



*If you are considering becoming a new Business Partner with ALA Long Island, we welcome you and look forward to the opportunity to network and learn more about your business services.*

The Association of Legal Administrators (ALA) is a non-profit international organization, with over 9,000 members worldwide, committed to providing personal and professional growth, as well as educational and networking opportunities, to professionals involved in the management of law firms, corporate and legal departments and government legal agencies. Founded in 1971, ALA has been at the forefront of the legal management profession. ALA is grateful for the support legal industry consultants, suppliers and vendors (our “Business Partner Community”) offer to our Association, both financially and by offering quality education and service. These Business Partners (BP’s) provide a vital service to the legal community.

To help foster stronger working relationships between ALA and the local business community, the Long Island Chapter is pleased to provide you with the details of our Business Partner Program. We invite you to review the program details and consider the benefits of becoming an ALA Long Island Business Partner:

- Businesses that partner with ALA Long Island are our members’ first choice when seeking products and services for their firm.
- Chapter members look to and depend upon business partners to share information and stay informed about emerging trends in the legal community and its support industries.
- Experience and trust grow from consistent and repeated contact between business partners and members.
- Your participation will be recognized and appreciated in helping us fulfill our primary mission, which is to provide high quality, competency based education to our Chapter members.

While we recognize Business Partners are independent entities, the practice and actions of a Business Partner, whether for or on behalf of ALA, or in matters unrelated to the Association, may impact and/or reflect upon the Association. For this reason, ALA has established certain guidelines to which ALA members and Business Partners must commit in order to foster mutually beneficial relationships. These guidelines are intended to advance the Association’s mission and to strengthen the relationships between Business Partners and ALA members. *(Refer to the [Performance Guidelines](#) more details.)*

For the Business Partner Community—

- Commit to open, honest and ethical interaction.
- Demonstrate professional conduct and be sensitive to conflicts of interest.
- Conduct due diligence and provide exemplary customer service to foster long-term relationships.
- Educate ALA members on new industry trends and technology.
- Comply with applicable laws, regulations and rules.
- Secure written consent from ALA Headquarters prior to using the Association logo.

For ALA members—

- Be open to new Business Partners and new ideas.
- Recognize that Business Partners' time is valuable.
- Be honest about your intentions and your firm's goals and priorities.
- Treat Business Partners with respect and honesty.
- Give credit where credit is due and let them know how much you appreciate their work.

### **Partnering Options**

The Long Island Chapter offers four levels of sponsorship providing you with exclusive access to our Chapter membership of administrators of leading New York/Long Island law firms, both large and small. Depending on your chosen level of sponsorship, you will be provided with numerous networking opportunities, such as chapter meetings, community service events, fall and spring networking parties and educational opportunities. Please see accompanying benefits information for complete details. Sponsorships are offered at the following levels:

**Platinum** – Ten (10) sponsorships at this level (limit one sponsor per industry) - \$2,000

**Gold** – Thirty (30) sponsorships at this level (limit 3 per industry) - \$1,000

**Silver** – Unlimited sponsorships at this level - \$500

**Bronze** – Unlimited sponsorships at this level - \$300

Some additional program details:

- Sponsorships are for one year (September 1 through August 31) and are not prorated.
- All commitment forms and checks **must be** sent by mail. Credit card payments can be processed on the ALA Long Island Chapter website [www.alalongisland.org](http://www.alalongisland.org). Applications will be processed on a first- received basis. **Current Platinum Business Partners have until August 1, 2020 to renew and secure their level for the upcoming year.**

### **Ready to become a Business Partner?**

1. Review the attached Business Partner Sponsorship Benefits chart to select the best sponsorship level for your company.
2. Complete the Business Partner Sponsorship Commitment Form and mail with your check payable to “ALA Long Island” (or submit your credit card payment on the Chapter website) to:

Linda Tierney  
ALA Long Island Treasurer  
c/o Forchelli Deegan Terrana LLP  
333 Earle Ovington Boulevard, Suite 1010  
Uniondale, New York 11553

***Commitment Forms submitted without payment will not be processed.*** In the event that you do not receive your first choice, your application will automatically be converted to your second choice level, and any excess contribution received will be refunded.

If you have any questions about any of the above, please feel free to contact Barbara Tomitz, our Chapter’s Business Partner Liaison, or any member of the Board. We look forward to working with you in the upcoming year!

Sincerely,

### ***ALA – Long Island Chapter***

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**Long Island**  
Chapter

**ALA Long Island Chapter  
2020-2021 New Business Partner Sponsorship  
Levels**

One Year Term: September 1 - August 31

	<b>BRONZE*</b>	<b>SILVER*</b>	<b>GOLD**</b>	<b>PLATINUM***</b>
ANNUAL COST	\$300	\$500	\$1,000	\$2000
Listing on ALA LI Chapter Website in Business Partner Directory with your Logo	X	X	X	X
Logo and link to your website on Chapter website		X	X	X
A "BP Spotlight" Article on Chapter website featuring your company^			X	X
Participation in August Networking Planning Meeting (with Chapter Board of Directors and Committee Chairs)				X (1 attendee)
Invitation to Fall Kick-Off Cocktail Party			X (1 attendee)	X (2 attendees)
Invitation to annual Business Partner Networking Event			X (1 attendee)	X (2 attendees)
Mid-Year Lunch with Board Members				X (1 attendee)
Invitation to Year End Dinner				X (1 attendee)
Participation at Chapter Community Connection Event		X	X	X
Right of First Renewal as Platinum Business Partner				X

\*Unlimited number of Bronze and Silver Sponsorships

\*\* Maximum of three (3) per industry for Gold Sponsorships

\*\*\* 10 Platinum Sponsorships available, only one (1) Platinum Sponsorship per industry

^ All Spotlight articles are subject to ALA-LI Board approval



**2020-2021 New Business Partner Sponsorship Commitment  
September 1 – August 31**

Please sign us up for the sponsorship level indicated below (select a first AND second choice):

First	Second Choice		
_____	_____	Platinum Sponsor	(\$2,000)
_____	_____	Gold Sponsor	(\$1,000)
_____	_____	Silver Sponsor	(\$500)
_____		Bronze Sponsor	(\$300)

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Industry (choose ONLY one):

- |  |   |
|--|---|
| <input type="checkbox"/> Business Equipment  | <input type="checkbox"/> Human Resources                      |
| <input type="checkbox"/> Business Management | <input type="checkbox"/> Insurance (list primary type) _____  |
| <input type="checkbox"/> Business Services   | <input type="checkbox"/> IT Support                           |
| <input type="checkbox"/> Business Supplies   | <input type="checkbox"/> Litigation & Document Management     |
| <input type="checkbox"/> Communications      | <input type="checkbox"/> Office Furniture & Storage Solutions |
| <input type="checkbox"/> Finance/Banking     | <input type="checkbox"/> Other (describe) _____               |

Payments can be made by check or credit card (submit your credit card payment on the Chapter website <http://alalongisland.org/>. Please make check payable to **ALA Long Island** and mail to:

Linda Tierney  
 ALA Long Island Chapter Treasurer  
 c/o Forchelli Deegan Terrana LLP  
 333 Earle Ovington Boulevard, Suite 1010  
 Uniondale, New York 11553

**All commitment forms and payments must be received by August 15, 2020.** Applications will be processed on a first received-first served basis. No applications will be processed without payment. Sponsorships are for a 12-month period and are not prorated.