **no later than April 10, 2020**.

Platinum and Gold sponsorships are offered on a first come, first served basis and are limited to one partner from a specific industry. This year we have lifted the restriction to the total number of partners allowed in each of those levels. As a result, if Platinum BP's would like to present at one of our monthly luncheons, these luncheon presentation slots will be on a first come first served basis. In the event you do not receive your first choice sponsorship level, 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 Sacramento Valley ALA. We hope you develop many rewarding relationships with our members. Please contact me with any questions about the 2020-2021 Business Partnership Program.

Sincerely,

Jessica Miller

Business Partner Relations Chair
Ellis & Makus LLP
980 Ninth Street 16th Floor
Sacramento, CA 95814
P: 916.956.5591
E: jmiller@ellismakus.com



SACRAMENTO VALLEY ASSOCIATION OF LEGAL ADMINISTRATORS

2020-2021 Business Partnership & Sponsorship Registration Form

Company Name:

Contact Name:

Industry:

Address:

Phone Number:

Email:

Fax Number:

Website:

Please provide any social media user names you have:



OTHER

OTHER

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

Partnership Levels:

Please select one of the following partnership packages (see attached pages for detailed descriptions):

Platinum	\$3,500
Gold	\$2,850
Silver	\$1,750
Bronze	\$1,000

PLEASE FORWARD REGISTRATION FORM AND PAYMENT (PAYABLE TO SVALA):

Jessica Miller
Business Partner Relations Chair
Ellis & Makus LLP
980 Ninth Street 16th Floor ♦ Sacramento, CA 95814
Phone: 916.956-5591
Email: jmiller@ellismakus.com

SVALA BUSINESS PARTNER OPPORTUNITIES 2020 - 2021

PLATINUM SPONSORSHIP

\$3,500 with only one partner from a specific industry

Opportunity	Description
Meet the Board Lunch	<ul style="list-style-type: none"> ◆ Complimentary lunch for two with the 2020-2021 incoming SVALA Board of Directors
Annual Law Firm Leadership Event	<ul style="list-style-type: none"> ◆ Opportunity for three representatives to attend the annual Law Firm Leadership Event ◆ Three complimentary meals ◆ Display table at the event ◆ Exclusive recognition in advance notices of the event ◆ Exclusive acknowledgment and recognition as a top-level Partner from the podium ◆ Recognition in the event program
Monthly Educational Luncheons	<ul style="list-style-type: none"> ◆ Opportunity to present and/or host an educational session at one monthly luncheon meeting (on a first come first served basis) ◆ Two complimentary lunches ◆ Display table at the event
Board and Membership Mixers	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the Annual Spring Mixer ◆ Participation in the Virtual Business Partner Scavenger Hunt ◆ Opportunity for two representatives to attend the Annual Fall Mixer
Winter Educational Breakfast Seminar	<ul style="list-style-type: none"> ◆ Opportunity for three representatives to attend the Winter Educational Breakfast Seminar ◆ Three complimentary breakfasts ◆ Display table at the event ◆ Exclusive recognition in advance notices of the program ◆ Exclusive acknowledgement and recognition as a top-level Partner from the podium ◆ Recognition in the event program
Holiday Luncheon	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the SVALA Membership Holiday Luncheon at the current member cost
Community Connection Event	<ul style="list-style-type: none"> ◆ Opportunity for three representatives to attend the Community Connection Event and work side by side with SVALA members at our annual giving back to the community event
Social Media and Website	<ul style="list-style-type: none"> ◆ One "Spotlight Article" on the SVALA Facebook page (link posted to Twitter) ◆ Opportunity to write one business related feature article to be posted on the SVALA Facebook page (link posted to Twitter) ◆ Monthly reminder to all members of social media links of Platinum Sponsors ◆ Recognition as Platinum Sponsor in postings on Facebook, Twitter, and LinkedIn re monthly luncheons and other SVALA events ◆ Recognition as Platinum Sponsor on SVALA Pinterest page ◆ Recognition as Platinum Sponsor and photos posted on SVALA Instagram page during/after SVALA events ◆ Logo on homepage of SVALA website with hyperlink to your website ◆ Contact and hyperlink in Business Partner section of website
Other	<ul style="list-style-type: none"> ◆ Listing on the Business Partner Recognition Sign displayed at all Chapter meetings ◆ Listing in the SVALA Business Partner Directory that will be emailed to all members ◆ Password to the SVALA Membership Directory

SVALA BUSINESS PARTNER OPPORTUNITIES 2020 - 2021

GOLD SPONSORSHIP

\$2,850 with only one partner from a specific industry

Opportunity	Description
Annual Law Firm Leadership Event	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the annual Law Firm Leadership Event ◆ Two complimentary meals ◆ Display table at the event ◆ Recognition in the event program
Board and Membership Mixers	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the Annual Spring Mixer ◆ Participation in the Virtual Business Partner Scavenger Hunt ◆ Opportunity for two representatives to attend the Annual Fall Mixer
Winter Educational Breakfast Seminar	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the Winter Educational Breakfast Seminar ◆ Two complimentary breakfasts ◆ Display table at the event ◆ Recognition in the event program
Holiday Luncheon	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the SVALA Membership Holiday Luncheon at the current member cost
Community Connection Event	<ul style="list-style-type: none"> ◆ Opportunity for three representatives to attend the Community Connection Event and work side by side with SVALA members at our annual giving back to the community event
Social Media and Website	<ul style="list-style-type: none"> ◆ One "Spotlight Article" on the SVALA Facebook page (link posted to Twitter) ◆ Monthly reminder to all members of social media links of Gold Sponsors ◆ Recognition as Gold Sponsor in postings on Facebook, Twitter, and LinkedIn re monthly luncheons and other SVALA events ◆ Recognition as Gold Sponsor on SVALA Pinterest page ◆ Recognition as Gold Sponsor and photos posted on SVALA Instagram page during/after SVALA events ◆ Logo on homepage of SVALA website with hyperlink to your website ◆ Contact and hyperlink in Business Partner section of website
Other	<ul style="list-style-type: none"> ◆ Listing on the Business Partner Recognition Sign displayed at all Chapter meetings ◆ Listing in the SVALA Business Partner Directory that will be emailed to all members ◆ Password to the SVALA Membership Directory

SVALA BUSINESS PARTNER OPPORTUNITIES 2020 - 2021

SILVER SPONSORSHIP

\$1750

Opportunity	Description
Annual Law Firm Leadership Event	<ul style="list-style-type: none"> ❖ Opportunity for one representative to attend the annual Law Firm Leadership Event ❖ One complimentary meal ❖ Display table at the event ❖ Recognition in the event program
Board and Membership Mixers	<ul style="list-style-type: none"> ❖ Opportunity for two representatives to attend the Annual Spring Mixer ❖ Participation in the Virtual Business Partner Scavenger Hunt ❖ Opportunity for two representatives to attend the Annual Fall Mixer
Winter Educational Breakfast Seminar	<ul style="list-style-type: none"> ❖ Opportunity for one representative to attend the Winter Educational Breakfast Seminar ❖ One complimentary breakfast ❖ Recognition in the event program
Community Connection Event	<ul style="list-style-type: none"> ❖ Opportunity for two representatives to attend the Community Connection Event and work side by side with SVALA members at our annual giving back to the community event
Social Media and Website	<ul style="list-style-type: none"> ❖ Monthly reminder to all members of social media links of Silver Sponsors ❖ Recognition as Silver Sponsor in postings on Facebook, Twitter and LinkedIn re monthly luncheons and other SVALA events ❖ Recognition as Silver Sponsor on SVALA Pinterest page ❖ Recognition as Silver Sponsor and photos posted on SVALA Instagram page during/after SVALA events ❖ Contact and hyperlink in Business Partner section of website
Other	<ul style="list-style-type: none"> ❖ Listing on the Business Partner Recognition Sign displayed at all Chapter meetings ❖ Listing in the SVALA Business Partner Directory that will be emailed to all members ❖ Password to the SVALA Membership Directory

SVALA BUSINESS PARTNER OPPORTUNITIES 2020 - 2021

BRONZE SPONSORSHIP

\$1,000

Opportunity	Description
Board and Membership Mixers	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the Annual Spring Mixer ◆ Participation in the Virtual Business Partner Scavenger Hunt ◆ Opportunity for two representatives to attend the Annual Fall Mixer
Winter Educational Breakfast Seminar	<ul style="list-style-type: none"> ◆ Opportunity for one representative to attend the Winter Educational Breakfast Seminar ◆ One complimentary breakfast ◆ Recognition in the event program
Community Connection Event	<ul style="list-style-type: none"> ◆ Opportunity for two representatives to attend the Community Connection Event and work side by side with SVALA members at our annual giving back to the community event
Social Media and Website	<ul style="list-style-type: none"> ◆ Monthly reminder to all members of social media links of Bronze Sponsors ◆ Recognition as Bronze Sponsor in postings on Facebook, Twitter and LinkedIn re monthly luncheons and other SVALA events ◆ Recognition as Bronze Sponsor on SVALA Pinterest page ◆ Contact and hyperlink in Business Partner section of website
Other	<ul style="list-style-type: none"> ◆ Listing on the Business Partner Recognition Sign displayed at all Chapter meetings ◆ Listing in the SVALA Business Partner Directory that will be emailed to all members ◆ Password to the SVALA Membership Directory