



**ALA**  
Association of Legal  
Administrators

*New York City*  
Chapter

# CREATING CONNECTIONS

ASSOCIATION FOR LEGAL  
ADMINISTRATORS  
NEW YORK CITY CHAPTER

BUSINESS PARTNER  
PROGRAM

April 2022-  
March 2023



# BUSINESS PARTNER PROGRAM

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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, 2022 through March 31, 2023. We invite you to review our brochure and consider the many benefits sponsoring the 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 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 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 Chapter members through various advertising, educational, networking and community opportunities. As always, we appreciate the continuing support of our current Business Partners and look forward to forming alliances with new business partners.

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**Connecting to**

**250 +**

**Legal Professionals**



**Collectively supporting the mission and goals of the ALA and ALANYC, the ALANYC Business Partner 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 2022-2023**

Completed sponsorship applications and payment for renewing Business Partners must be received by March 31, 2022 to secure a sponsorship. No invoice will be issued unless specifically requested by the renewing Business Partner.

The application form is available at:  
<http://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, incompatibility or exclusivity in a business area.

Sponsorship payment will be due upon application approval. No invoice will be issued unless specifically requested by a new Business Partner.

Please speak with the BP Team Leaders if payment plans are needed.

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

The BPAC is comprised of Business Partners from organizations who have a proven history 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, provide sponsorship program feedback and represent the Business Partner community.

#### **CONTACT:**

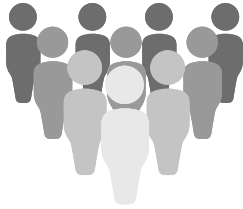
##### **Business Partner Relations Team**

**Co-Team Lead  
Scott Jaffee  
sjaffee@cohenclairlans.com**

**Co-Team Lead  
Bob Cohen  
bcohen@kkwc.com**

**Team Advisor  
Stephanie Ransom  
SRRansom@MDWCG.com**

# 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
- Primary industry exclusivity at this sponsorship level (non-compete)
- Access to ALANYC membership directory, business partner and membership forum
- Two invitations to the Business Partner orientation
- An opportunity for one member of each Business Partner at this level to participate in the Business Partner Advisory Council (BPAC) – Application must be approved by the Board

**Advertising in e-Newsletter**

- Complimentary issue
- Business Partner listing in each issue
- Business Partner profile in one issue
- Digital banner advertisement in each issue
- Opportunity to provide an educational article for (article topic and content must be approved by the Communications Team)

**Website – www.alanyc.org**

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

**Social Media – #ALANYCis**

- #ALANYCis – Reciprocal advertising on various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

**Diversity & Inclusion Events**

- One invitation

**17th Annual Educational Symposium and Exposition**

- Four invitations
- Sponsor table (choice of table location based on sponsorship application and payment date)
- Full-page ad in the 17th Annual Educational Symposium and Exposition brochure

**Educational Sessions**

- Opportunity to submit an educational session RFP for consideration by the Education Team
- Opportunity to host an educational session (either venue and/or lunch/ breakfast – Must be approved by the Education Team; Business Partner will be able to attend the hosted education session and speak to attending members for three to four minutes)

**Networking Events**

- Two invitations (preferred seating)
- Opportunity to provide printed business partner promotional materials at luncheons
- ALANYC will provide attendance list at least 24 hours prior to the networking event

**Winter Event**

- Two invitations (preferred seating)

**Business Partner Appreciation Event**

- Four invitations
- Pre-Cocktail Meet and Greet with Board prior to event
- Short presentation to members at Business Partner-Member Event

**Summer Party**

- Three invitations

**Annual Attorney/Firm Leadership Luncheon**

- Two invitations
- Opportunity to make introduction – Speaker, Board Member or other (determined by Board President)
- Listing in Annual Attorney/Firm Leadership handout

**Community Service Event(s)**

- Invitation to community service event(s) with members (attendance 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 Club level (non-compete)
- Access to ALANYC membership directory, business partner and membership forum
- One invitation to the Business Partner Orientation
- An opportunity for one member of each Business Partner at this level to participate in the Business Partner Advisory Council (BPAC) – Application process; must be approved by Board

### Advertising in e-Newsletter

- Complimentary issue
- Business Partner listing in each issue
- Business Partner Profile in one issue
- Digital banner advertisement in each issue
- Opportunity to provide an educational article (article topic and content must be approved by the Communications Team)

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

- Business Partner listing (choice of 3 industry categories)
- Business Partner logo with link to Business Partner's website

### Social Media – #ALANYCis

- #ALANYCis – Reciprocal advertising on various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

### Diversity & Inclusion Events

- One invitation

### 17th Annual Educational Symposium and Exposition

- Three invitations
- Sponsor Table (choice of table location based on sponsorship application and payment date)
- Half-page ad in the 17th Annual Educational Symposium and Exposition Brochure

### Educational Sessions

- Opportunity to submit an educational session RFP for consideration by the Education Team
- Opportunity to host an educational session (either venue and/or lunch/ breakfast – needs to be approved by the Education Team; Business Partner will be able to attend the hosted education session and speak about 3-4 minutes to attending members)

### Networking Events

- Two invitations
- Opportunity to make introduction – Speaker, Board Member or other – at one event (determined by Board President)
- Opportunity to provide printed business partner promotional materials at events
- ALANYC will provide attendance list at least 24 hours prior to networking event

### Winter Event

- Two invitations

### Business Partner Appreciation Event

- Three invitations
- Pre-Cocktail Meet and Greet with Board prior to Event

### Summer Party

- Two invitations

### Annual Attorney/Firm Leadership Luncheon

- Two invitations
- Listing in Annual Attorney/Firm Leadership Luncheon handout

### Community Service Events

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

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

- Right of first renewal for current Business Partners at this sponsorship level
- Right of first renewal for current Business Partners at this sponsorship level
- Access to ALANYC membership directory, Business Partner and membership forum
- New business partner sponsors at this Club Level will be invited to the Business Partner Orientation, an opportunity for one member of each Business Partner at this level to participate in the Business Partner Advisory Council (BPAC) – Application process; must be approved by Board; must have been a Chapter sponsor for three years

### Advertising in e-Newsletter:

- Complimentary issue
- Business Partner listing in each issue
- Opportunity to provide an educational article (article topic and content must be approved by the Communications Team)
- Digital advertisement in each issue

### Website -www.alanyc.org

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

### Social Media #ALANYCis

- #ALANYCis – Reciprocal advertising on various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

### Diversity & Inclusion Events (attendance fee may apply)

- One Invitation

### 17th Annual Educational Symposium and Exposition

- Two invitations
- Sponsor Table provided
- One-quarter page ad in the 17th Annual Educational Symposium and Exposition brochure

### Educational Sessions

- Opportunity to host an educational session (either venue and/or lunch/breakfast – need to be approved by Education Team – Business Partner will be able to attend the hosted education session and speak about 3-4 minutes to attending members)

### Networking Events

- Two invitations
- ALANYC will provide attendance list at least 24 hours prior to networking events

### Winter Event

- One invitation

### Business Partner Appreciation Event

- Two invitations
- Pre-Cocktail Meet-N-Greet with Board prior to Event

### Summer Party

- Two invitations

### Annual Attorney/Firm Leadership Luncheon

- Two invitations
- Listing in Annual Attorney/Firm Leadership Luncheon handout

### Community Service Events

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

**PENN STATION CLUB GENERAL BENEFITS, \$4,000**

- Right of first renewal for current Business Partners at this sponsorship level
- New Business Partner sponsors at this Club Level will be invited to the Business Partner orientation

## Advertising in e-Newsletter

- Complimentary issue
- Business Partner listing in each issue
- Digital advertisement in each issue
- Opportunity to provide an educational article (article topic and content must be approved by the Communications Team)

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

- Business Partner listing (choice of 1 industry category)

## Social Media – #ALANYCis#

- ALANYCis – Reciprocal advertising on various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

## Diversity &amp; Inclusion Events

- One invitation

## 17th Annual Educational Symposium and Exposition

- If available, a table can be purchased for \$2,500 (includes above advertising and two invitations)
- If sponsor table is available and purchased, one-quarter page ad in 17th Annual Educational Symposium and Exposition brochure

## Networking Events

- \$300 for one invitation

## Winter Event

- \$300 for one invitation

## Business Partner Appreciation Event

- One invitation

## Summer Party

- One invitation

## Annual Attorney/Firm Leadership Luncheon

- One invitation
- Listing acknowledgement in Annual Attorney/Firm Leadership Luncheon handout

## Community Service Events

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

## LIBERTY CLUB GENERAL BENEFITS, \$2,000

### Advertising

- e-Newsletter: Complimentary issue of e-Newsletter
- Business Partner listing in each issue of e-Newsletter

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

- Business Partner listing (choice of one industry category)
- Access to Business Partners + Forum in order to communicate directly with other Business Partners and to the Business Partner Relations Team Leader.

### Social Media – #ALANYCis

- #ALANYCis – Reciprocal advertising on various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

### Diversity & Inclusion Events

- One invitation

### 17th Annual Educational Symposium and Exposition

- If available, a table can be purchased for \$2,500 (includes above advertising and two invitations)
- If sponsor table is available and purchased, one-quarter page ad in 17th Annual Educational Symposium and Exposition handout

### Business Partner Appreciation Event

- One invitation

### Community Service Events

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



## BUSINESS PARTNER PROGRAM



# SPONSOR APPLICATION

April 1, 2022 through March 31, 2023

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

Mail check payments to:  
ALANYC  
P.O. Box 4468  
New York, NY 10163-4468  
Attention: Meredith Lonner

*For credit card payments, a convenience fee will be applied.*