



2015-2016 Business Partner Program

We are pleased to provide you with the 2015-2016 Business Partner Program for the Mile High Chapter of the International Association of Legal Administrators. This program becomes effective April 1, 2015 and will run through March 31, 2016.

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

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1. Business Partner Program Goals

The Mile High Chapter of the International Association of Legal Administrators (“ALA”), formed in 1975, has approximately 200 members. Our members are often decision makers and managers of law firms and legal departments of corporations and government agencies. They are the ones responsible for evaluating their firm or company’s needs for goods and services. Our Business Partner Program provides our members and our Business Partners with the opportunity to communicate and build relationships that allow everyone to work together to meet those needs.

The Mile High Chapter of the ALA makes the decisions concerning the selection of speakers for chapter events and authors for our website and newsletter. While Chapter Business Partners may have expertise in certain areas that are relevant to the educational needs of the Chapter's Members, being the speaker at a Chapter event is not a Business Partner benefit. The Chapter reserves the right to select speakers who may or may not be current Chapter Business Partners to speak at Chapter events or author articles for our website and newsletter (unless otherwise stated in the Business Partner program.)

Further information is available on the Chapter website or can be obtained by contacting the 2015-2016 Committee Chair, Linda M. Gross at lgross@colorado-law.net ; or, the 2015-2016 Co-Chair, Tami Lawley at tlawley@fclaw.com .

2. 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 listserve to send an email message(s) based on sponsorship level to all current Chapter members.

3. Mile High Chapter Event Descriptions

Board of Directors Leadership Transition Dinner

Transitioning Board members meet each year to transfer information and materials to the incoming Board. Following the meeting, select Business Partners are invited to join the Board for dinner and networking with the new appointed and returning Board members. This is a wonderful opportunity for the new Board to socialize in an intimate setting with our top Business Partners. This event is held each year in late March or early April.

Networking Event

The Chapter will host one networking event in which Mt. Elbert Business Partners will have an opportunity to interact one-on-one in a casual social environment. This setting fosters the development of relationships with Chapter members.

Business Partner Expo

Each year the Chapter hosts an annual Business Partner Expo. The Expo provides Business Partners an opportunity to provide information about their services and products and an opportunity to network with decision makers from Mile High Chapter of ALA and non-ALA member law firms and legal departments. All Business Partners are provided a booth for this Expo, lunch prior to the Expo with the Chapter Officers, Board and Business Partner Committee members and the opportunity to interact with Chapter members at the cocktail party following the event.

Mile High Chapter Event Descriptions (con't)

Law Firm Management Team Event (Formerly Partner Appreciation Event)

Each year the Mile High Chapter honors member firms Managing Partners (or other representative attorneys) and Firm Administrators at its Law Firm Management Team Event. This event is sponsored exclusively by our Mile High Level Business Partner who is given the opportunity to network with members and Managing Partners (or other management representatives) of those firms who support membership in the Mile High Chapter of ALA.

Holiday Event

Based on their level of sponsorship, all Business Partners receive one or more complimentary invitations to join our Chapter members at our Holiday Event held in December. This event is historically our favorite and best attended event. It provides members and Business Partners an opportunity to meet, network, communicate and build lasting relationships.

Educational Retreat

Each year in late February or early March, the Chapter hosts its annual educational retreat. This event is sponsored by Mt. Elbert Business Partners who are invited to join Chapter members for a wonderful weekend of education, socialization and relaxation.

Educational Luncheons

The Mile High Chapter holds ten (10) Educational Luncheons throughout the year for its members. These luncheons include a speaker or other educational presentation along with Chapter announcements and other membership agenda items. These programs are sponsored by select Longs Peak Business Partners who are given the opportunity to meet, greet and network with members. The Mile High Chapter of ALA reserves the right to choose certain speakers who are, or qualify to be, Business Partners to speak at educational luncheons and other events.

4. Overview of Business Partner Levels

NOTE: There is no price change for the 2015-2016 Business Partner Program

PIKES PEAK PARTNER - \$1,000 – Level Four (Limited to Expo Booth Availability)

Basic level sponsorship specific benefits apply.

LONGS PEAK PARTNER - \$3,500 – Level Three (Limited to Ten (10) Partners)

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

MT. ELBERT PARTNER - \$6,500 – Level Two (Limited to Six (6) Partners)

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

MILE HIGH PARTNER - \$11,500 – Level One (Limited to One (1) Partner)

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

5. Overview of Benefits by Level of Sponsorship

<u>Benefits</u>	<u>Pikes Peak (\$1,000)</u>	<u>Longs Peak (10 BPs @ \$3,500)</u>	<u>Mt. Elbert (6 BPs @ \$6,500)</u>	<u>Mile High (1 BP @ \$11,500)</u>
Law Firm Management Team Event (fka Partner Appreciation) (TBD)				<u>Official Event Sponsor</u> 5 reps can attend
Networking Event (TBD)			<u>Official Event Sponsor</u> 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 (Feb 2015)			<u>Official Event Sponsor</u> 2 reps can attend 1 additional rep at member rate	1 rep can attend 1 additional at member rate (invited but not official sponsor)
Educational Luncheons (monthly except July and Dec)		<u>Official Event Sponsor-1 luncheon</u> 2 reps can attend 1 additional rep at member rate	1 rep can attend 3 sessions 1 additional rep at member rate	2 reps can attend all sessions 2 additional reps at member rate
Transition Dinner (TBD for 2016)		1 rep can attend	2 reps can attend	3 reps can attend
Business Partner Expo	Booth	3rd Choice of Booth	2nd Choice of Booth	1st Choice of Booth
Holiday Event (December 2015)	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	<u>Official Sponsor</u> plus one complimentary copy of survey
New Member Notification			Yes	Yes
Chapter Website - Featured Business Partner		Yes	Yes	Yes
Chapter Website Profile Page	Yes	Yes	Yes	Yes
Business Partner Logo	Yes	Yes	Yes	Yes
Social Media Facebook /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	Annually	Quarterly	Bi-monthly	Monthly

**dates noted above are subject to change depending on venue availability, schedule conflicts and other unforeseen factors.

6. Business Partner Program Levels & Benefits

PIKES PEAK PARTNER - \$1,000 – Level Four (Limited to Business Partner Expo Booth Availability)

The following benefits apply:

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 Business Partner folders and participant bags as Pikes Peak Business Partner.
- Recognition in annual Business Partner Directory distributed at the Expo as Pikes Peak Business Partner.
- Lunch and attendance at the cocktail party following the event.

Holiday Event

- One (1) representative attends as a guest of the Chapter.

Chapter Website

- Company name, logo, contact information, promotional description and link to company website to appear on Business Partner Profile Page on 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 the Mile High Chapter Business Partner logo for correspondence and marketing materials during current program year.

Membership Directory

- Receive one copy of the Chapter Membership Directory upon confirmation of business partner registration acceptance and one additional copy in November 2015.

Membership Listserve

- Annual access (1 email per Chapter year) to the MHC e-mail listserv where you will be able to market directly to all members of the Mile High Chapter of the ALA.

Business Partner Program Levels & Benefits

LONGS PEAK PARTNER - \$3,500 – Level Three (Limited to TEN (10) Partners)

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

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

- Acknowledgement as the official sponsor of one (1) educational luncheon in all event promotional materials.
- Opportunity to present a five (5) minute promotional presentation.
- Opportunity to introduce the keynote speaker.
- Two (2) representatives at no cost; one (1) representative at member rate; additional representatives at guest rate if space is available.

Annual Mile High Chapter Board of Directors Leadership Transition Dinner (March or April each year).

One (1) representative is invited to attend as a guest of the Chapter.

Holiday Event (November or December)

Additional attendee: Two (2) 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 and Facebook ; recognition as Longs Peak (Level Three) Business Partner.

(See Pikes Peak Partner level for additional information on these benefits):

Business Partner Expo – One booth, directory, signage, lunch and cocktail party

Membership Directory – Semi-annually

Membership Listserve – Quarterly

Mile High Chapter Business Partner Logo

Business Partner Program Levels & Benefits

MT. ELBERT PARTNER - \$6,500 – Level Two (Limited to SIX (6) 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 the sponsor of the Educational Retreat in all event promotional materials.
- Two (2) representatives at no cost; one (1) representative at Chapter member rate; additional representatives at Chapter guest rate if space is available. May attend all sessions and make available company promotional materials.

Sponsor Networking Event

- Acknowledgement as the sponsor of one networking event in all event promotional materials.
- Two (2) representatives at no cost; one (1) representative at Chapter member rate; additional representatives at Chapter guest rate if space is available.

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 will be provided the opportunity to choose their booth after the Mile High Partner has selected their booth. Selection order, if there is a conflict, will be based on the date of payment for the Mt. Elbert level.

Monthly Educational Luncheons

Additional benefit: Attend three (3) educational luncheons. (As this is a member educational meeting, sponsors are asked to refrain from any direct marketing initiatives). One (1) representative at no cost; one (1) representative at member rate.

Business Partner Program Levels & Benefits

MT. ELBERT PARTNER - \$6,500 – Level Two (Limited to SIX (6) Partners)

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

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 Mile High Chapter Board of Directors Leadership Transition Dinner (March or April each year).

Additional attendee: Two (2) representative are invited to attend as guests of the Chapter.

Holiday Event (November or December)

Additional attendee: Three (3) 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.

(See Pikes Peak and Longs Peak Partner levels for additional information on these benefits):

Chapter Website – Appear in “Featured Business Partner” section of the MHC website

Membership Directory - Quarterly

Membership Listserve – Bi-Monthly

Mile High Chapter Business Partner Logo

Business Partner Program Levels & Benefits

MILE HIGH PARTNER - \$11,500 – Level One (Limited to ONE (1) Partner)

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 8 may apply):

Sponsor Annual Law Firm Management Team Event (formerly the Partner Appreciation Event)

- Acknowledgement as the exclusive sponsor in all event promotional materials.
- Introduction and recognition as the top business partner of the Mile High Chapter.
- Opportunity to present a five (5) minute promotional presentation.
- Opportunity to introduce the keynote speaker, if any.
- Up to five (5) representatives may attend at no cost.
- Additional representatives may attend at the Chapter guest rate if space is available.

Sponsor Salary Survey

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

First Right of Refusal

First right of refusal to continue sponsorship level immediately following the current year for a maximum of two years concurrent sponsorship at the Mile High Level. Guaranteed second level (currently the Mt. Elbert level) sponsorship opportunity for one year following the current year if choice is not to continue at the top level or if Level One sponsor for the past two years.

Business Partner Program Levels & Benefits

MILE HIGH PARTNER - \$11,500 – Level One (Limited to ONE (1) Partner)

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 8 may apply):

Chapter Annual Educational Retreat

Enhanced benefit: One (1) representative may attend at no cost; one (1) representative at Chapter member rate. May attend all sessions and make available company promotional materials.

Networking Event

Enhanced benefit: Two (2) representatives may attend at no cost; Two (2) additional representative may attend at member rate if space is available.

Business Partner Expo

Additional benefit: First choice of booth.

Attend all Chapter Monthly Educational Meetings.

Introduction and recognition as the top Business Partner of the Mile High Chapter from Chapter President or President-Elect at all Chapter Monthly Educational Meetings. May post company signage at event entry door. (As this is a member educational meeting, sponsors are asked to refrain from any direct marketing initiatives). Chapter will not be responsible for storage or display of any signage provided by the Business Partner. Two (2) representatives may attend at no cost and two (2) representatives may attend at member rate.

Business Partner Program Levels & Benefits

MILE HIGH PARTNER - \$11,500 – Level One (Limited to ONE (1) Partner)

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 8 may apply):

Annual Mile High Chapter Board of Directors Leadership Transition Dinner (March or April each year).

Additional attendee: Three (3) representative are invited to attend as guests of the Chapter.

Holiday Event (November or December)

Additional attendee: Four (4) representatives attend as guests of the Chapter. Introduction and recognition as the top Business Partner during the event.

(See Pikes Peak, Longs Peak, and Mt. Elbert Partner levels for additional information on these benefits):

New Member Notification – contact information of all new members

Chapter Website – Appear in “Featured Business Partner” section of the MHC website

Membership Directory - Quarterly

Membership Listserve – Monthly

Mile High Chapter Business Partner Logo

7. Business Partner Selection Process

The Business Partnering 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 the deadline announced by the Chapter .

The Mile High Level Business Partner will have a first right of refusal which must be exercised by the registration deadline. If the Mile High Chapter Business Partner does not continue at that level, they are guaranteed a spot at the Mt. Elbert level for the year immediately following their year as the Mile High Level Business Partner. If there is interest in the Mile High level for subsequent years, the existing Mile High Level Business Partner can submit their name into a lottery drawing. If no other Business Partner expresses interest by the stated deadline, the existing Mile High partner may keep the top level if they so choose; however, the first right of refusal will no longer apply.

If there is more interest in a particular partnering level for which the number of Business Partners is limited (Mile High, Mt. Elbert and Longs Peak), a lottery drawing will be held between those interested sponsors from all sponsors who have registered prior to the deadline announced by the Chapter.

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 in a timely manner, the alternate will be given an opportunity to choose another sponsorship level, pending availability and lottery drawing (if necessary).

Business Partner Selection Process

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.

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.

8. Business Partner Volunteer Opportunities

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 page 19 for opportunities for the 2015-2016 Program year.

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. To be sent to all participating business partners within two months after the Expo held in current Business Partner Program year.

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

NOTE: *If interest for each individual opportunity exceeds the number of opportunities available, a lottery drawing will take place pursuant to the method described above.*

Anticipated 2015-2016 Expo Volunteer Opportunities

Expo Sponsorship Opportunities (Recognition Given)	2015 Pricing
Decorations Sponsor	\$500
Equipment Sponsor (for use by the Chapter during the expo)	Cost associated with use of equipment
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 (unlimited sponsor participation)	\$2,500 (or a partial sponsorship for a lesser amount)
Volunteer Opportunities	
Set-up (morning of the expo), Clean-up (following expo), Stuffing Participant Bags, Delivering Chapter's Expo Materials (morning of and following expo).	

Additional Information

Registration Deadline is March 13, 2015.

Additional Information on our Business Partner Program and contact information for the Chair and Co-Chair of the Business Partner Committee can be found on our Chapter website at www.MileHighALA.com.

You may also send an email requesting additional information to:

Linda M. Gross at lgross@colorado-law.net

Tami Lawley at tlawley@fclaw.com or
info@MileHighALA.com.

