

March 2026-  
February 2027



**CENTRAL FLORIDA CHAPTER  
ASSOCIATION OF LEGAL ADMINISTRATORS**

**BUSINESS PARTNER  
SPONSORSHIP PACKET**





Thank you for your interest in partnering with the Central Florida Chapter of ALA. We have worked diligently to put together our Business Partner Program and appreciate your interest. The sponsorship term is March 1, 2026, through February 28, 2027. We invite you to review our brochure and consider the many benefits sponsoring the Central Florida Chapter of ALA will bring to your organization. We intend to continue to offer you the opportunity to promote and position your organization for success in the Central Florida area legal community.

Our members hold various levels of leadership positions within local law firms and organizations. Often a part of the leadership team, they are responsible for sourcing solutions for their firms and furthering the firm's strategic goals. These goals can range in areas of technology, human resources, finance, facilities, marketing, and practice development. This often involves collaborating with Business Partners to create efficiencies and deliver cutting-edge solutions. To achieve this, we offer our members a variety of timely educational opportunities and networking events, along with quick access to your business services.

There are approximately 75 members in our Central Florida ALA Chapter, many of whom are key decision-makers at their firms. These leaders would appreciate your support as a sponsor of the Central Florida Chapter of ALA.

If you have any questions about the program, please feel free to contact our Business Partner Committee or our Chapter President, Rebecca Schulte. We look forward to continuing to make a difference in the legal community together with you in 2026.

**Rebecca Schulte**

CFCALA President 2026-2027

[president@cfcala.org](mailto:president@cfcala.org)

**Mindy Ballard**

CFCALA President Elect

[presidentelect@cfcala.org](mailto:presidentelect@cfcala.org)

**Marelize Dingman**

Business Partner Relations

[businesspartnercommittee@cfcala.org](mailto:businesspartnercommittee@cfcala.org)

## DIAMOND LEVEL SPONSOR \$6,500

1 Sponsorship available (2 Year Term)

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

- Premier logo placement on the home page of the CFCALA website
- Business Partner logo listed with contact and link to website in Business Partner Directory

### Social Media

- #CFCALA – Any sponsored events, Scholarships won, or other collaborations throughout the year CFCALA will post on our socials and tag the company
- A quarterly social media shout-out will be prepared in the form of our #BetterKnowABP format. This will be posted on all our social media. An example format can be provided upon request

### Education

- Opportunity to submit two educational articles. Any educational articles will be sent out in our President's Newsletter

### Business Partner Expo Event (4 Reps)

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Welcome table/signage at Expo entrance
- Premier booth placement in the front of Expo
- Logo and company information listing in the Business Partner Directory distributed to all CFCALA members who attend the Expo

### Business Partner Appreciation Event (4 Reps)

- Invitation to the 2026 Business Partner Appreciation Event

- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere
- Invited to speak during the event

### Trivia Night Event (3 Reps)

- Invitation to the 2026 Trivia Night Event

### Professional Legal Management Event (4 Reps)

- Invitation to attend a special event that is held in recognition of all CFCALA members
- Diamond is the Sponsor of this event; a logo is to be placed on promotional materials for the event
- Invitation to speak during the event

### ALA Committee

- Meet in-person or remotely twice a year with the ALA Executive Board and build valuable connections while helping us generate ideas to support the chapter's initiatives.

### Executives Dinner (4 Reps)

- Exclusive dinner with the executive board of CFCALA

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly emailed out by BP Chair
- Survey Sponsor - Business Partner will be boldly recognized in the initial questionnaire and in the printed survey results
- Receive our President's Newsletter
- Use of Central Florida BP Logo

## PLATINUM LEVEL SPONSOR \$5,000

1 Opportunity per Industry Area

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

- Logo placement on the home page of the CFCALA website
- Business Partner logo listed with contact and link to website in Business Partner Directory

### Social Media

- #CFCALA – Any sponsored events, Scholarships won, or other collaborations throughout the year CFCALA will post on our socials and tag the company

### Education

- Opportunity to submit one educational article. Any educational articles will be sent out in our President's Newsletter
- Sponsor of Lynn Wolf's College \$1000 Scholarship. Invitation to the July Luncheon for scholarship giveaway

### Business Partner Expo Event (3 Reps)

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Premier industry booth display at the front of the Expo
- Industry Sponsor signage at Expo event
- Logo and company information listing in the Business Partner Directory distributed to all CFCALA members who attend the Expo

### Business Partner Appreciation Event (3 Reps)

- Invitation to the 2026 Business Partner Appreciation Event
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### Trivia Night Event (4 Reps)

- Invitation to the 2026 Trivia Night Event
- Platinum level shares sponsorship of this event, logo to be placed on all promotional materials
- Invited to speak during the event

### Professional Legal Management Event (3 Reps)

- Invitation to attend a special event in October that is held in recognition of all CFCALA members

### ALA Committee

- Meet in-person or remotely twice a year with the ALA Executive Board and build valuable connections while helping us generate ideas to support the chapter's initiatives.

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly by BP Chair
- Industry exclusivity at this sponsorship level (non-compete)
- Receive our President's Newsletter
- Use of Central Florida BP Logo

## GOLD LEVEL SPONSOR \$3,500

8 Sponsorships Available

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

- Logo placement on the home page of the CFCALA website
- Business Partner logo listed with contact and link to website in Business Partner Directory

### Social Media

- #CFCALA – Any sponsored events, Scholarships won, or other collaborations throughout the year CFCALA will post on our socials and tag the company

### Education

- Invitation to join members during an educational lunch for **2 representatives**
  - Opportunity to introduce yourself and network with our members at the beginning of the luncheon. After you are invited to learn with us
- Opportunity to submit one educational article. Any educational articles will be sent out in our President's Newsletter
- Scholarship sponsor of \$500 given directly to a CFCALA member to attend ALA Educational Events, given away at the Expo Event

### Business Partner Expo Event (2 Reps)

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Choice booth display at the Expo Event
- Logo and company information listing in the Business Partner Directory distributed to all CFCALA members who attend the Expo

### Business Partner Appreciation Event (2 Reps)

- Invitation to the 2026 Business Partner Appreciation Event

- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### Professional Legal Management Event (2 Reps)

- Invitation to attend a special event in October that is held in recognition of all CFCALA members

### Trivia Night Event

- Invitation to the 2026 Trivia Night Event

### ALA Committee

- Meet in-person or remotely twice a year with the ALA Executive Board and build valuable connections while helping us generate ideas to support the chapter's initiatives.

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly by BP Chair
- Receive our President's Newsletter
- Use of Central Florida BP Logo

## SILVER LEVEL SPONSOR \$1,500

Unlimited Sponsorships

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

- Business Partner logo listed with contact and link to website in Business Partner Directory

- Use of Central Florida BP Logo

### Education

- Opportunity to submit one educational article. Any educational articles will be sent out in our President's Newsletter

### Business Partner Expo Event (2 Reps)

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Booth display at the Expo
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend the Expo

### Business Partner Appreciation Event (2 Reps)

- Invitation to the 2026 Business Partner Appreciation Event
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### Professional Legal Management Event (1 Rep)

- Invitation to attend a special event in October that is held in recognition of all CFCALA members

### Trivia Night Event (1 Rep)

- Invitation to the 2026 Trivia Night Event

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly by BP Chair
- Receive our President's Newsletter

## **BRONZE LEVEL SPONSOR \$1,000**

Unlimited Sponsorships

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

- Business Partner logo listed with contact and link to website in Business Partner Directory

### **Education**

- Opportunity to submit one educational article. Any educational articles will be sent out in our President's Newsletter

### **Business Partner Expo Event (1 Rep)**

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Booth display at the Expo
- Logo and company information listing in the Business Partner Directory distributed to all CFCALA members who attend the Expo

### **Business Partner Appreciation Event (1 Rep)**

- Invitation to the 2026 Business Partner Appreciation Event
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### **Other Benefits**

- Access to CFCALA membership directory, to be emailed out quarterly by BP Chair
- Receive our President's Newsletter
- Use of Central Florida BP Logo

## **EXPO ONLY SPONSOR \$500**

Unlimited Sponsorships

### **Business Partner Expo Event (1 Rep)**

- Invitation to the 2026 Expo Event. This includes an Education Session, Luncheon, and Cocktail Reception
- Booth display at the Expo
- Logo and company information listing in the Business Partner Directory distributed to all CFCALA members who attend the Expo

# At A Glance Comparison

Benefit/Feature	Diamond \$6,500	Platinum \$5,000	Gold \$3,500	Silver \$1,500	Bronze \$1,000	Expo Only \$500
Available Spots	1 Spot	1 Per Industry	8 Spots	Unlimited	Unlimited	Unlimited
Homepage Logo	✓	✓	✓	✗	✗	✗
Directory Listing	✓	✓	✓	✓	✓	✓
Social Media Posts	✓	✓	✓	✓	✓	✗
Newsletter Articles	4	2	2	1	1	✗
Scholarship Sponsor	✗	\$1,000	\$500	✗	✗	✗
Chapter BP Logo	✓	✓	✓	✓	✓	✓
Membership Directory	✓	✓	✓	✓	✓	✓
Executive Dinner	✓	✗	✗	✗	✗	✗
Survey Sponsor	✓	✗	✗	✗	✗	✗
Expo Event	4 Reps Premier Booth	3 Reps	2 Reps	2 Reps	1 Rep	1 Rep
Summer Event	4 Reps	3 Reps	2 Reps	2 Reps	1 Rep	✗
Trivia Event	3 Reps	4 Reps Sponsor	2 Reps	1 Rep	✗	✗
PLMW Event	4 Reps Sponsor	3 Reps	2 Reps	1 Rep	✗	✗
Holiday Event	4 Reps	3 Reps	2 Reps	2 Reps	1 Rep	✗
BP Appreciation Event	4 Reps Invited to Speak	3 Reps	2 Reps	2 Reps	1 Rep	✗
ALA Committee	✓	✓	✓	✗	✗	✗

## Additional A La Cart Opportunities

### Community Connection, Kick Off For Kids Basket

#### **\$500 - Exclusive, 1 Available**

- This money will go towards creating a raffle basket for the main event in September
- Highlights your organization's commitment to giving back to the local community
- Company Branding, logo, and information will be prominently displayed on the basket
- Logo placement in sponsorship slideshow at the event
- Shout out on CFCALA's Social Media pages on posts regarding the event

### Community Connection À La Carte Sponsorship

#### **\$50, \$100, or Any Amount - Unlimited**

- Supports our Chapter's community engagement initiatives throughout the year
- Highlights your organization's commitment to giving back to the local community
- Includes placement of your company logo and information tied to the sponsored activity
- Flexible, one-time sponsorship option — choose what aligns best with your goals

### Pop-Up Event Sponsorship

#### **\$500 – 2 Available Summer and Winter Events**

- Sponsor a seasonal pop-up social event, allowing one-on-one networking opportunities to get to know our CFC ALA members in a relaxed and community-oriented environment.
- Be a named sponsor for the event, prominently featured on all media and promotional materials and through emails, social media and our website.
- CFCALA Board Members will collaborate with you on a date for the event.

### Social Media Spotlight

#### **\$200 - Unlimited**

- Get your company tagged on social media! CFCALA will post company highlights on the CFCALA Social Media Platforms (Facebook and LinkedIn) as well as send out an email blast to all members.
- "Better Know a BP" is our template for this. We want our members to get to know our representatives and their companies. (An example template can be provided)

### Social Hour Event

#### **\$200 – 2 Available**

- Sponsor a fun and engaging social hour, providing a unique opportunity for members to network and unwind in a relaxed setting. (Sponsor is responsible for event expenses)
- Benefit from targeted marketing efforts as we promote the event to our CFCALA members through emails, social media, and our website.
- CFCALA Board Members will help collaborate on a date and market the event to our members.

### Survey Sponsorship

#### **\$100 – Unlimited**

- Add another logo touchpoint to your package! The Annual Salary and Benefits Survey is a vital tool for our members. Business Partner will be boldly recognized in the initial questionnaire and in the printed survey results as a sponsor.
- Survey releases in late October

## Marketing Opportunities at the National Level

The National ALA offers a number of marketing opportunities to enhance your strategy to reach law firm decision-makers year-round. Let us customize an integrated marketing campaign that delivers ROI based on your marketing objectives and budget. Please visit [ALA's Business Partner Center](#) for more information.

### Options to Reach Your Audience

#### [Advertising](#)

ALA offers several advertising opportunities to enhance your integrated marketing strategy and reach law firm decision-makers year-round. Let us customize an advertising campaign that delivers ROI based on your marketing objectives and budget.

#### [Exhibits & Sponsorships](#)

Face-to-face marketing (tradeshows/exhibiting) is still considered the very best way to reach a large audience, build your brand presence, launch your products and remain at top of mind with your target market.

#### [Thought Leadership](#)

Build trust and establish your expertise by providing your thought leadership to ALA's membership. Provide thought-provoking content and understanding of key issues that legal managers want to engage with by starting conversations that positions you as a credible source of knowledge, help, guidance and solutions.

#### [Value in Partnership Program \(VIP\)<sup>SM</sup>](#)

The ALA VIP Program is an exclusive group of our top business partners that have been vetted by ALA to strategically engage with our members. ALA markets our VIPs through multiple channels making VIPs top of mind when members are looking for trusted solutions.

# CFCALA BUSINESS PARTNER EVENT CALENDAR

February 26 <sup>th</sup> , 2026	Business Partner Onboarding and Expo FAQ for 2026 Virtual Meeting
March 6 <sup>th</sup> , 2026	Annual Luncheon, BP Expo, & Happy Hour Location TBD
April 12 <sup>th</sup> – 15 <sup>th</sup> , 2026 **	ALA 2026 Annual Conference & Expo National Harbor, MD
June 25 <sup>th</sup> , 2026 *	Summer Pop-Up Event Location TBD
July 15 <sup>th</sup> – 17 <sup>th</sup> , 2026 **	Chapter Leadership Institute Tempe, AZ
August 20 <sup>th</sup> , 2026	Trivia Night! Location TBD
October 15 <sup>th</sup> , 2026	Professional Legal Management Event & Award Ceremony Location TBD
November 12 <sup>th</sup> , 2026 *	Holiday Season Pop-Up Event Location TBD
January 28 <sup>th</sup> , 2027 *	Business Partner Appreciation Event Location TBD
January 1 <sup>st</sup> – February 28 <sup>th</sup> , 2027	BUSINESS PARTNER RENEWALS
March 5 <sup>th</sup> , 2027*	Annual Luncheon, BP Expo, & Happy Hour Location TBD

\*\* These are the major national ALA conferences. See page 9 to learn how to get involved with conferences at the national level.

\* Dates are subject to change.

# SPONSOR APPLICATION

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

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

Industry: \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

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

Contact for the year: \_\_\_\_\_

If referred by an ALA member, please provide name: \_\_\_\_\_

Sponsorship Levels	
	Diamond - \$6,500
	Platinum - \$5,000
	Gold - \$3,500
	Silver - \$1,500
	Bronze - \$1,000
	March 6 <sup>th</sup> 2026 - EXPO Only - \$500
Add-On Opportunities (see descriptions on A La Cart page)	
	Survey Sponsorship - \$100 – Unlimited
	Social Media Spotlight - \$200 – Unlimited
	Social Hour Event - \$200
	Pop Up Event Sponsorship - \$500
	Community Connection Sponsorship - \$50, \$100 or \$200
Lunch & Learns – Please reach out to our Education Chair to see if there are any opportunities available.	

Please return completed registration form and your check made payable to CFCALA. Mail to:

Attn: Julie Cooney  
 ShuffieldLowman  
 1000 Legion Place, Suite 1700  
 Orlando, FL 32801

We are excited to share that **online credit card payments for sponsorships are now available!** If you are interested in sponsoring, simply let us know—once confirmed, you will receive instructions on how to submit your payment securely online.