



# CREATING CONNECTIONS

ASSOCIATION OF LEGAL ADMINISTRATORS | NEW YORK CITY CHAPTER

**2024-2025 BUSINESS PARTNER PROGRAM**



# BUSINESS PARTNER PROGRAM

The New York City Chapter of the Association of Legal Administrators (ALANYC) is pleased to provide the details of its Business Partner Program for April 1, 2024 through March 31, 2025. We invite you to review this brochure and consider the many benefits sponsoring ALANYC will bring to your organization.

Founded in 1971, the Association of Legal Administrators (ALA) is an international organization with more than 9,000 members representing 20+ countries.

ALANYC is a non-profit organization formed in 1977 to provide quality educational and networking opportunities, professional growth, and leadership development for its approximately 250 legal professional members representing law firms, corporate legal departments, and government agencies.

The Business Partner Program enables ALANYC to achieve its mission to enhance the knowledge and professionalism of its members through high-quality educational programs in legal management, provide timely information which will enable members to perform their jobs more effectively and efficiently, and increase visibility and credibility of the legal administration profession. In return, we offer Business Partners exclusive access to our members through various advertising, educational, networking and community outreach opportunities. As always, we appreciate the continuing support of our current Business Partners and look forward to forming alliances with new Business Partners.

Connecting to  
**250+**  
Legal Professionals



**Collectively supporting the mission and goals of ALA and ALANYC, the Business Partner Relations Team is committed to creating a successful and valuable sponsorship program. It is our objective to collaborate with our Business Partners to attain and enhance relationships.**

#### **Business Partner Program 2024-2025**

Completed applications for renewing Business Partners must be received by March 31, 2024, to secure a sponsorship. Full payment will be due by April 1, 2024. For those wishing to split the sponsorship payment over two equal installments, 50% will be due by April 15, 2024, and the balance due by May 15, 2024.

The application form is available at:  
<http://alanyc.org/become-a-business-partner>.

Sponsorship will be open to prospective Business Partners through the application. All new applications will be reviewed by the Board of Directors for compatibility with the current Business Partner profile and membership needs. ALANYC reserves the right to refuse a new application for Business Partner status under various criteria, including market saturation in the current Business Partner profile, incompatibility, or exclusivity in a business area.

Sponsorship payment will be due upon approval of any new Business Partner Sponsorship Application.

#### **ALANYC Business Partner Advisory Council (BPAC)**

The BPAC is composed of Business Partners from organizations who have a proven history with ALANYC and have played an active role in partnering with the chapter.

The focus of the BPAC is to support the commitment of the Business Partner Relations Team and the missions of ALA and ALANYC, create and facilitate best practices to increase the value of our sponsorship program, assist the Business Partner Relations Team with orientation of new Business Partners, provide mentoring to new and ongoing Business Partners, and provide sponsorship program feedback and represent the Business Partner community.

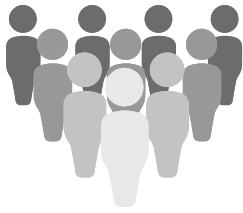
#### **CONTACT:**

##### **Business Partner Relations Team Leads**

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# HIGHLIGHTS



## NETWORKING AND EVENT OPPORTUNITIES



## ADVERTISING AND PROMOTIONAL OPPORTUNITIES



## SOCIAL MEDIA ENGAGEMENT

### WHAT OUR BUSINESS PARTNERS ARE SAYING

"The NYC chapter of the ALA is a talented group of dedicated professionals deeply committed to the ongoing support and education of its members. Konica Minolta has had the honor and pleasure of being a proud Business Partner for over 20 years. We enjoy a mutually beneficial relationship with the ALA which has resulted in our consistent year-after-year business growth among the membership. Becoming an Empire-level sponsor has been an excellent investment in an exceptional organization."

"The ALA has given us access to hundreds of decision makers within the legal community. I don't know of any other industry where you can get close to this many individual firms and have the chance to develop meaningful, long-term relationships."

"ALA-sponsored events are an excellent way to meet prospective customers in the legal profession for Business Partners, in addition to participating in valuable continuing-education seminars and workshops."

"As a company we look to educate and advise law firms on how to best leverage technology. We also look to have close partnerships and relationships with the law firms we work with as we feel that to be a successful IT partner we need to be strongly aligned. When looking to partner with an organization we want to ensure that the organization holds the same values. ALA holds these values dear as an organization hence why we believe we can be a great partnership."

"In business, building long-term relationships is what it's all about. It starts with a friendly conversation. Then hopefully an opportunity to somehow be of service. Each year the ALANYC does more than any association I know to help their Business Partners achieve this. Their leadership team could not be more supportive."





## EMPIRE STATE CLUB GENERAL BENEFITS | \$15,000

- Right of first renewal for current Business Partners at this sponsorship level
- Right of first renewal for current Business Partners at this sponsorship level
- Primary industry exclusivity at this sponsorship level
- Access to the ALANYC Membership Directory, and the Business Partner and Membership Forums
- Two invitations to the Business Partner Orientation
- An opportunity for one member of each Business Partner organization at this level to participate in the Business Partner Advisory Council (BPAC) – the Board of Directors must approve the application

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of four industry categories)
- Business Partner logo with link to Business Partner's website

### Social Media

- Reciprocal advertising (reposting) on ALANYC's social media pages

### Advertisements

- Acknowledgment at the Annual Attorney Luncheon
- Full-page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation

### Annual Educational Symposium and Exposition

- Four invitations
- Exhibition table (choice of table location)

### Educational Sessions

- Opportunity to submit an educational session for consideration by the Professional Development Team
- Opportunity to host an educational session (virtual/venue and/or lunch/breakfast – subject to be approved by the Professional Development Team; the presenting Business Partner will be able to attend the hosted education session and speak to attending members for three to four minutes)
- Opportunity to provide educational articles (article topic and content must be approved by the Communications Team and the Professional Development Team)

### Signature Events (the attendee list will be provided at least 24 hours prior to these events)

- Chapter Board and New Member Meet and Greet
  - Three invitations
- Business Partner Appreciation Event
  - Four invitations
  - Pre-event meet and greet with Board of Directors
  - Opportunity to address the members at the start of the event
- Summer Party
  - Three invitations
- Winter Event
  - Two invitations
- Annual Attorney Luncheon
  - Two invitations (preferred seating)
  - Opportunity to make introduction – speaker, board member or other (as determined by president)

### Networking Events (the attendee list will be provided at least 24 hours prior to these events)

- Three invitations
- Opportunity to provide printed promotional materials at networking luncheons

### Community Service Events

- Invitation to community service events with members (participation fee may apply)



## TIMES SQUARE CLUB GENERAL BENEFITS | \$12,000

- Right of first renewal for current Business Partners at this sponsorship level
- Dual (2 Business Partners in same industry allowed) industry exclusivity at this Sponsorship Level
- Access to the ALANYC Membership Directory and the Business Partner and Membership Forums
- One invitation to the Business Partner Orientation included
- An opportunity for one member of each Business Partner organization at this level to participate in the Business Partner Advisory Council (BPAC) – application to be approved by the Board of Directors

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of three industry categories)
- Business Partner logo with link to website

### Social Media

- Reciprocal advertising (reposting) on ALANYC's social media pages

### Advertisements

- Acknowledgement at Annual Attorney Luncheon
- Half-page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation

### Annual Educational Symposium and Exposition

- Three invitations
- Exhibition table (choice of table location, after Empire Level selection)

### Educational Sessions

- Opportunity to submit an educational session for consideration by the Professional Development Team
- Opportunity to host an educational session (virtual/venue and/or lunch/breakfast – subject to be approved by the Professional Development Team; the presenting Business Partner will be able to attend the hosted education session and speak to attending members for three to four minutes)
- Opportunity to provide educational articles (article topic and content must be approved by the Communications Team and the Professional Development Team)

### Signature Events (the attendee list will be provided at least 24 hours prior to these events)

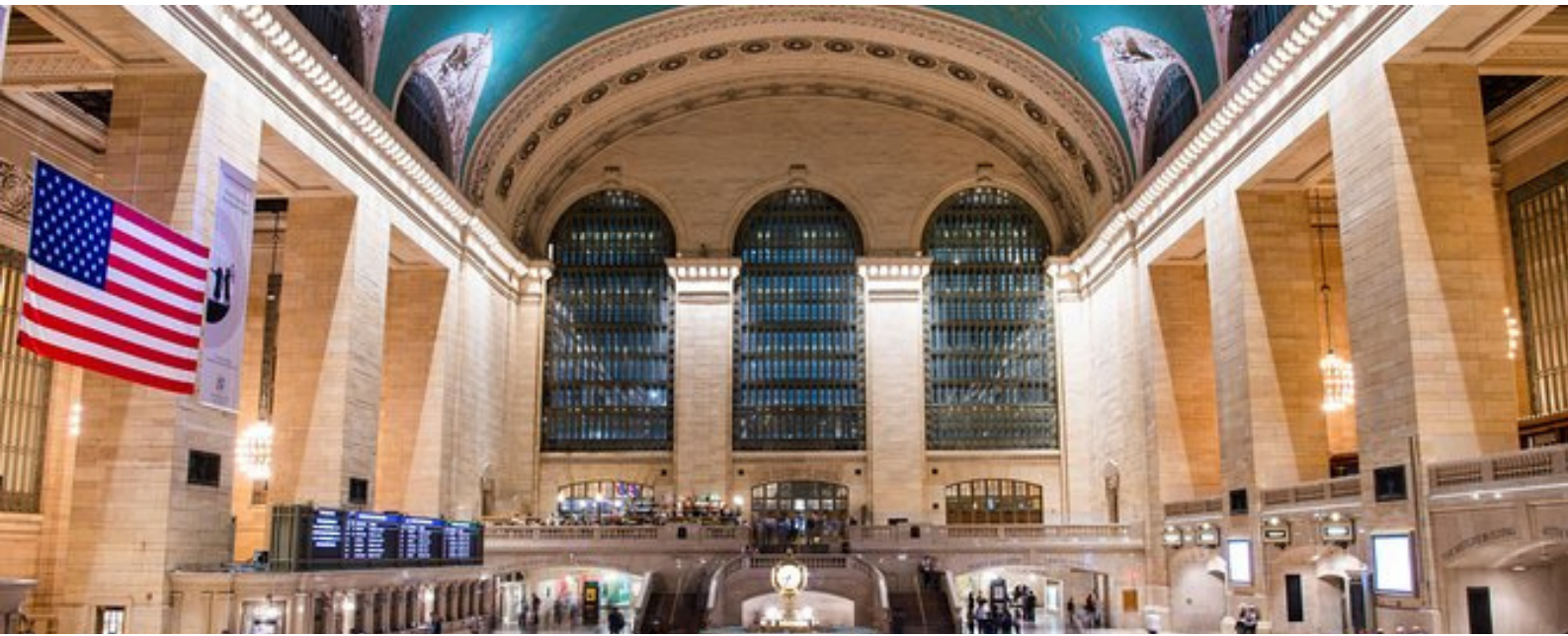
- Chapter Board and New Member Meet and Greet
  - Two invitations
- Business Partner Appreciation Event
  - Three invitations
  - Pre-event meet and greet with Board of Directors
  - Opportunity to address the members at the start of the event
- Summer Party
  - Two invitations
- Winter Event
  - Two invitations
- Annual Attorney Luncheon
  - Two invitations

### Networking Events

- Three invitations - (the attendee list will be provided at least 24 hours prior to these events)
- Opportunity to make an introduction – speaker, board member or other – at one event (as determined by the resident)
- Opportunity to provide printed promotional materials at networking luncheons

### Community Service Events

- Invitation to community service events with members (participation fee may apply)



## GRAND CENTRAL CLUB GENERAL BENEFITS | \$8,000

- Right of first renewal for current Business Partners at this sponsorship level
- Access to the ALANYC Membership Directory and the Business Partner and Membership Forums
- New Business Partners at this sponsorship level will be invited to the Business Partner Orientation
- An opportunity for one member of each Business Partner organization at this level to participate in the Business Partner Advisory Council (BPAC) – application to be approved by the Chapter Board; must have been a Chapter Business Partner for three years.

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of two industry categories)
- Business Partner logo with link to Business Partner's website

### Social Media

- Reciprocal advertising (reposting) on ALANYC's social media pages

### Advertisements

- Acknowledgement at Annual Attorney Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation

### Annual Educational Symposium and Exposition

- Two invitations
- Exhibition table included

### Educational Sessions

- Opportunity to host an educational session (virtual/venue and/or lunch/breakfast – subject to be approved by the Professional Development Team; the presenting Business Partner will be able to attend the hosted education session and speak to attending members for three to four minutes)

### Signature Events

- Chapter Board and New Member Meet and Greet
  - Two invitations
- Business Partner Appreciation Event
  - Three invitations
  - Pre-event meet and greet with Board of Directors
- Summer Party
  - Two invitations
- Winter Event
  - Two invitations
- Annual Attorney Luncheon
  - Two invitations

### Networking Events (the attendee list will be provided at least 24 hours prior to these events)

- Two invitations

### Community Service Events

- Invitation to community service events with members (participation fee may apply)



## FLATIRON CLUB GENERAL BENEFITS | \$6,000

- Right of first renewal for current Business Partners at this sponsorship level
- Access to both the Business Partner and Membership Forums
- New Business Partners at this sponsorship level will be invited to the Business Partner Orientation

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of one industry category)

### Social Media

- Reciprocal advertising (reposting) on the Chapter's social media pages.

### Advertisements

- Acknowledgement at Annual Attorney Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation

### Annual Educational Symposium and Exposition

- If available, an Exhibition table can be purchased for \$1,500 (includes two invitations)

### Signature Events

- Chapter Board and New Member Meet and Greet
  - One invitation
- Business Partner Appreciation Event
  - Two invitations
- Summer Party
  - One invitation
- Winter Event
  - One invitation
- Annual Attorney Luncheon
  - One invitation

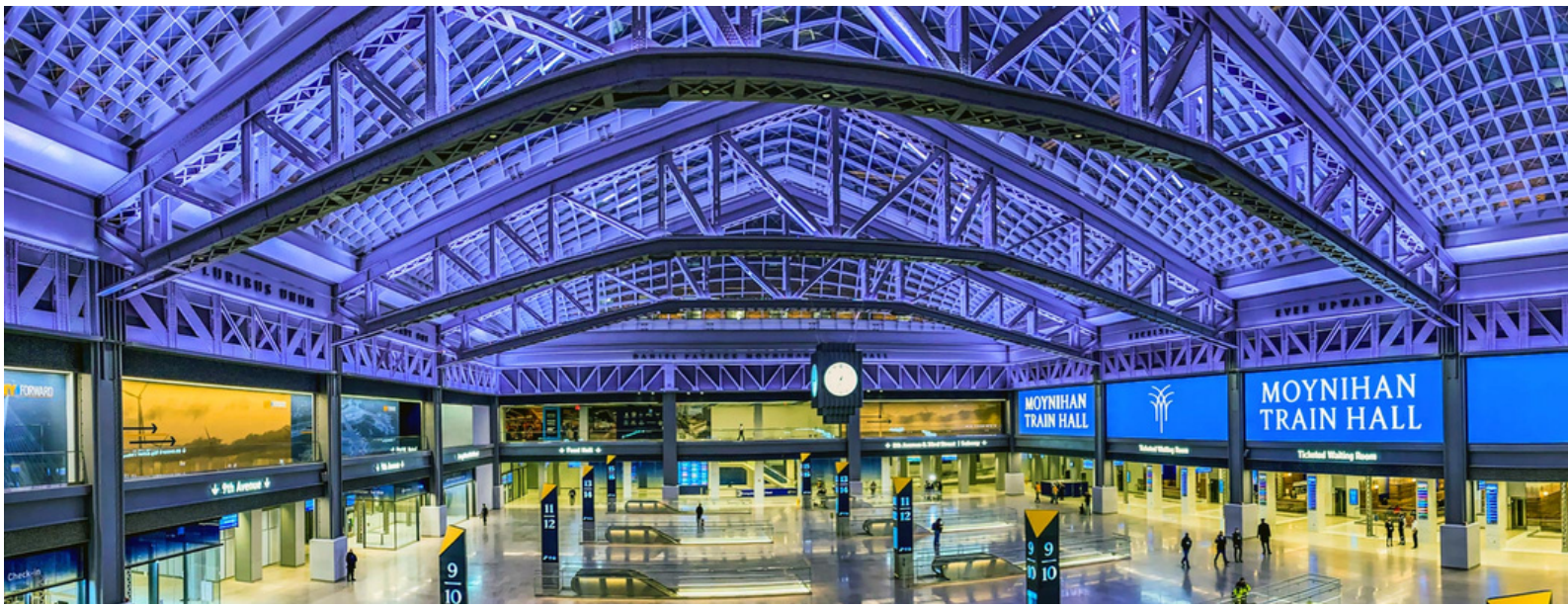
### Networking Events

- One invitation

### Community Service Events

- Invitation to community service events with members (participation fee may apply)





## PENN STATION CLUB GENERAL BENEFITS | \$4,500

- Right of first renewal for current Business Partners at this sponsorship level
- Access to both the Business Partner and Membership Forums
- New Business Partners at this sponsorship level will be invited to the virtual session Business Partner Orientation

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of one industry category)

### Social Media

- Reciprocal advertising (reposting) on ALANYC social media pages

### Advertisements

- Acknowledgement at Annual Attorney Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation to diversity, equity, and inclusion events with members (participation fee may apply)

### Annual Educational Symposium and Exposition

- If available, an exhibition table can be purchased for \$2,500 (includes two invitations)

### Signature Events

- Business Partner Appreciation Event
  - Two invitations
- Summer Party
  - One invitation
- Winter Event
  - One invitation, available for purchase
- Annual Attorney Luncheon
  - One invitation

### Networking Events

- One invitation, available for purchase

### Community Service Events

- Invitation to community service events with members (participation fee may apply)



## LIBERTY CLUB GENERAL BENEFITS | \$2,500

- New Business Partners at this sponsorship level will be invited to the virtual session Business Partner Orientation
- Access to the ALANYC Business Partner Forum to communicate directly with other Business Partners and to the Business Partner Relations Team Lead

### Website: [www.alanyc.org](http://www.alanyc.org)

- Business Partner listing (choice of one industry category)

### Social Media

- Reciprocal advertising (reposting) on ALANYC's social media pages

### Advertisements

- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Diversity, Equity & Inclusion Events

- One invitation to diversity, equity, and inclusion events with members
- (Participation fee may apply)

### Annual Educational Symposium and Exposition

- If available, an Exhibition table can be purchased for \$2,500 (includes two invitations)

### Signature Events

- Business Partner Appreciation Event
- One invitation

### Community Service Events

- Invitation to community service events with members (participation fee may apply)



## BUSINESS PARTNER PROGRAM



# SPONSOR APPLICATION

April 1, 2024 through March 31, 2025

Please make checks payable to:  
Association of Legal Administrators NYC Chapter

If paying by check, please remit payment to:  
ALANYC  
P.O. Box 4468  
New York, NY 10163-4468  
Attention: Meredith Lonner

For credit card payments, a 3.5% credit card processing fee will be applied.

Any questions regarding payment can be sent to [info@alanyc.org](mailto:info@alanyc.org).



**New York City**  
Chapter