

March 2023-  
February 2024



# POWER OF THE PAST FORCE OF THE FUTURE

CENTRAL FLORIDA CHAPTER  
ASSOCIATION OF LEGAL ADMINISTRATORS

BUSINESS PARTNER PACKET





Thank you for your interest in partnering with the Central Florida Chapter ALA. We have worked diligently to revamp our Business Partner Program and appreciate your interest. The sponsorship term is March 1, 2023, through February 29, 2024. We invite you to review our brochure and consider the many benefits sponsoring the Central Florida Chapter ALA will bring your organization. It is our intent 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 their law firms and organizations. As part of the leadership team, they are often responsible for sourcing solutions for their firms to further 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 ALA.

If you have any questions about the program, please feel free to contact our Business Partner chair, Julie Cooney, or our President, Don Kerr. We look forward to continuing to make a difference in the legal community together with you in 2023.

Donald Kerr  
CFCALA President  
[president@cfcala.org](mailto:president@cfcala.org)

Mindy Ballard  
Business Partner Relations  
[mindy.ballard@hklaw.com](mailto:mindy.ballard@hklaw.com)

Julie Cooney  
Secretary/Business Partner Relations  
[jcooney@shuffieldlowman.com](mailto:jcooney@shuffieldlowman.com)

## DIAMOND LEVEL SPONSOR \$6,500

1 Sponsorship available

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

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

### Social Media

- #CFCALA – Video message (2minutes) prepared by Business Partner to be Posted on CFCALA’s social media outlets for our Diamond Sponsor Spotlight

### Education

- Opportunity to submit one educational article to be sent to members

### Business Partner Expo Event

- Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception (4 representatives)
- Welcome table at Expo Event
- Premier booth placement in the front of Expo
- Bag Sponsor – Logo on bag to hold swag for members of the event
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend Expo

### Business Partner Appreciation Event

- Invitation to the 2023 Business Partner Appreciation Event (4 representatives)
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere
- Pre-Cocktail exclusive Meet and Greet with CFCALA Board prior to event
- Invited to speak during event

### Trivia Night Event

- Invitation to the 2023 Trivia Night Event (4 representatives)
- Extra tickets may be purchased for additional representatives

### Professional Legal Management Event

- Invitation to attend a special event that is held in recognition of all CFCALA members (4 representatives)
- Diamond is the Sponsor of this event, logo to be placed on promotional materials for event
- Invitation to speak during event
- Extra tickets may be purchased for additional representatives

### Executives Dinner

- Exclusive dinner with the executive board of CFCALA

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly
- CFCALA Printed name tag to use for events
- Sponsor of a new CFCALA member
- Survey Sponsor - Business Partner will be boldly recognized in the initial questionnaire and in the printed survey results as a sponsor

## PLATINUM LEVEL SPONSOR \$5,000

1 Opportunity per Industry Area

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

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

### Social Media

- #CFCALA – Special social media posting when a member is awarded with an educational scholarship

### Education

- Opportunity to submit one educational article to be sent to members
- Sponsor of Lynn Wolf's College \$1000 Scholarship

### Business Partner Expo Event

- Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception (3 representatives)
- Premier industry booth display at the front of the Expo
- Industry Sponsor signage at Expo event
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend expo

### Business Partner Appreciation Event

- Invitation to the 2023 Business Partner Appreciation Event (3 representatives)
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### Professional Legal Management Event

- Invitation to attend a special event in October that is held in recognition of all CFCALA members (3 representatives)
- Extra tickets may be purchased for additional representatives.

### Trivia Night Event

- Invitation to the 2023 Trivia Night Event (4 representatives)
- Platinum level shares sponsorship of this event, logo to be place on all promotional materials
- Invited to speak during the event
- Extra tickets may be purchased for additional representatives.

### Business Partner Advisory

- A chance to work side by side with the Chapter Board and Business Partner committee to collaborate on future opportunities for Business Partners
- Meet twice a year

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly
- CFCALA Printed name tag to use for events
- Industry exclusivity at this sponsorship level (non-compete)

## **GOLD LEVEL SPONSOR \$3,500**

8 Sponsorships Available

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

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

### **Social Media**

- #CFCALA – Special social media posting when a member is awarded with an educational scholarship

### **Education**

- Sponsor of a single members monthly educational luncheon
  - Invitation to the educational lunch for 2 representatives
  - Opportunity to pitch your company at the beginning of the luncheon
- Opportunity to submit one educational article to be sent to members
- Scholarship sponsor for member to attend ALA Educational Events

### **Business Partner Expo Event**

- Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception (2 representatives)
- Choice booth display at the Expo Event
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend expo

### **Business Partner Appreciation Event**

- Invitation to the 2023 Business Partner Appreciation Event (2 representatives)
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### **Professional Legal Management Event**

- Invitation to attend a special event in October that is held in recognition of all CFCALA members (2 representatives)
- Extra tickets may be purchased for additional representatives.

### **Trivia Night Event**

- Invitation to the 2023 Trivia Night Event (2 representatives)
- Extra tickets may be purchased for additional representatives.

### **Other Benefits**

- Access to CFCALA membership directory, to be emailed out quarterly
- CFCALA Printed name tag to use for events

## 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

### Education

- Opportunity to submit one educational article to be sent to members

### Business Partner Expo Event

- Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception (2 representatives)
- Booth display at the Expo
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend expo

### Business Partner Appreciation Event

- Invitation to the 2023 Business Partner Appreciation Event (2 representatives)
- Chapter members and Business Partners will have the opportunity to network in a relaxing atmosphere

### Professional Legal Management Event

- Invitation to attend a special event in October that is held in recognition of all CFCALA members (1 representatives)
- Extra tickets may be purchased for additional representatives.

### Trivia Night Event

- Invitation to the 2023 Trivia Night Event (1 representatives)
- Extra tickets may be purchased for additional representatives.

### Other Benefits

- Access to CFCALA membership directory, to be emailed out quarterly

## **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 to be sent to members

### **Business Partner Expo Event**

- Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception (1 representative)
- Booth display at the Expo
- Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend expo

### **Business Partner Appreciation Event**

- Invitation to the 2023 Business Partner Appreciation Event (1 representative)
- 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

## Additional A La Cart Opportunities

Sponsors Silver and Above

### Expo Printing Sponsor – Limit One – Cost of Printing

- Have a “Presented By” sign with your logo on our Expo print Material

### Survey Sponsorship – \$750 – Limit 4

- Annual Salary and Benefits Survey is 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

### Social Media Spotlight – \$250 - Limit 12 (one per month)

- Company highlights post on CFCALA Social Media Platforms
- Better Know a BP

### Sponsor a New CFCALA Chapter Member – \$100 - Unlimited

- Sponsor a member who may not otherwise have the financial support to join CFCALA. Sponsorship is for 1 year.

### Social Hour Event – \$250 - Limit 4 (one per quarter)

- Host a Chapter Social Event, Happy Hour, or other function (Host is responsible for all expenses).
- CFCALA will promote and coordinate attendance.

# SPONSORSHIP BENEFITS

Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$6,500	\$5,000	\$3,500	\$1,500	\$1,000

<u>Website</u>					
Premier logo placement on home page of CFCALA website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Business Partner logo listed with contact and link to website in Business Partner Directory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Social Media</u>					
Video message (2minutes) prepared by Business Partner to be Posted on CFCALA's social media outlets	<input checked="" type="checkbox"/>				
Special social media posting when a member is awarded with an educational scholarship		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<u>Education</u>					
Opportunity to submit one educational article to be sent to members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor of a single members monthly educational luncheon. This includes a ticket to the lunch and invitation to speak			<input checked="" type="checkbox"/>		
Scholarship sponsor for member to attend ALA Educational Events			<input checked="" type="checkbox"/>		
Sponsor of Lynn Wolf's \$1000 College Scholarship		<input checked="" type="checkbox"/>			
<u>Business Partner Expo</u>					
Invitation to the 2023 Expo Event, including the Member Educations Session, Luncheon and Cocktail Reception	4 Reps	3 Reps	2 Reps	2 Reps	1 Rep
Logo and company information listing in Business Partner Directory distributed to all CFCALA members who attend expo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full page ad inside Business Partner Directory	<input checked="" type="checkbox"/>				
Booth display at Expo event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Premier booth placement at Expo Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Welcome table at Expo event	<input checked="" type="checkbox"/>				
Displayed Industry Sponsor signage for Expo Event		<input checked="" type="checkbox"/>			
Logo placed on the swag bag for Expo Event	<input checked="" type="checkbox"/>				
<u>Business Partner Appreciation Event</u>					
Invitation to the 2023 Business Partner Appreciation Event	4 Reps	3 Reps	2 Reps	2 Reps	1 Rep
Pre-Cocktail Meet and Greet with CFCALA Board prior to event	<input checked="" type="checkbox"/>				
Invited to speak during event	<input checked="" type="checkbox"/>				
<u>Trivia Night</u>					
Invitation to the 2023 Trivia Night Event	4 Reps	4 Reps	2 Reps	1 Rep	
Sponsor of this event, logo to be placed on all promotional materials		<input checked="" type="checkbox"/>			
Invitation to speak during this event		<input checked="" type="checkbox"/>			
<u>Professional Legal Management Event</u>					
Invitation to attend a special event in October that is held in recognition of all CFCALA members	4 Reps	3 Reps	2 Reps	1 Rep	
Sponsor of this event, logo to be placed on all promotional materials	<input checked="" type="checkbox"/>				
Invitation to speak during this event	<input checked="" type="checkbox"/>				
<u>Other Benefits</u>					
A chance to work side by side with the Chapter Board and Business Partner committee to collaborate on future opportunities for Business Partners		<input checked="" type="checkbox"/>			
Private, one on one dinner with the Chapter Executives	<input checked="" type="checkbox"/>				
Printed CFCALA name tags to wear at CFCALA Events	<input checked="" type="checkbox"/>				
Survey Sponsor – Recognized on Annual Salary and Benefits Survey as well as the results that are passed out to Law Firms who sign up	<input checked="" type="checkbox"/>				
Sponsor a new CFCALA member	<input checked="" type="checkbox"/>				

# SPONSOR APPLICATION

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

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

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

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

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

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

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

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

Referred by and ALA member, please provide name: \_\_\_\_\_

Sponsorship Levels	
	Diamond - \$6,500
	Platinum - \$5,000
	Gold - \$3,500
	Silver - \$1,500
	Bronze - \$1,000

Add On Opportunities	
	Expo Printing Sponsor - \$ Cost of Printing – Limit 1
	Survey Sponsorship - \$750 – Limit 4
	Social Media Spotlight - \$250 – Limit 12 (One per Month)
	Sponsor a New CFCALA Member - \$100 - Unlimited
	Social Hour Event - \$250 – Limit 4 (One per Quarter)

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

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