

ASSOCIATION OF LEGAL ADMINISTRATORS | NEW YORK CITY CHAPTER

# BUSINESS PARTNER PROGRAM

MAKING AN IMPACT



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

2025 | 2026



# ABOUT ALANYC

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, 2025 through March 31, 2026. 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. 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.

The Business Partner Program enables our chapter to achieve its mission to enhance the knowledge and professionalism of its members through high-quality educational programs in legal management, provide timely information enabling 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 chapter 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.



# PROGRAM OVERVIEW



250+

MEMBERS IN THE LEGAL  
INDUSTRY



NETWORKING AND  
EVENT OPPORTUNITIES



ADVERTISING AND  
PROMOTIONAL  
OPPORTUNITIES



SOCIAL MEDIA  
ENGAGEMENT

Our 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 2025-2026**

Completed applications for renewing Business Partners must be received by March 31, 2025, to secure sponsorship. Full payment will be due by April 1, 2025. Existing Business Partners can renew through the online portal at [alanyc.memberclicks.net/login](https://alanyc.memberclicks.net/login).

The sponsorship application is open to prospective Business Partners at: [alanyc.org/become-a-business-partner](https://alanyc.org/become-a-business-partner). All new applications will be reviewed by the Chapter Board for compatibility with the current Business Partner profile and membership needs. The Chapter reserves the right to refuse a new application for Business Partner status under various criteria, including market saturation in the current Business Partner profile. Sponsorship payment will be due upon approval of any new Business Partner Sponsorship Application.

## **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.





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

- Right of first renewal for current Business Partners
- Primary industry exclusivity
- Access to the ALANYC Membership Directory and both the Business Partner and Membership Forums
- Business Partner Virtual Orientation
- An opportunity for one member to participate in the Business Partner Advisory Council (BPAC) – subject to Chapter Board approval

### 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 social media pages

### Advertisements

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

### Annual Educational Symposium and Exposition

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

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### 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 the approval of 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 (topic and content must be approved by the Communications and the Professional Development Teams)

### 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

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

- Chapter Board and Business Partner Event
  - Two invitations
- Business Partner Appreciation Event
  - Four invitations
  - Opportunity to address the members when the event begins
- Summer Party
  - Three invitations
- Winter Event
  - Two invitations
- Annual President's Farewell Luncheon
  - Two invitations (preferred seating)
  - Opportunity to make introduction – Speaker, Board Member or other (as determined by the President)





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

- Right of first renewal for current Business Partners
- Dual (2 Business Partners in same industry allowed) industry exclusivity
- Access to the ALANYC Membership Directory and both the Business Partner and Membership Forums
- Business Partner Virtual Orientation
- An opportunity for one member of each Business Partner organization to participate in the Business Partner Advisory Council (BPAC) – subject to Chapter Board approval

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

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

### Social Media

- Reciprocal advertising (reposting) on ALANYC social media pages

### Advertisements

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

### Annual Educational Symposium and Exposition

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

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### 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 the approval of 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 (topic and content must be approved by the Communications and Professional Development Teams)

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

- Three invitations
- Opportunity to make an introduction – Speaker, Board Member or other – at one event (as determined by the President)
- Opportunity to provide printed promotional materials at networking luncheons

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

- Chapter Board and Business Partner Event
  - Two invitations
- Business Partner Appreciation Event
  - Three invitations
  - Opportunity to address the members when the event begins
- Summer Party
  - Two invitations
- Winter Event
  - Two invitations
- Annual President's Farewell Luncheon
  - Two invitations



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

- Right of first renewal for current Business Partners
- Access to the ALANYC Membership Directory and both the Business Partner and Membership Forums
- Business Partner Virtual Orientation
- An opportunity for one member of each Business Partner organization to participate in the Business Partner Advisory Council (BPAC) – subject to Chapter Board approval; 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 social media pages

### Advertisements

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

### Annual Educational Symposium and Exposition

- Two invitations
- Exhibition table

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### Educational Sessions

- Opportunity to host an educational session (virtual/venue and/or lunch/breakfast – subject to the approval of 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)

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

- Two invitations

### Signature Events

- Chapter Board and Business Partner Event
  - Two invitations
- Business Partner Appreciation Event
  - Three invitations
- Summer Party
  - Two invitations
- Winter Event
  - Two invitations
- Annual President's Farewell Luncheon
  - Two invitations





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

- Right of first renewal for current Business Partners
- Access to both the Business Partner and Membership Forums
- Business Partner Virtual 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 President's Farewell Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Annual Educational Symposium and Exposition

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

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### Networking Events

- One invitation

### Signature Events

- Chapter Board and Business Partner Event
  - One invitation
- Business Partner Appreciation Event
  - Two invitations
- Summer Party
  - One invitation
- Winter Event
  - One invitation
- Annual President's Farewell Luncheon
  - One invitation





## BUSINESS PARTNER++ GENERAL BENEFITS | \$5,000

- Must be an affiliate organization of an existing Business Partner in the top three levels only
- Access to both the Business Partner and Membership Forums
- Business Partner Virtual 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 President's Farewell Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Annual Educational Symposium and Exposition

- If available, an Exhibition table can be purchased for \$1,000 (includes two invitations)

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### Networking Events

- One invitation

### Signature Events

- Chapter Board and Business Partner Event
  - One invitation
- Business Partner Appreciation Event
  - Two invitations
- Summer Party
  - One invitation
- Winter Event
  - One invitation
- Annual President's Farewell Luncheon
  - One invitation





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

- Right of first renewal for current Business Partners
- Access to both the Business Partner and Membership Forums
- Business Partner Virtual 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 President's Farewell Luncheon
- One-quarter page ad in the Annual Educational Symposium and Exposition brochure
- Acknowledgment in the annual DE&I PRISM publication

### Annual Educational Symposium and Exposition

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

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### Networking Events

- One invitation (available for purchase)

### Signature Events

- Chapter Board and Business Partner Event
  - One invitation
- Business Partner Appreciation Event
  - Two invitations
- Summer Party
  - One invitation
- Winter Event
  - One invitation (available for purchase)
- Annual President's Farewell Luncheon
  - One invitation



## LIBERTY CLUB GENERAL BENEFITS | \$3,000

- Business Partner Virtual Orientation
- Access to the ALANYC Business Partner Forum to communicate directly with other Business Partners and to the Business Partner Relations Team Leads

### 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

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

### Annual Educational Symposium and Exposition

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

### Community Service Events

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

### Diversity, Equity & Inclusion Events

- One invitation

### Networking Events

- Chapter Board and Business Partner Event
  - One invitation
- Business Partner Appreciation Event
  - One invitation
- Annual President's Farewell Luncheon
  - One invitation (available for purchase)



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# CONTACT US



**BUSINESS PARTNER  
APPLICATION**

[alanyc.org/become-a-business-partner/](http://alanyc.org/become-a-business-partner/)



**EMAIL**

[info@alanyc.org](mailto:info@alanyc.org)



**WEBSITE**

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



**ADDRESS:**

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