



2026-2027

Business Partner Program



Join one of the most active networks of legal administrators and law firm leaders in the New York metropolitan area

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

The **New York Chapter (ALANYC) was formed in 1977** to provide quality educational and networking opportunities, professional growth, and leadership development for its approximately **250 legal professional members in the New York area**.

The Chapter has grown into a thriving network of legal professionals. **In 2025 we held over 40 events for members and business partners**, including our Winter Party, Educational Sessions, *fitALANYC* step challenges, and Community Service efforts, and more!

Our Business Partner Program allows the Chapter to deliver high-quality education, leadership development, and networking opportunities for legal management professionals.

In return, our business partners gain direct access to a highly engaged membership community.

ALANYC Teams

Our robust event calendar is made possible by the dedicated work of our teams.

- Annual Events & Luncheons
- Community Service and C.O.R.E.
- DEIA (Diversity, Equity, Inclusion, Accessibility)
- *fitALANYC*
- Professional Development
- Sustainability

Business Partner

Benefits



Signature Networking Experiences

Invitations to premier networking gatherings, including the Winter Party, Summer Event, Charity Ball, Business Partner Appreciation event, and additional member experiences throughout the year.



Digital Marketing Exposure

Gain visibility through spotlight features in our member newsletter, listings in the Business Partner Directory, and advertising opportunities in program brochures.



Professional Development Opportunities

Access to in-person educational luncheons and virtual programs. Select sponsorship levels may include opportunities to deliver educational sessions and position your organization as a thought leader.



Symposium or Regional Expo Access

Attendance, speaking, and exhibition opportunities at either our flagship Annual Educational Symposium or a collaborative Regional Expo with fellow ALA Chapters — delivering access to key decision-makers and industry leaders.



Meaningful Team Engagement

Invitations to participate in impactful initiatives such as fitALANYC, DEIA, Sustainability, and CORE. These groups host ongoing challenges and activities that foster connection while supporting important causes.

Put Your Brand at the
Center of the New York
Legal Community.

Applications are due March 31, 2026



alanyc.org/become-a-business-partner

Program Duration

April 1, 2026 - March 31, 2027

Who it's for

Technology & Software Solutions

Cloud computing, technology consulting, virtual technology, A/V conferencing, eDiscovery, computer forensics, document solutions, legal document management

Financial & Accounting Services

Banking, equipment leasing & financing, accounting software, CPA/tax consulting, insurance/risk management

Human Capital & Professional Development

HR management, recruiting, career transition/coaching, training & development

Legal & Litigation Support Services

Litigation support, public records research, depositions, records retrieval and management

Facilities, Construction & Real Estate Services

General contractor/construction management, real estate, furniture & installations, moving & storage

Hospitality & Workplace Services

Catering, coffee/vending, hotels, florists

Business Operations

Outsourcing services, office supplies, maintenance, travel services, and those industries supporting the legal community



Empire State

Benefit Detail

Core Partnership Benefits

- **Industry exclusivity**
- **Registration lists** for in-person events
- Right of **first renewal** for current Business Partners
- Opportunity for one representative to participate in the **Business Partner Advisory Council (BPAC)**
- **Preferential seating** and the ability to provide printed marketing materials (whenever possible)
- Access to the **ALANYC Community Forums & Membership Directory**
- Option to **add an affiliated company through the Business Partner Booster** (details on pg. 6)

Digital Marketing Benefits

- **Business Partner Directory listing** with a choice of **four** industry categories
- One **company spotlight** in our weekly member email
- **Two company acknowledgements** on social media

Printed Marketing & Advertisements

- **Full-page advertisement** in the PRISM and Symposium or Regional Expo brochures*
- **Logo recognition** in select event program and publication materials (limited to top 3 tiers only)

Professional Development Sessions

- **Priority opportunity** to sponsor a virtual educational session
- Business Partner **mention and logo in event marketing**, including email and social media
- **Company introduction** at the beginning of the session, including bio

Symposium or Regional Expo

- **Four** invitations
- Exhibition table with **priority table location****

ALANYC Signature Events

May 2026 BP Orientation
Unlimited invitations

May 2026 BP Appreciation
4 invitations

June 2026 Networking Luncheon
3 invitations

July 2026 Summer Event
3 invitations

November 2026 Networking Luncheon
3 invitations

January 2027 Winter Party
2 invitations

March 2027 Networking Luncheon
2 invitations

Additional invitations to team programs.
Number of invitations varies by event.
Participation fees may apply.

Questions?

Reach out to us at info@alanyc.org.

*full page ad specs: 8.5x11; full color.

**A symposium exhibition table is included. Exhibition table pricing for the Regional Expo may vary.



Times Square

Benefit Detail

Core Partnership Benefits

- **Limited industry competition***
- **Registration lists** for in-person events
- Right of **first renewal** for current Business Partners
- Opportunity for one representative to participate in the **Business Partner Advisory Council (BPAC)**
- **Preferential seating** and the ability to provide printed marketing materials (whenever possible)
- Access to the **ALANYC Community Forums & Membership Directory**
- Option to **add an affiliated company through the Business Partner Booster** (details on pg. 6)

Digital Marketing Benefits

- **Business Partner Directory listing** with a choice of **three** industry categories
- One **company spotlight** in our weekly member email
- **Two company acknowledgements** on social media

Printed Marketing & Advertisements

- **Half-page, color advertisement** in the PRISM and Symposium or Regional Expo brochures**
- **Logo recognition** in select event program and publication materials (limited to top 3 tiers only)

Professional Development Sessions

- **Priority opportunity** to sponsor a virtual educational session
- Business Partner **mention and logo in event marketing**, including email and social media
- **Company introduction** at the beginning of the session, including bio

Symposium or Regional Expo

- **Three** invitations
- Exhibition table with **priority table location**

ALANYC Signature Events

May 2026 BP Orientation
Unlimited invitations

May 2026 BP Appreciation
3 invitations

June 2026 Networking Luncheon
3 invitations

July 2026 Summer Event
2 invitations

November 2026 Networking Luncheon
3 invitations

January 2027 Winter Party
2 invitations

March 2027 Networking Luncheon
2 invitations

Additional invitations to team programs.
Number of invitations varies by event.
Participation fees may apply.

Questions?

Reach out to us at info@alanyc.org.

*up to two Business Partners permitted per industry
**1/2 page ad specs: 7.5" W x 4.5" H; full-color.



\$8,500

Grand Central

Benefit Detail

Core Partnership Benefits

- Right of **first renewal** for current Business Partners
- **Registration lists** for in-person events
- Opportunity for one representative to **participate in the Business Partner Advisory Council (BPAC)**
- Access to the **ALANYC Community Forums & Membership Directory**
- Option to **add an affiliated company through the Business Partner Booster** (*details on pg. 6*)

Digital Marketing Benefits

- **Business Partner Directory listing** with a choice of **two industry categories**
- One **company spotlight** in our weekly member email
- **Two company acknowledgements** on social media

Printed Marketing & Advertisements

- **Quarter-page, color advertisement** in the PRISM and Symposium or Regional Expo brochures*
- **Logo recognition** in select event program and publication materials (limited to top 3 tiers only)

Professional Development Sessions

- Opportunity to **present an educational session**
- Business Partner **mention and logo in event marketing**, including email and social media
- **Company introduction** at the beginning of the session, including bio

Symposium or Regional Expo

- **Two** invitations
- Exhibition table with **priority table location****

ALANYC Signature Events

May 2026 BP Orientation
Unlimited invitations

May 2026 BP Appreciation
3 invitations

June 2026 Networking Luncheon
2 invitations

July 2026 Summer Event
2 invitations

November 2026 Networking Luncheon
2 invitations

January 2027 Winter Party
2 invitations

March 2027 Networking Luncheon
2 invitations

Additional invitations to team programs.
Number of invitations varies by event.
Participation fees may apply.

Questions?

Reach out to us at info@alanyc.org.

*1/4 page ad specs: 3.5" W x 4.5" H; full-color.

**A symposium exhibition table is included. Exhibition table pricing for the Regional Expo may vary.

\$5,000

Business Partner Booster

The top three tiers may enhance their package by adding an affiliated organization at a discounted cost.

- ✓ Access to the ALANYC Community Forums
- ✓ Business Partner Directory listing with a choice of one industry category
- ✓ All digital and print marketing benefits associated with the corresponding Business Partner package
- ✓ Two invitations and one exhibition table at either the Annual Symposium or the Regional Expo at a preferred rate*
- ✓ Opportunity to sponsor a Professional Development session**
- ✓ Additional invitations to ALANYC Team Events

*A symposium exhibition table would be available at \$1,000. Pricing for the Regional Expo may vary. Both are subject to availability.
 **Subject to availability, priority is given to the top three tiers.

May 2026 BP Orientation
Unlimited

May 2026 BP Appreciation
2 invitations

June, March & November Luncheons
1 invitation

July 2026 Summer Event
2 invitations

January 2027 Winter Party
1 invitation



Flatiron

Benefit Detail

\$6,000

Core Partnership

- Right of first renewal for current Business Partners
- Access to the ALANYC Community Forums

Digital & Print Marketing

- Business Partner Directory listing with a choice of one industry category
- Two company acknowledgements on social media
- One spotlight in our weekly member email
- Name acknowledgement in the PRISM & Symposium or Regional Expo brochures

Subject to Availability

The following benefits are offered after priority is given to the top three tiers.

- Opportunity to sponsor a virtual educational session
- Opportunity to participate in the Business Partner Advisory Council (BPAC)
- 2 invitations and an exhibition table at the Symposium or Regional Expo at a discounted rate of \$1,500***

May 2026 BP Orientation
Unlimited invitations

May 2026 BP Appreciation
2 invitations

June 2026 Luncheon
1 invitation

July 2026 Summer Event
2 invitations

November 2026 Luncheon
1 invitation

January 2027 Winter Party
1 invitation

March 2027 Luncheon
1 invitation

Various ALANYC Team Events
of invites vary, fees may apply

***Costs for Regional Expo may vary



\$4,500

Penn Station

Benefit Detail

Core Benefits

- Access to the ALANYC Community Forums
- Business Partner Directory listing with a choice of one industry category
- Two company acknowledgements on social media
- One company spotlight in our weekly member email
- Name acknowledgement in the PRISM and Symposium or Regional Expo brochures

Subject to Availability

The following benefits are offered after priority is given to the top three tiers.

- Opportunity to sponsor a virtual educational session
- Opportunity to participate in the Business Partner Advisory Council (BPAC)
- Two invitations and one exhibition table at either the Annual Symposium or the Regional Expo at a preferred rate.*
- Additional invitations to ALANYC team programs. Participation fees may apply.

Included Events

May 2026 BP Orientation
Unlimited invitations

May 2026 BP Appreciation
2 invitations

July 2026 Summer Event
2 invitations

March 2027 Networking Luncheon
1 invitation

One Ticket Available for Purchase

June 2026 Luncheon

November 2026 Luncheon

January 2027 Winter Party

March 2027 Networking Luncheon



\$3,000

Liberty

Benefit Detail

Core Benefits

- Access to the ALANYC Community Forums
- Business Partner Directory listing with a choice of one industry category
- One company spotlight in our weekly member email
- Name acknowledgement in the PRISM and Symposium or Regional Expo brochures

Event Access

- **May 2026 BP Orientation** | Unlimited invitations included
- **May 2026 BP Appreciation** | 1 invitation included
- **March 2027 Networking Luncheon** | 1 invitation available for purchase

Subject to Availability

- Opportunity to sponsor a virtual educational session
- 2 invitations and an exhibition table at the Symposium or Regional Expo at a preferred rate*
- Additional invitations to ALANYC team programs. Participation fees may apply.

*Symposium table pricing is \$2,500.
Regional Expo pricing may vary.



Put Your Brand at the Center of the New York Legal Community.

Applications are due March 31, 2026



alanyc.org/become-a-business-partner



EMAIL
info@alanyc.org



WEBSITE
www.alanyc.org



ADDRESS:
Association of Legal Administrators
New York City Chapter
PO Box 4468
New York, NY 10163
Attn: Financial Officer



Please note: 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.