

2018 - 2019

Business Partner Program

WELCOME

***Thank you for your interest and support of
the Denver legal community!***

OVERVIEW OF BUSINESS PARTNER PROGRAM BENEFITS

Mile High Chapter Business Partners receive benefits based on their level of sponsorship in the Business Partner Program. Those benefits include the following:

- ✓ Recognition through the use of a Business Partner logo to identify yourself as a partner of the Mile High Chapter;
- ✓ Profile Page on the Chapter website providing members with your company logo, contact information, business description and link to your website;
- ✓ Opportunities to sponsor certain Chapter events;
- ✓ Invitations to attend certain Chapter events;
- ✓ Access to the membership directory (based on sponsorship level) containing members' names, titles, firm names, office addresses and phone numbers;
- ✓ Access to the Chapter list serve to send an email message(s) (based on sponsorship level) to all current Chapter members.



2018-2019 Business Partner

Mile High Chapter
Association of Legal Administrators

OVERVIEW OF BUSINESS PARTNER LEVELS

PIKES PEAK PARTNER - \$1,650 (Limit based on Expo Avail.)

\$1,500 rate granted if paid by 3/31/18

Basic level sponsorship specific benefits apply.

LONGS PEAK PARTNER - \$3,850 (Limit 10)

\$3,500 rate granted if paid by 3/31/18

Exclusive recognition as the official sponsor of one Chapter Educational Luncheon along with additional benefits.

MT. ELBERT PARTNER - \$7,150 (Limit 6)

\$6,500 rate granted if paid by 3/31/18

Exclusive recognition as an official sponsor of the Annual Chapter Retreat and Sponsor of Networking/Social event along with recognition as a Featured Business Partners on our website and other additional benefits.

MILE HIGH PARTNER - \$9,900 (Limit 2)

\$9,000 rate granted if paid by 3/31/18

Exclusive recognition as an official sponsor of the Law Firm Management Team Event and Annual Mile High Chapter Salary Survey along with recognition as Featured Business Partners on our website and other additional benefits.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

PIKES PEAK PARTNER - \$1,650– Level Four (Limited to BP Expo Booth Availability)

Business Partner Expo

- One Booth assigned per Business Partner.
- Booth at the Expo includes a booth, booth signage, table, two chairs and a trash can.
- Signage recognition at Expo indicating Pikes Peak Partnership (Level Four).
- Special insert in Expo BP folders and participant bags as Pikes Peak Partner.
- Recognition in annual BP Directory distributed at the Expo as Pikes Peak Partner.
- Lunch and attendance at the cocktail party following the event.

Business Partner Speed Dating Event

- One representative attends as a guest of the Chapter.

Holiday Event

- One representative attends as a guest of the Chapter.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

Holiday Event

- One representative attends as a guest of the Chapter.

Chapter Website

- Company name, logo, contact info, promotional description and link to your website on Business Partner Profile Page of Mile High Chapter of ALA (“MHC”) website.
- Link to MHC Business Partner Profile Page along with company name to appear in MHC Participating Business Partner Directory on MHC website.

Mile High Chapter Business Partner Logo

- Use of Mile High Chapter Business Partner logo for correspondence and marketing materials during current program year.

Membership Directory

- Receive one copy of Chapter Membership Directory upon confirmation of Business Partner registration acceptance and one additional copy in November 2018.

Membership Listserve

- Semi-annual access (2 emails per Chapter year) to the MHC e-mail listserv where you can market directly to all members of the Mile High Chapter of the ALA.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS (cont'd)

LONGS PEAK PARTNER - \$3,850 – Level Three (Limited to TEN Partners)

In addition to the benefits under the Pikes Peak Partner level, the following additional/enhanced benefits apply:

Sponsor of One Monthly Educational Luncheon (date to be determined)

- ✓ Acknowledgement as official sponsor of one educational luncheon in event materials.
- ✓ Opportunity to present a five minute promotional presentation.
- ✓ Opportunity to introduce the keynote speaker.
- ✓ Two representatives at no cost; one representative at member rate; additional at guest rate, if space available.
- ✓ May make company promotional materials available at event.

Annual MHC Board of Directors Leadership Transition Dinner (March/April).

One representative attends as a guest of the Chapter.

Holiday Event

Additional attendee: Two representatives attend as guests of the Chapter.

Chapter Website

Also includes: Company logo to appear in the "Featured Business Partner" Section of the Mile High Chapter website.

Social Media

Additional benefit: Annual post on LinkedIn/Facebook ; recognition as Longs Peak BP.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

MT. ELBERT PARTNER - \$7,150 – Level Two (Limited to SIX Partners)

In addition to the benefits under the Pikes Peak and Longs Peak Partner levels, the following additional/enhanced benefits apply:

Sponsor Chapter Annual Educational Retreat

- ✓ Acknowledgement as sponsor of Retreat in all event promotional materials.
- ✓ Two representatives at no cost; one at Chapter member rate; additional at Chapter guest rate if space is available. May attend all sessions and make available company promotional materials.

Sponsor Networking Event

- ✓ Acknowledgement as sponsor of one networking event in all event materials.
- ✓ Two representatives at no cost; one representative at Chapter member rate; additional representatives at Chapter guest rate if space is available.
- ✓ May make company promotional materials available at event.

Business Partner Expo

Additional benefit: Second choice of booth. Includes one booth, booth signage, table, two chairs and a trash can. Partners at this level are provided opportunity to choose their booth after Mile High Partners have selected. Selection order, if there is a conflict, will be based on the date of payment for the Mt. Elbert level.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

MT. ELBERT PARTNER - (Continued)

Monthly Educational Luncheons

Additional benefit: Attend three educational luncheons. (As this is a member educational meeting, sponsors are asked to refrain from any direct marketing initiatives). One representative at no cost; one representative at member rate.

New Member Notification

Additional benefit: Contact information to include name, title, office address, and telephone number provided for new Chapter members as they join the Chapter.

Annual MHC Board of Directors Leadership Transition Dinner.

Additional attendee: Two representatives attend as guests of the Chapter.

Law Firm Management Team Event

Additional attendee: One representative attends as a guest of the Chapter.

Holiday Event

Additional attendee: Three representatives attend as guests of the Chapter.

Social Media

Enhanced benefit: Quarterly post on LinkedIn and Facebook; recognition as Mt. Elbert (Level Two) Business Partner.

Salary Survey

Additional benefit: May purchase one copy of the Annual Salary Survey at Participating ALA Member rate.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

MILE HIGH PARTNER - \$9,900 – Level One (Limited to TWO Partners)

In addition to the benefits under the Pikes Peak, Longs Peak, and Mt. Elbert Partner levels, the following additional /enhanced benefits apply (exclusions noted on Page 7 may apply):

Sponsor Annual Law Firm Management Team Event

- ✓ Acknowledgement as the Mile High Sponsor in all event promotional materials.
- ✓ Introduction and recognition as top business partners of Mile High Chapter.
- ✓ Opportunity to present a five minute promotional presentation.
- ✓ Up to three representatives may attend at no cost.
- ✓ Additional reps may attend at Chapter guest rate, if space is available.
- ✓ May make company promotional materials available at event.

Sponsor Salary Survey

- ✓ Sponsor of Annual Salary Survey with company logo to appear on survey. A free copy of the survey will be provided to Mile High Business Partners.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

MILE HIGH PARTNER – (Continued)

Chapter Annual Educational Retreat

Enhanced benefit: One representative may attend at no cost; two reps at Chapter member rate. May attend all sessions and make available company promotional materials.

Professional Development Networking Event

Enhanced benefit: Two representatives may attend at no cost; two additional reps may attend at member rate, if space is available.

Business Partner Expo

Additional benefit: Booth is double the size of the other booths, plus first choice of location, and opportunity to participate on panel or class during educational session.

Attend all Chapter Monthly Educational Meetings.

Introduction and recognition as top BP of Mile High Chapter from Chapter President or President-Elect at all Monthly Educational Meetings. May post company signage at event entry door. (As this is a member educational meeting, sponsors are asked to refrain from direct marketing initiatives). Chapter is not responsible for storage or display of any signage provided by BP. Two reps may attend at no cost and two reps may attend at member rate.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

MILE HIGH PARTNER – (Continued)

Logo Fixed to All Chapter Materials and Website

Your logo will be featured on all of our Chapter's materials and part of continuous rolling ad on our website's homepage.

Annual Mile High Chapter Board of Directors

Leadership Transition Dinner (March/April each year).

Additional attendee: Three representative attend as guests of the Chapter.

Holiday Event (November or December)

Additional attendee: Four representatives attend as guests of the Chapter. Introduction and recognition as the top Business Partners during the event.

Benefits	Pikes Peak (\$1,650) 2017/2018 rate granted if paid by 3/31/18 (\$1,500)	Longs Peak (\$3,850) 2017/2018 rate granted if paid by 3/31/18 (\$3,500)	Mt. Elbert (\$7,150) 2017/2018 rate granted if paid by 3/31/18 (\$6,500)	Mile High (\$9,900) 2017/2018 rate granted if paid by 3/31/18 (\$9,000)
Law Firm Management Team Event			1 rep can attend	Official Event Sponsor 3 reps can attend Opening Statement
Professional Development Networking Event			Official Event Sponsor 2 reps can attend 1 additional rep at member rate	2 reps can attend 2 additional at member rate (invited but not official sponsor)
Educational Retreat			Official Event Sponsor 2 reps can attend 1 additional at member rate	1. rep can attend 2. additional at member rate (invited but not official sponsor)
Monthly Educational Luncheons		Official Sponsor (1 event) 2 reps can attend 1 more rep at member rate	1 rep can attend 3 sessions 1 additional at member rate	2 reps can attend all sessions 2 more reps at member rate
Transition Dinner		1 rep can attend	2 reps can attend	3 reps can attend
BP Speed Dating Event (limited availability)	1 rep can attend	1 rep can attend	1 rep can attend	2 reps can attend
Business Partner Expo or other Business Partner Exhibit Event(s)	Booth or Exhibit Space	3rd Choice of Booth or Exhibit Space	2nd Choice of Booth/Exhibit Space	1st Choice Booth/Exhibit Space Larger Space (2x size) Additional Class/panel participation
Holiday Event	1 rep can attend	2 reps can attend	3 reps can attend	Introduction at Event 4 reps can attend
Salary Survey			Can purchase one copy at member rate	Official Sponsor plus one complimentary copy of survey
Logo on Chapter Materials				Yes
New Member Notification			Yes	Yes
MHC Website (Featured BP)		Yes	Yes	Yes (rolling ad on home page)
MHC Website Profile Page	Yes	Yes	Yes	Yes – +fixed logo on homepage
Business Partner Logo	Yes	Yes	Yes	Yes
Social Media Facebook and LinkedIn		Annual post LinkedIn and Facebook	Quarterly post LinkedIn and Facebook	Quarterly post LinkedIn and Facebook
Membership Directory	Semi-annually	Semi-annually	Quarterly	Quarterly
MHC Listserve	Semi-annually	Quarterly	Bi-monthly	Monthly

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

- ✓ The Business Partner Program year runs from April 1 through March 31.
- ✓ All interested Business Partners must submit a registration form expressing interest in the next year's Program by **Friday, March 16, 2018.**
- ✓ If there is more interest in a particular partnering level for which the number of Business Partners is limited, a lottery drawing will be held between those interested sponsors who have registered prior to the deadline.
- ✓ The lottery drawing will be held following the registration deadline but prior to the beginning of the new program year.
- ✓ For the lottery drawing, names will be drawn until each available position has been filled. One alternate name will be drawn. In the event a previously drawn name withdraws or fails to pay for the sponsorship level timely, the alternate will be given an opportunity to choose another sponsorship level, pending availability and lottery drawing (if necessary).
- ✓ Business Partners whose names were not selected in their initial partnership level choice will be included in the lottery drawing for a spot at the next lower level or may select to participate in another partnership level of their choice, pending availability. If necessary, the order of choice will be determined by a second drawing.
- ✓ Those Business Partners selected will have **10 working days from the date of the lottery drawing to submit payment in full.**

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

Payment Procedure

Payments may be made by **Visa or MasterCard** on the Mile High Chapter's secure website. **Checks should be made payable to Mile High Chapter ALA** and sent to the current Chapter Treasurer whose name and address appears on the Chapter website.

Should payment not be received in the prescribed time frame, the position may be forfeited and the alternate will be offered the position with payment due within **10 working days from the date of the offer.**

The Mile High Chapter values its relationships with all Business Partners. As a result, we continuously solicit input from our partners and review our programs for areas of improvement. These programs are subject to change and the results of the lottery are final.

BUSINESS PARTNER PROGRAM LEVELS & BENEFITS

(cont'd)

The Mile High Chapter occasionally offers business partnering opportunities outside of the Business Partner Program. Some of these opportunities may include those noted below. Contact the current Business Partner Committee Chair or Co-Chair for further information.

Expo – see Expo Opportunities page for the 2018-2019 Program year.

Regional or other Educational Summit – these opportunities will be determined periodically and communicated to Business Partners as they become available.

Business Partner Annual Evaluation Survey – this survey offers the opportunity for Business Partners to provide direct feedback to select ALA board members about items that are working in the current Business Partner Program and/or provide recommendations to enhance future Business Partner Programs. The survey is sent to all participating business partners within two months after the Expo held in current Business Partner Program year.

Business Partner Advisory Panel – these opportunities will be determined each year as they become available but not to exceed two years of service.

NOTE: If interest for each opportunity exceeds the opportunities available, a lottery drawing will take place pursuant to the method described herein.

2018 MHC-ALA Expo Sponsorship Opportunities

Potential Expo Sponsorship Opportunities (Recognition Given)	Pricing
Decorations Sponsor	\$500
Equipment Sponsor (for use by Chapter during expo)	Cost associated w/use of equip
Event Signage Sponsor	Cost of signs
Participant Bags Sponsor	Cost of bags
Business Partner Directory Printing Sponsor, Misc. flyer printing.	Cost of Printing
Office Supplies Sponsor	Cost of Supplies
Registration Booth Sponsor	\$500
Cocktail Party Sponsor (up to 4 sponsors)	\$1,000 each
Luncheon Sponsor (up to 4 sponsors)	\$1,000 each
National or Regional Scholarship Sponsor	\$2,500 (or partial for less)
Educational Sponsor (up to 2 sponsors)	\$1,000 each



QUESTIONS

Julie K. Becker, MBA

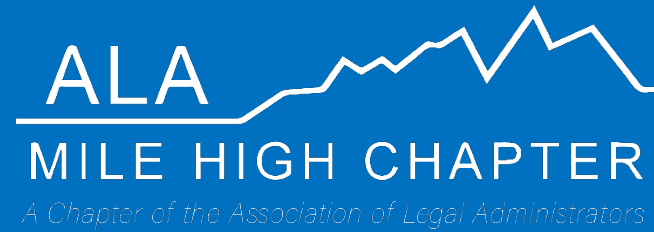
Director of Finance

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Incoming Chair – Business Partner Committee





***Once again, thank you
for your support!***
