

# BUSINESS PARTNER PROGRAM

2018





## Platinum Paradise Sponsor

\$6,900

(Number Available – 1)

The Platinum Paradise Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Banner advertisement in all issues of The Mandate during the sponsor period
- ) Receive all issues of The Mandate during the sponsor period
- ) Spotlight article of your company (or company's local representative) in four issues of The Mandate
- ) Headline listing in the Thank You to Our Business Partner Sponsors section

### **Managing Partners' Luncheon Benefits**

- ) 3 company representatives will be invited to attend the annual Managing Partners' Luncheon
- ) Opportunity to give brief (2-3) minute introduction of your company
- ) Recognition of Platinum Paradise Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- ) Recognition as Annual Conference Registration Scholarship sponsor during the luncheon
- ) A door prize, to be drawn by company representative at the end of the luncheon, may be provided at the Business Partner's discretion

### **Chapter Membership Directory**

- ) Unlimited access to the membership directory in the "members only" section of the Chapter website during the sponsorship period

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Company logo and announcement that the company is the exclusive Platinum Paradise Sponsor will be included on the Chapter's home page
- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website



## Platinum Paradise Sponsor

\$6,900

(Number Available – 1)

### **Legal Resource Fair Benefits (February 2018)**

- ) Premium Booth space in exhibit hall
- ) 1st choice of booth location in exhibit hall
- ) 4 company representatives may attend Legal Resource Fair
- ) Acknowledged as exclusive Platinum Paradise Sponsor during event

### **Educational Program Benefits**

- ) Exclusive sponsor of one significant chapter educational program to the extent one is held (e.g., Diversity Event)
- ) Two company representatives invited to attend, with opportunity to give brief (2-3 minute) introduction of company
- ) Recognition of Platinum Paradise Sponsor level on all promotional materials for event, including in The Mandate and on the Chapter website
- ) A door prize may be provided, at the Business Partner's discretion

### **Annual Education Conference Registration Scholarship Benefits**

- ) Exclusive sponsor of one registration scholarship for a chapter member to attend ALA's Annual Conference
- ) Opportunity to conduct the drawing for the registration scholarship at the Legal Resource Fair
- ) Recognition of Platinum Paradise Sponsorship on all promotional materials for registration scholarship, including in The Mandate and on the Chapter website

### **Business Partner Appreciation Luncheon Benefits**

- ) 3 company representatives will be invited to attend

### **Cocktails and Connections**

- ) 2 company representatives will be invited to attend this speed networking session



## Golden Sunset Sponsor \$5,500 (Number Available – 2)

Golden Sunset Sponsors will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Banner advertisement in all issues of The Mandate during the sponsor period
- ) Spotlight article of your company (or company's local representative) in two issues of The Mandate
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Meeting/Event Benefits**

- ) There are two meetings or events available for the Golden Sunset Sponsors to choose from:
  - o Annual Chapter Leadership Dinner (March)\*\*
  - o Annual Holiday Social (December)\*\*

\*Choice of event will be on a first-come, first-served basis, or a drawing will be held if two Business Partners register on the same date. Please indicate 1st and 2nd choice on the registration form.

\*\*2 company representatives invited to attend one of the above events, with opportunity to give brief (2-3 minute) introduction of your company
- ) Recognition of Golden Sunset Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- ) A door prize or contribution to the chosen charity may be provided at the Business Partner's discretion

### **Chapter Membership Directory**

- ) Unlimited access to the membership directory in the "members only" section of the Chapter website during the sponsorship period

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits** ([www.sandiegoala.org](http://www.sandiegoala.org))

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website



**Golden Sunset Sponsor**  
**\$5,500**  
**(Number Available – 2)**

**Legal Resource Fair Benefits (February 2018)**

- ) Premium Booth space in exhibit hall
- ) Opportunity to select booth location in exhibit hall (after Platinum Paradise Sponsor)
- ) 3 company representatives may attend Legal Resource Fair
- ) Acknowledged as Golden Sunset Sponsor during event

**Educational Program Benefits**

- ) Co-sponsor of one significant chapter educational program to the extent one is held
- ) Recognition of Golden Sunset Sponsor level on all promotional materials for event, including in The Mandate and on the Chapter website
- ) A door prize may be provided, at the Business Partner's discretion

**Business Partner Appreciation Luncheon Benefits**

- ) 2 company representatives will be invited to attend the Chapter's Business Partner Appreciation Luncheon

**Cocktails and Connections**

- ) 2 company representatives will be invited to attend this speed networking session



## Silver Sand Castle Sponsor \$3,500 (Number Available – 6)

Silver Sand Castle Sponsors will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Spotlight article of your company (or company's local representative) in one issue of The Mandate
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Monthly Membership Luncheon Benefits**

- ) 1 company representative will be invited to attend the monthly luncheon being sponsored
- ) Opportunity to give brief (2-3) minute introduction of your company
- ) Recognition of Silver Sand Castle Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- ) A door prize, to be drawn by company representative at the end of the luncheon, may be provided at the Business Partner's discretion

### **Chapter Membership Directory**

- ) Unlimited access to the membership directory in the "members only" section of the Chapter website during the sponsorship period.

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) Premium Booth space in exhibit hall
- ) 2 company representatives may attend Legal Resource Fair
- ) Acknowledged as Silver Sand Castle Sponsor during event

### **Business Partner Appreciation Luncheon Benefits**

- ) 2 company representatives will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Cocktails and Connections**

- ) 2 company representatives will be invited to attend this speed networking session



## Bronze Boogie Board Sponsor

\$2,200

(Number Available – 12)

Bronze Boogie Board Sponsors will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits** ([www.sandiegoala.org](http://www.sandiegoala.org))

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 2 company representatives may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's member mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



**Catch The Wave Sponsor**  
**\$1,000**  
**(Number Available – Unlimited or**  
**Up to Number of Legal Resource Fair Tables)**

Catch the Wave Sponsors will receive the following benefits:

**The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

**Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

**Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

**Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

**Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

**Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session





## Surf's Up Sponsor \$500 (Number Available – Unlimited)

Surf's Up Sponsors will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - Opportunity to list company under up to 3 products/services categories

### **Chapter Website Benefits** ([www.sandiegoala.org](http://www.sandiegoala.org))

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Accounting Sponsor

(Number Available – 1)

In exchange for providing tax services relating to the preparation of yearly tax forms to be approved by the Board of Directors prior to submittal, the Accounting Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 2 company representatives may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Media/Advertising Sponsor

(Number Available – 1)

In exchange for six (6) color ads for Chapter events, membership drives and other mutually agreed upon Chapter advertising in the legal industry publication, the Media/Advertising Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's Member mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Reprographics Sponsor

(Number Available – 1)

In exchange for providing color printing of Chapter materials and programs for membership events (Leadership Dinner, Diversity Fair, Business Partner Appreciation Luncheon, and Managing Partner Luncheon), “Thank You” poster boards; and the printing of educational materials and handouts, the Reprographics Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter’s website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company’s website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6’ Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter’s Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter’s mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Website Sponsor

(Number Available – 1)

The Website Sponsor will assist the Chapter Webmaster as needed. This may include but is not limited to the following duties: questions/fixes regarding the Chapter website, Couture for a Cause and Project Leap websites. Assist with software update/upgrades of all Chapter sites when necessary and other miscellaneous items that may arise that are beyond the scope of the Chapter Webmaster. Any major changes requested for the site would not be considered part of the in-kind sponsorship, e.g., develop a new website, add new components to existing sites, etc. In exchange for providing website services, the Website Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Hospitality Sponsor

(Number Available – 2)

In exchange for providing the venue and food/drinks for two ALA membership evening socials, the Hospitality Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsors section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's mailing list for a one-time use

### **Cocktails and Connections**

- ) 1 company representative will be invited to attend this speed networking session



## Photography Sponsor

(Number Available – 1)

In exchange for being available at three membership meetings to take professional photos of the Chapter Members and Board of Directors, the Photography Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits ([www.sandiegoala.org](http://www.sandiegoala.org))**

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Legal Resource Fair Benefits (February 2018)**

- ) 6' Tabletop display space in exhibit hall
- ) 1 company representative may attend Legal Resource Fair

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's Member mailing list for a one-time use

### **Cocktails and Connections**

- 1 company representative will be invited to attend this speed networking session



## Catering Sponsor

(Number Available – 1)

In exchange for catering every other Board Meeting lunch (total of six lunch meetings) and assist with catering hors d'oeuvres for Cocktails & Connections, the Catering Sponsor will receive the following benefits:

### **The Mandate Electronic Newsletter Benefits**

- ) Receive all issues of The Mandate during the sponsor period
- ) Listing in the Thank You to Our Business Partner Sponsor section

### **Business Partner Directory Benefits**

- ) Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members and posted on our website
  - o Listing to include name and logo of company and maximum 50 word description of products and/or services offered
  - o Opportunity to list company under up to 3 products/services categories
- ) Receive an electronic copy of the directory

### **Chapter Website Benefits** ([www.sandiegoala.org](http://www.sandiegoala.org))

- ) Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered
- ) Hyperlink to the company's website

### **Business Partner Appreciation Luncheon Benefits**

- ) 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

### **Chapter Member Mailing List**

- ) Receive an electronic copy of the Chapter's Member mailing list for a one-time use

### **Cocktails and Connections**

- 1 company representative will be invited to attend this speed networking session





## A La Carte Sponsorship Opportunities

(Number Available – 2)

Legal Resource Fair (February 2018) 6' Tabletop Display*	\$500
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*\*only available if not all sold via sponsorship packages*

One Chapter Social Event Sponsorship Opportunity for 2 Business Partners at the Platinum, Golden, Silver or Bronze Sponsorship Level**	\$1,500
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*\*\*First come, first served basis. Selection of Business Partner sponsors will be determined by the order of payment received.*



## The Mandate

In an effort to provide greater exposure to our Business Partners to Chapter Members, keep them up to date with opportunities to connect with our Members, and learn more about the San Diego Chapter of ALA, the Board of Directors decided to integrate the Partnership Advantage into The Mandate electronic newsletter.

The Mandate is produced on a bi-monthly basis in full color, distributed to all Members and Business Partners electronically in PDF format, and posted on the Chapter's website.

The Mandate features:

- ) Items of Interest/Volunteer Opportunities
- ) Calendar of Events
- ) President's Message
- ) Membership News
- ) Director of Business Partner Relations Message
- ) Business Partner Spotlight
- ) Quarterly Question – This segment will feature a question relevant to our business partner and two responses, one from a sponsor and one from an ALA member. We hope this approach will help readers gain a larger appreciation for topics and issues facing the business partner community and help us work together toward mutually beneficial outcomes.
- ) ALA Resource Page for Business Partners
- ) Software Tips and Tricks section
- ) Thank You to our Business Partners

The Mandate is published by Stephen Williamson of Sullivan Law Firm, APC

