



ASSOCIATION OF LEGAL ADMINISTRATORS
SARASOTA • MANATEE CHAPTER
PO BOX 48616
SARASOTA, FL 34230
www.smcala.org

April 6, 2017

Dear Valued Business Partner:

The Sarasota-Manatee Chapter of ALA is always striving to create new opportunities for our Business Partners to have quality face time with our members. We offer various levels of sponsorships within our Business Partner Sponsorship packet and hope that one of the levels will be of interest to you.

This year, we have added a Vendor Show that will be partnered with a three-hour Technology CLE Seminar that will be offered to all attorneys in Sarasota and Manatee County. This Vendor Show will be included in our higher level sponsorships. Or, if you are interested in a lower sponsorship and would like to also participate in the Vendor Show, you can do that as well for a discounted rate. We expect 2017 will be an exciting year for the Association of Legal Administrators and our Business Partners.

As many of you know, the Sarasota • Manatee Chapter of the Association of Legal Administrators is an essential resource for legal management within our community. Our Chapter consists of managers, decision makers, and functional specialists of law firms in Sarasota, Bradenton and Venice. Vital to our success is the support and involvement of our business partners. Our members are strongly encouraged to develop relationships with businesses that have shown a commitment to our organization.

Our Chapter has modified its comprehensive sponsorship program which provides numerous networking opportunities and venues among Chapter members, local attorneys and sponsors. Through the support of our sponsors, we have been able to offer our members invaluable educational experiences and resources that they need to be successful in their careers, including the national must attend legal management event of the year, the 2017 ALA Annual Conference & Exposition to be held in Chicago, Illinois, June 22-27, 2017. Trusting business partner relationships bring enhanced credibility to the administrator and improve the quality of management within our firms.

Our Chapter members rely on Sponsors to share their expertise and provide vital information on the latest products and services available. Experience and trust grow from consistent repeated contact with our sponsors and their resources. Sponsors of different levels are offered:

Opportunity for recognition on Chapter website and at Chapter meetings;

Opportunity to provide information on products or services at Chapter meetings;

Opportunity to sponsor and/or attend annual Attorney/Administrator Dinner;

Opportunity to attend Chapter's Sponsor Appreciation Event.

Sponsorships are available for the 2017-2018 Chapter year, April 1, 2017 thru March 31, 2018 and are not prorated. To participate, please complete the enclosed Sponsorship Commitment Form. If you have any questions regarding our program, please do not hesitate to contact Sandy King at sking@nhslaw.com/941.954.4691 or Heather Zangara at hzangara@slk-law.com/941.364.2749.

Due to the previous popularity of both the Longboat Key and St. Armand's Sponsorship opportunities, we are opening both categories to allow three sponsorships each. If two business partners in the same field request the same sponsorship level, the sponsorship will be awarded on a first response basis. **Your participation is greatly appreciated, as well as your sponsorship commitment intention by April 21, 2017.**

We thank our current and past sponsors for your support and hope you have found your relationship with our Chapter to be a rewarding experience. We value your knowledge, participation, and commitment, and greatly appreciate your support in helping us succeed in achieving our mission.

Thank you for all you have done and continue to do. We look forward to maintaining our relationship with you in the future.

To assist you, in the event you are a business partner with one of our members and would like to inquire about our sponsorship program, you will find a list of current member firms at our chapter website at www.smcala.org. If your business has never been a sponsor, we sincerely hope you will consider the many benefits of establishing relationships with our members.

Sincerely,

Business Partner Sponsorship Committee

Sandy King, sking@nhslaw.com - 941.954.4691

Heather Zangara, hzangara@slk-law.com – 941.364.2749

Enclosures

LONGBOAT KEY SPONSOR \$2,000.00

- Recognition as Longboat Key Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Recognition on all Chapter Meeting Agendas and verbal announcement of sponsorship by Chapter President to all members.
- Invitation to Cocktail Hour to meet and greet members prior to Chapter Annual Dinner meeting held in October, 2017.
- Two complimentary seats at March 2018 Attorney/Administrator Dinner (Date will be scheduled in early 2018).
- Invitation to three (3) Happy Hours with Chapter members held throughout the year.
- Invitation to one “Speed Interviewing” luncheon with members. Members in attendance will move to each Business Partner’s table for 5 minutes allowing Business Partner to interview member about their firm needs.
- One booth to be displayed at the 2017 Vendor Show held at The Francis on October 24, 2017. This Vendor Show will be set up in a room adjacent to the 2017 ALA/CLE 3-hour Technology Seminar (3:00 p.m. to 6:00 p.m.) Please see details below under 2017 Vendor Show.
- Invitation to Chapter Sponsor Appreciation Event (4 tickets).
- Invitation to attend Chapter’s Annual Holiday Gift Wrap event held in December (Chapter adopts several families and Business Partner is invited to assist with gift wrapping and donating gift cards for families).
- Recognition as a sponsor of the Chapter’s educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).
- Invitation to attend Annual Community Connection event with Chapter members (Chapter members choose a community event to contribute their time, energy and resources toward improving the community).

ST. ARMAND’S SPONSOR \$1,500.00

- Recognition as St. Armand’s Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Recognition on all Chapter Meeting Agendas and verbal announcement of sponsorship by Chapter President to all members.
- Invitation to “Meet and Greet” members prior to one Chapter luncheon meeting as well as the opportunity to speak at the luncheon OR invite a guest speaker to speak during first ½ (20-25 minutes) of meeting on a product or topic related to Sponsor’s industry.
- One booth to be displayed at the 2017 Vendor Show held at The Francis on October 24, 2017. This Vendor Show will be set up in a room adjacent to the 2017 ALA/CLE 3-hour Technology Seminar (3:00 p.m. to 6:00 p.m.) Please see details below under 2017 Vendor Show.
- Invitation to have lunch with two Chapter Board members during sponsorship year.
- Invitation to two (2) Happy Hours with Chapter members held throughout the year.
- Invitation to one “Speed Interviewing” luncheon with members. Members in attendance will move to each Business Partner’s table for 5 minutes allowing Business Partner to interview member about their firm needs.
- Invitation to Chapter Sponsor Appreciation Event (4 tickets).
- Invitation to attend Annual Community Connection event with Chapter members (Chapter members choose a community event to contribute their time, energy and resources toward improving the community).

- Invitation to attend Chapter's Annual Holiday Gift Wrap event held in December (Chapter adopts several families and Business Partner is invited to assist with gift wrapping and donating gift cards for families).
- Recognition as a sponsor of the Chapter's educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).

SIESTA KEY SPONSOR - \$1,250.00

- Recognition as Siesta Key Sponsor on the "Business Partners page" of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Recognition on all Chapter Meeting Agendas and verbal announcement of sponsorship by Chapter President to all members.
- Invitation to "Meet and Greet" members prior to one Chapter luncheon meeting as well as the opportunity to speak at the luncheon OR invite a guest speaker to speak during first ½ (20-25 minutes) of meeting on a product or topic related to Sponsor's industry.
- Invitation to one (1) Happy Hour with Chapter members held throughout the year.
- Invitation to Chapter Sponsor Appreciation Event (4 tickets).
- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at The Francis on October 24, 2017. See details below under 2017 Vendor Show.
- Invitation to attend Annual Community Connection event with Chapter members (Chapter members choose a community event to contribute their time, energy and resources toward improving the community).
- Invitation to attend Chapter's Annual Holiday Gift Wrap event held in December (Chapter adopts several families and Business Partner is invited to assist with gift wrapping and donating gift cards for families).
- Recognition as a sponsor of the Chapter's educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).

COQUINA BEACH SPONSORSHIP - \$1,000.00

- Recognition as Coquina Beach Sponsor on the "Business Partners page" of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Invitation to "Meet and Greet" members prior to one Chapter luncheon meeting as well as the opportunity to speak at the luncheon OR invite a guest speaker to speak during first ½ (20-25 minutes) of meeting on a product or topic related to Sponsor's industry.
- Invitation to Chapter Sponsor Appreciation Event (2 tickets).
- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at The Francis on October 24, 2017. See details below under 2017 Vendor Show.
- Invitation to attend Annual Community Connection event with Chapter members (Chapter members choose a community event to contribute their time, energy and resources toward improving the community).
- Invitation to attend Chapter's Annual Holiday Gift Wrap event held in December (Chapter adopts several families and Business Partner is invited to assist with gift wrapping and donating gift cards for families).
- Recognition as a sponsor of the Chapter's educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).

PALM TREE PARADISE ATTORNEY/ADMINISTRATOR DINNER – LIMITED TO ONE SPONSOR - \$850.00

(This dinner is held once a year and is attended by both administrators and attorneys from member law firms)

- Recognition as Palm Tree Paradise Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Recognition on all Chapter Meeting Agendas and verbal announcement of sponsorship by Chapter President to all members.
- Invitation for two complimentary seats at March 2018 Attorney/Administrator dinner.
- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at The Francis on October 24, 2017. See details below under 2017 Vendor Show.
- Introduction of Guest Speaker at Attorney/Administrator dinner.
- Recognition by Chapter President as Sponsor of Attorney/Administrator dinner.
- Invitation to Chapter Sponsor Appreciation event (2 tickets).

VENICE PIER SPONSOR - \$600.00

- Recognition as Venice Pier Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Invitation to attend one Chapter Roundtable luncheon meeting with members to discuss any issues/needs Members or Business Partners may be experiencing (i.e., office issues, trends in the industry, etc.)
- Invitation to Chapter Sponsor Appreciation event (2 tickets).
- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at The Francis on October 24, 2017. See details below under 2017 Vendor Show.
- Recognition as a sponsor of the Chapter’s educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).

LIDO LUNCH N LEARN SPONSOR - \$500.00

There are up to two Lunch N Learn events planned each year. This event is an educational opportunity for legal support staff to attend and is open to all local area law firms. Attendance is usually no less than 50 employees. (\$500.00 Sponsorship is for one event only, however, one Business Partner may sponsor both events for a total of \$1,000.00).

- Recognition as Lido Lunch N Learn Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Invitation to one (1) Lunch N Learn event.
- Sponsor will be introduced at this Lunch N Learn session and may bring handouts to distribute to all attendees.
- Sponsor will introduce Guest Speaker at this Lunch N Learn session.
- Invitation to Chapter Sponsor Appreciation event (2 tickets).

- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at The Francis on October 24, 2017. See details below under 2017 Vendor Show.
- Recognition as a sponsor of the Chapter’s educational programs (program provides registration fees for members to attend ALA Annual and Regional conferences throughout the year).

2017 VENDOR SHOW – THE FRANCIS (October 24, 2017) - \$500.00

- One booth to be displayed at the 2017 Vendor Show held at the Francis on October 24, 2017. This Vendor Show will be set up in a room adjacent to the 2017 ALA/CLE 3-hour Technology Seminar. The speaker will be Debbie Foster of Affinity Consulting Group and attorneys from law firms located in Sarasota and Manatee County will be invited to attend.
- Set up time is from 3:00 p.m. to 6:00 p.m.
- Opportunity to display your product and marketing tools to promote your company.
- Opportunity to hold a business card drawing to give away a prize of your choice.
- Hors d’oervres and cocktails will be served to all attendees and Vendor Show participants at no cost.

CHRISTMAS CLAUS SPONSOR - \$400.00

- Recognition as Christmas Claus Sponsor on the “Business Partners page” of Chapter website with sponsor logo and link to sponsor website and e-mail (www.smcala.org)
- Invitation to attend Chapter’s Annual Holiday Gift Wrap event held in December (Chapter adopts several families and Business Partner is invited to assist with gift wrapping and donating gift cards for families).
- Recognition as Christmas Claus Sponsor on invitation to Annual Holiday Gift Wrapping luncheon.
- Sponsorship funds solely used for purchase of Christmas gifts for families in Bradenton, Sarasota and Venice selected by Christmas Families Committee.
- Acknowledgment of your contribution to the recipient families.
- Invitation to Chapter Sponsor Appreciation Event (2 tickets).
- Discounted Rate for booth to be displayed at the 2017 ALA Vendor Show held at the Francis on October 24, 2017. See details below under 2017 Vendor Show.

PARTICIPATION IN THE VENDOR SHOW WILL BE OFFERED AT A DISCOUNTED RATE OF \$200.00 IF YOU WISH TO SPONSOR THE CHAPTER (AND IT IS NOT INCLUDED IN THAT LEVEL OF SPONSORSHIP).



Association of Legal Administrators
Sarasota • Manatee Chapter
2016-2017 Business Partner Sponsorship Opportunities
April 1, 2017 – March 31, 2018

Please feel free to select more than one sponsorship package

SPONSORSHIP	COST
Longboat Key	\$2,000 Limited to Three Sponsors*
St. Armand's	\$1,500 Limited to Three Sponsors*
Siesta Key	\$1,250
Coquina Beach	\$1,000
Palm Tree Paradise Attorney/Administrator Dinner	\$850 Limited to One Sponsor
Venice Pier	\$600
Lido Lunch 'n Learn	\$500 per event Limited to Two Sponsors
2017 Vendor Show	\$500.00
Christmas Claus	\$400

***If two business partners in the same field request the same sponsorship level, the sponsorship will be awarded on a first response basis.**



SARASOTA • MANATEE CHAPTER 2016-2017 SPONSORSHIP COMMITMENT FORM

Please print and complete the items on this commitment form to reserve your opportunity to be a part of the ALA Sarasota • Manatee Chapter's 2016-2017 year events. Please mail this form along with your check made payable to Sarasota • Manatee Chapter, ALA no later than April 21, 2017 to:

Sandy King, Administrator
Norton, Hammersley, Lopez & Skokos, P.A.
1819 Main Street, Suite 610
Sarasota, FL 34236

THANK YOU FOR YOUR SUPPORT!

Contact Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

PREFERRED SPONSORSHIP:

- Longboat Key Sponsor: \$2,000 - Limited to Three Sponsors
- St. Armand's Sponsor: \$1,500 - Limited to Three Sponsors
- Siesta Key Sponsor: \$1,250
- Coquina Beach Sponsor: \$1000
- Palm Tree Paradise Attorney/Administrator Dinner: \$850 - Limited to One Sponsor
- Venice Pier Sponsor: \$600
- Lido Lunch 'n Learn Sponsor: \$500 per event (up to 2 events)
- 2017 Vendor Show: \$500.00
- Christmas Claus Sponsor: \$400

***If two business partners in the same field request the same sponsorship level, the sponsorship will be awarded on a first response basis.** All other sponsorships will be awarded on a first-come first-serve basis. Please note the sponsorships are not prorated and sponsorships will run from April 1, 2017 through March 31, 2018.