



New York City
Chapter

CREATING CONNECTIONS

ASSOCIATION OF LEGAL ADMINISTRATORS | NEW YORK CITY CHAPTER

2023-2024 BUSINESS PARTNER PROGRAM



Connecting to
250+
Legal Professionals

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, 2023 through March 31, 2024. We invite you to review this 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 outreach opportunities. As always, we appreciate the continuing support of our current Business Partners and look forward to forming alliances with new Business Partners.



Collectively supporting the mission and goals of the ALA and ALANYC, the ALANYC 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 2023-2024

Completed applications for renewing Business Partners must be received by March 31, 2023 to secure a sponsorship. Full payment will be due by April 1, 2023. For those wishing to split the sponsorship payment over two equal installments, 50% will be due by April 14, 2023 and the balance due by May 15, 2023.

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

Sponsorship will be open to prospective Business Partners through application. 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 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:

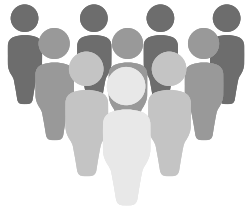
Business Partner Relations Team

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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
- Primary industry exclusivity at this sponsorship level
- Access to the ALANYC Membership Directory and to both 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) – application must be approved by the Chapter Board

Website: 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 the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

Advertisements

- Acknowledgement at 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
 - 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 Board President)

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

- Three invitations
- Opportunity to provide printed Business Partner 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 to both 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 Chapter Board

Website: www.alanyc.org

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

Social Media

- Reciprocal advertising (reposting) on the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

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)

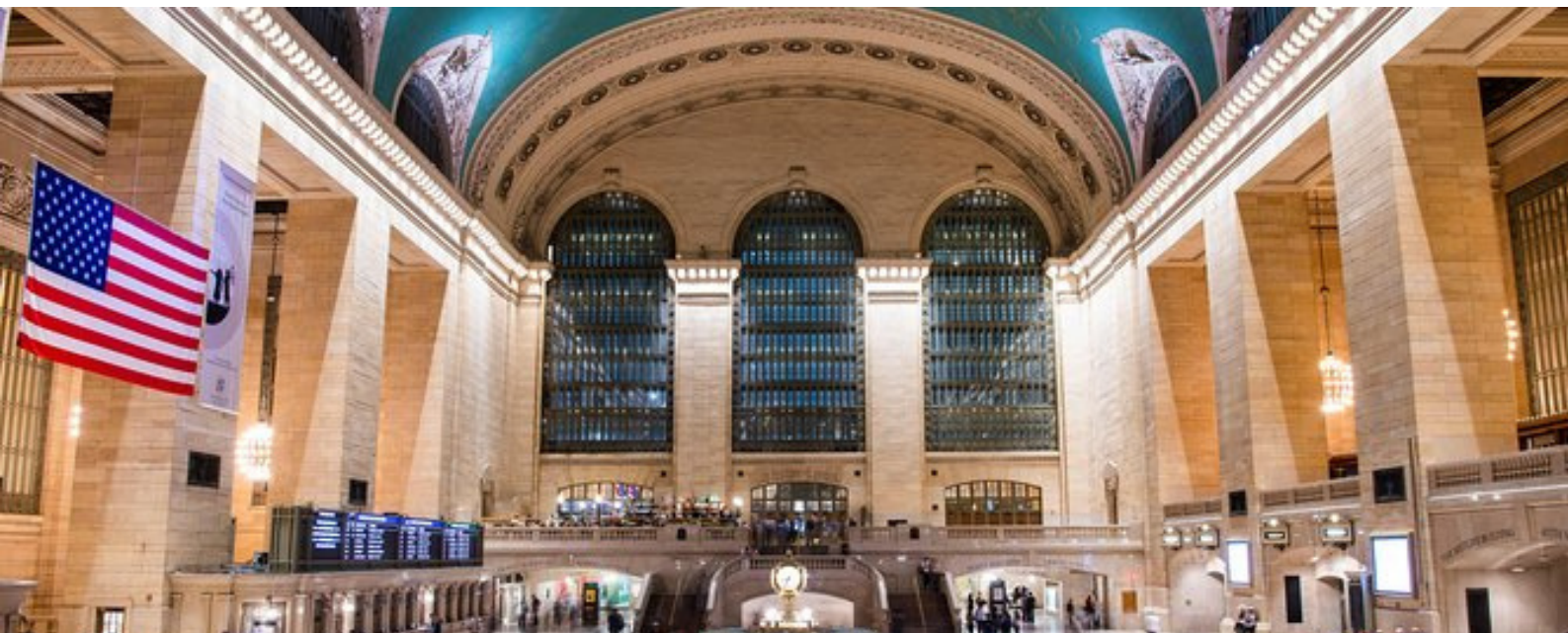
- Chapter Board and New Member Meet and Greet
 - Two invitations
- Business Partner Appreciation Event
 - Three invitations
 - Pre-event Meet and Greet with Board
 - Opportunity to address the members at the start of the event
- Summer Party
 - Two invitations
- Winter Event
 - Two invitations
- Annual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

Networking Events (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 Board President)
- Opportunity to provide printed Business Partner 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 to both 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

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

Social Media

- Reciprocal advertising (reposting) on the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

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
- 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
- An opportunity for one member of each Business Partner organization at this level to participate in the Business Partner Advisory Council (BPAC) – application must be approved by the Chapter Board

Website: www.alanyc.org

- Business Partner listing (choice of 1 industry category)

Social Media

- Reciprocal advertising (reposting) on the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

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, a table can be purchased for \$1,000 (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

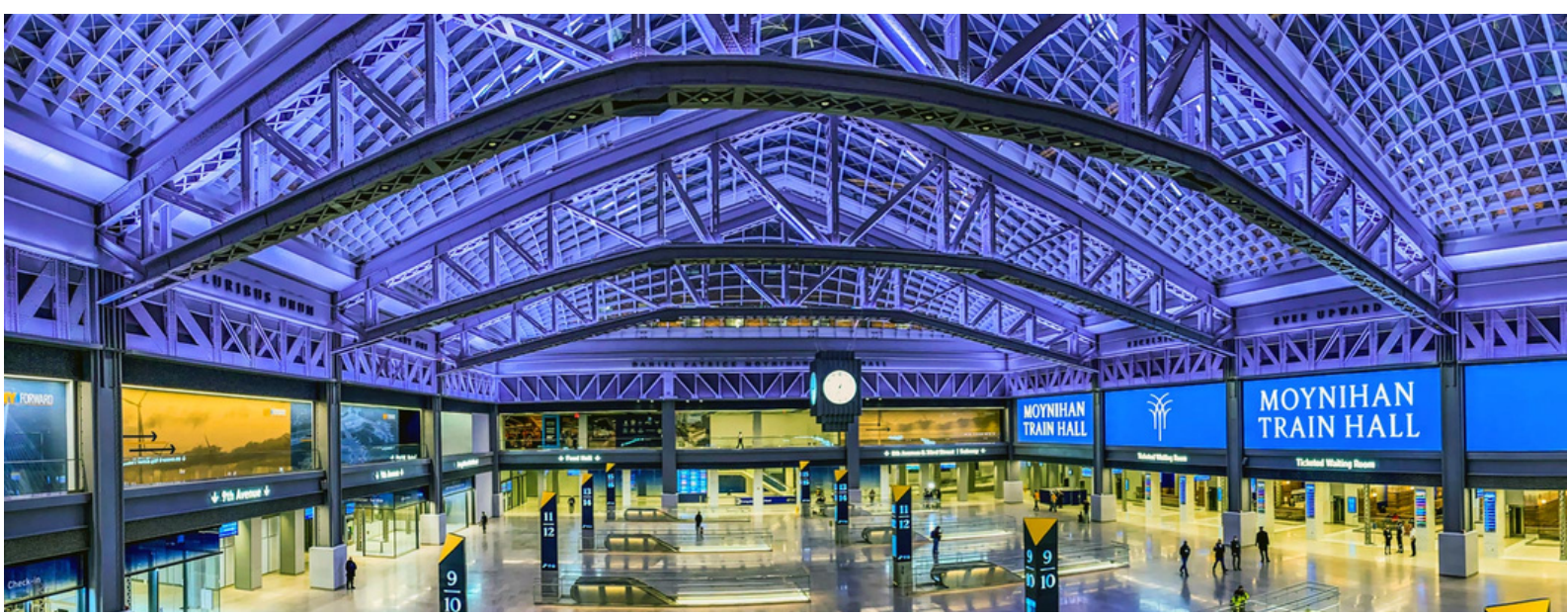
- One invitation

Networking Events

- One invitation

Community Service Events

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



PENN STATION CLUB GENERAL BENEFITS | \$4,000

- 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 virtual session 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 must be approved by the Chapter Board

Website: www.alanyc.org

- Business Partner listing (choice of one industry category)

Social Media

- Reciprocal advertising (reposting) on the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

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, a 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 so as to communicate directly with other Business Partners and to the Business Partner Relations Team Lead

Website: www.alanyc.org

- Business Partner listing (choice of one industry category)

Social Media

- Reciprocal advertising (reposting) on the Chapter's various social media pages: Facebook, LinkedIn, Twitter, Instagram, etc.

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, a exhibition table can be purchased for \$2,500 (includes two invitations)

Networking 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, 2023 through March 31, 2024

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

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

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



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