




CENTRAL FLORIDA CHAPTER ASSOCIATION OF LEGAL ADMINISTRATORS

 A Chapter of the Association of Legal Administrators

ROSE HUTCHINSON, PRESIDENT
MICHELLE GERENA, VICE PRESIDENT

DAWN BETANCOURT, SECRETARY
STEPHANIE DONALDSON, TREASURER

April 1, 2017

Hello CFCALA Business Partners and Supporters!

The Central Florida Chapter Association of Legal Administrators (“CFCALA”) is fortunate to enjoy the support of local, regional and national business partners like you. These partnerships are vital to the health of our Chapter and are imperative in giving our members a connection to knowledge, resources and networking. Once again, CFCALA extends a special invitation to you and your company to partner with us to ensure our mutual success.

Our 2017 signature event, the Business Partner Expo, was in March this year. While the Expo has occurred, we have other opportunities where you can partner with us in 2017.

Along with this letter, we are sending a detailed listing of 2017 Additional Business Partner opportunities offering many options to fit your marketing needs and budgets. Don't miss out on your opportunity to be a CFCALA Partner!

We look forward to working with you,

Lenita McFeron
Business Partner Chair
Phone: (407) 843-8880
[Email: lenita.mcferon@grayrobinson.com](mailto:lenita.mcferon@grayrobinson.com)

Rose Hutchinson
CFCALA President
Phone: (407) 244-3222
[Email: rhutchinson@foley.com](mailto:rhutchinson@foley.com)

Platinum Level \$5,000 1 Sponsorship Available

- All of the benefits of the Gold sponsor (excluding sponsor of PLMW), *plus*:
- Welcome booth and premium location at BP Expo;
- Opportunity to display banner and introduce company at BP Expo luncheon;
- **Exclusive sponsor** of a \$1,000 College Scholarship;
- **Exclusive sponsor** of our annual scholarship presentation luncheon;
- Premier placement on the home page of Chapter website with link to Company website;
- Recognition on signage at Expo and all regular monthly and special Chapter events;
- Invitation to the 2017 Business Partner Appreciation Event (*4 representatives*).

Gold Level \$3,500 6 Sponsorships Available

- All of the benefits of the Silver sponsor (excluding educational scholarship), *plus*:
- **Exclusive sponsor** of the CFCALA's appreciation event for Professional Legal Management Week (PLMW) in October;
- Choice Expo location - larger exhibit booth;
- Premium listing in Business Partner Directory distributed to Business Partner Expo attendees;
- Logo placed on home page of Chapter website with link to Company website;
- Invitation to 2017 Business Partner Appreciation Event (3 representatives);
- Sponsor of bowling team(s)
- Sponsor of one regular members' luncheon - includes lunch (2 representatives).

Silver Level \$2,000 Unlimited Sponsorships

- All of the benefits of the Bronze sponsorship, *plus*:
- Scholarship sponsor for member to attend 2017 Business of Law Conference/ALA educational event;
- Special recognition on signage at Business Partner Expo;
- Invitation to 2017 Business Partner Appreciation Event (*2 representatives*);
- Listing in Business Partner Directory on Chapter website with link to Company website.

Bronze Level \$1,000 Unlimited Sponsorships

- Booth at Business Partner Expo;
- Inclusion on map to be completed for participation in prize give-away;
- Invitation to the March 10, 2017 Member Educational Session, Luncheon and Cocktail Reception;
- Listing in Business Partner Directory distributed to Expo attendees;
- Invitation to 2017 Business Partner Appreciation Event (1 representative);
- Invitation to Chapter's appreciation event for Professional Legal Management Week (PLMW);
- Listing in Business Partner Directory on Chapter website;
- Member Directory sent via email.

Additional Business Partner Opportunities

Expo Participant - \$600 (space is limited – first come, first served)

- Booth at Business Partner Expo;
- Invitation to Expo Member Luncheon and Cocktail Reception;
- Listing in Business Partner Directory distributed to Business Partner Expo attendees;

Website Presence - \$250 (unlimited)

- Listing in Business Partner Directory on Chapter website.

Holiday Luncheon Sponsor - \$500 (space permitting)

- Sponsors of the 2017 Annual Holiday Luncheon. Sponsors must have participated in the Business Partner Expo at a Bronze Level or above.

Survey Sponsor - \$500 (limit 1)

- Exclusive sponsor of the Chapter's Annual Salary and Benefits Survey.

Community Connection Sponsor - \$500 (unlimited)

- Sponsors of the Chapter's Annual Community Connection event.

Chapter Brochure Sponsor - \$500 (limit 1)

- Exclusive sponsor of the Chapter's membership brochure – published annually.

Luncheon Sponsor - \$500 (space permitting)

- Sponsor of one monthly member luncheon. Priority given to Expo participants.

Newsletter Sponsor - \$500 (one per quarter)

- Advertiser in quarterly e-Newsletter sent to all Chapter members to include link to website.



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2017 Business Partner Program Information & Definitions

The following definitions apply to all eligible sponsorship levels and opportunities. The sponsorship term is January 1, 2017 through December 31, 2017 for all levels. Please note that sponsorship levels that are limited will be filled on a first come, first served basis.

College Scholarship Event

The Platinum sponsor is the ***exclusive sponsor*** of this event. Each year, the Central Florida Chapter ALA accepts and reviews applications for the Lynn Osteen Wolfe Memorial scholarship to be awarded to two (2) recipients in the amount of \$1,000. Applicants are solicited from all employees (including attorneys) within member law firms. The winner will be presented with the scholarship by the Central Florida Chapter ALA Platinum sponsor(s). Up to four (4) representatives from the Platinum sponsor may attend this event; the sponsor will be recognized and will have an opportunity to present an overview of their company. This is a premier event to be attended by legal administrators.

Business Partner Expo and Educational Conference

Our 2017 Business Partner Expo and Educational Conference is scheduled for March 10, 2017, at the Alford Inn in Winter Park. The event kicks off with a luncheon coupled with an educational session. All Business Partners are invited to attend the luncheon along with chapter members. The Business Partner Expo will follow the luncheon. There will be an afternoon break for vendor raffles and door prizes to be given away. Booth location will be determined by level of sponsorship. The afternoon will conclude with a cocktail reception for all Business Partners and members. Only Platinum, Gold, Silver and Bronze sponsors will receive a printed directory of all participating attendees. Detailed information and guidelines for the Business Partner Expo will be furnished to participating Business Partners after sponsorship registration is received. Please note that Business Partners who purchase only a Business Partner Expo Booth (a la carte) DO NOT receive access to the Chapter Member Directory.

Business Partner Appreciation Event

All vendors who purchase Bronze through Platinum Level sponsorships will be invited to a special Chapter reception in their honor. The number of representatives who may attend is determined by level of sponsorship.

Trivia Night!

All vendors who purchase Bronze through Platinum Level sponsorships will be invited to a special Chapter social event. The number of representatives who may attend is determined by level of sponsorship.

Conference Scholarship Sponsor

Our Silver sponsors provide scholarships to Chapter members who win free registration to the 2017 ALA Business of Law Conference or financial assistance to attend any other ALA educational event.

Chapter Website

The Chapter's website is located at www.cfcala.org. Our Platinum and Gold sponsors will have their company logos featured prominently on our home page with a link to their own website. The Business Partner Directory is accessible by anyone with internet access.

Regular Chapter Luncheon

Each Platinum and Gold sponsor is the exclusive sponsor of one monthly Chapter meeting during the sponsorship year. Two (2) representatives may attend and introduce your services or products to the membership.

Ala Carte Chapter Luncheon Sponsor

Business Partners have the opportunity to sponsor one monthly Chapter meeting. Your company may bring two (2) representatives to the luncheon and introduce your services or products to the membership. Priority is given to existing sponsors and availability is limited.

Holiday Luncheon (space permitting)

Business Partners may sponsor our annual Holiday Luncheon. Sponsors must have participated in the Business Partner Expo at a Bronze Level or above. Two (2) representatives from each company will join us for music, great food and fun at this festive and always well-attended event. Sponsors will be recognized from the podium for their generosity.

Survey Sponsor

Our annual Salary and Benefits Survey is a vital tool for all our members, many of whom eagerly await its publication. One (1) Business Partner will be boldly recognized in the initial questionnaire and in the printed survey results as the exclusive sponsor of the survey. Survey releases in late October.

Community Connection Sponsor

Each year, ALA Chapters nationwide participate in Community Connection Events (CCE). Each Chapter determines one or more focus charities and holds or participates in event(s) which all members are encouraged to attend. The purpose of CCE is to join together with all ALA member firms to make a difference in our community. Community Connection sponsors will be boldly recognized as sponsors at the Community Connection event(s) (e.g. t-shirts, banners, etc.).

Brochure Sponsor

Our Chapter Brochure is a vital tool for recruiting new members. One (1) Business Partner will be boldly recognized in the printed brochure that is mailed out to current members and potential new members.

Professional Legal Management Event

The first week of October is national Professional Legal Management Week (PLMW). This is a forum for recognizing those in legal management for what they do. Our Bronze through Platinum Level sponsors will be invited to a special event that is held in recognition of all ALA members. A maximum of two (2) representatives may attend. GOLD Level sponsors are the exclusive sponsors of this event and are invited to speak.

Signage

Platinum, Gold and Silver sponsors will be posted on our business partner appreciation signs which will be posted at the Business Partner Expo and other Chapter events (where applicable).

Membership of Business Partner Relations Committee

Platinum and Gold sponsors are invited to be on the Business Partner Relations Committee as a Business Partner Liaison. One (1) representative from each sponsor may attend Business Partner Committee meetings by invitation.

Please Note: *The Chapter reserves the right to substitute any event with an equivalent sponsorship opportunity should such event be cancelled for any reason.*

2017 BUSINESS PARTNER PROGRAM
Registration Form



Contact Name: _____
Company Name: _____
Industry: _____
Address: _____
Phone: _____
Email: _____
Website: _____



If referred by an ALA member, please provide name: _____

Sponsorship Levels

(Registration form and payment postmarked by 1/31/17)

- _____ Platinum - \$5,000
- _____ Gold - \$3,500
- _____ Silver - \$2,000
- _____ Bronze - \$1,000

Early Bird Discount!

(Registration form and payment postmarked by 12/23/16)

- _____ Platinum - \$4,750
- _____ Gold - \$3,325
- _____ Silver - \$1,900
- _____ Bronze - \$950



_____ **Electricity requested for booth*****

Other Opportunities for Sponsorship:

- _____ Business Partner Expo - Booth Only - \$600 (space is limited)
- _____ Website Presence - \$250 (unlimited space)
- _____ Holiday Luncheon Sponsor - \$500 (may combine with package)
- _____ Monthly Luncheon Sponsor - \$500 (space is limited)
- _____ Community Connection Sponsor - \$500 (may combine with package)
- _____ Survey Sponsor - \$500 (limit one-may combine with package)
- _____ Membership Brochure Sponsor - \$500 (limit one-may combine with package)
- _____ Quarterly Newsletter Sponsor - \$500 (one per quarter)

Please return completed registration form & your check made payable to CENTRAL FLORIDA CHAPTER ALA by January 31, 2017:

Sheila Sullivan, Men's Divorce Law Firm, 938 Lake Baldwin Lane, Orlando, FL 32814 - 407-896-2677 - sheila@mensdlf.com