

REPLY TO:
Robert Sander
Wiles, Boyle, Burkholder &
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300 Spruce Street, Floor One
Columbus, Ohio 43215
rsander@wileslaw.com



Paul D. Boyd, President
Chester, Willcox & Saxbe LLP

Cara Tammaro, Vice President
Kegler, Brown, Hill & Ritter LLP

Beth A. Hoeft, Secretary
Downes Fishel Hass Kim LLP

Laura L. Carpenter,
Immediate Past President
Roetzel & Andress LLP

REDUCTION IN SPONSORSHIP LEVEL PRICING CONTINUES!!

The Board of the Columbus Chapter ALA is continuing its reduced pricing structure that was set forth in 2009, for the 2011 Business Partner Sponsorship program. We hope this again will allow your company to continue your participation in our program or allow those that are not currently in our program a chance to join and partner with us.

As I have repeatedly stated, our chapter views this program as a partnering in business and friendships. We continue to understand and recognize the difficulties your companies are most likely enduring. We look at our business partners as a close knit family, and as in all families, we want to help in some way.

Below is the 2011 pricing for each level.

- **Platinum 2011 pricing \$4,500**
- **Gold 2011 pricing \$3,000**
- **Silver 2011 pricing \$2,125**
- **Bronze 2011 pricing \$1,275**
- **Equity 2011 pricing \$900**
- **On-Line 2011 pricing \$425**

Again, thank you for your consideration in partnering with our chapter. Cheers to a successful and great 2011!

Sincerely,

Rob Sander
Business Partner Relations Chair
Association of Legal Administrators
Columbus Chapter



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Greetings to all of our current and future Business Partners!

We want to thank all of our 2011 program participants and we hope to see all of you back this year. Once again, the feedback we received from last year's participants was overwhelmingly positive. Your participation in this program not only allows for networking opportunities, it also helps the ALA Columbus Chapter continue to provide outstanding educational opportunities to its members.

Enclosed is a packet of information describing the Association's mission, goals and specific details regarding sponsorship opportunities that hopefully fit your agenda. Details of our program can also be found on our ever changing and continuously updated Web site, www.alacolumbus.org.

Here are some important details to remember for the 2011 program year:

- The 2011 Business Partnering Program will begin April 1, 2011 and end March 31, 2012.
- All registrations and logo files must be received by Friday, March 25, 2011.
- Priority selection registration deadline is Friday, March 11, 2011.
- Checks should be made payable to "Association of Legal Administrators – Columbus Chapter" and sent to Rob Sander, Wiles, Boyle, Burkholder & Bringardner, 300 Spruce Street, Floor One, Columbus, Ohio 43215.
- Registrations are processed on a first-come-first-served basis and payment must accompany the registration in order to be processed (we are unable to accept credit card payments).
- Logo files must be emailed to Cindy Wesney (cwesney@bakerlaw.com) no later than March 25, 2011. Logo file resolutions must be 300 dpi or greater.

We look forward to continuing our successful program and hope to see you and your company in 2011!

Sincerely,

Rob Sander
Business Partner Relations Chair
Association of Legal Administrators
Columbus Chapter



About ALA: Mission & Goals

MISSION

The Association of Legal Administrators' (ALA) mission is to:

- Promote and enhance the competence and professionalism of all members of the legal management team;
- Improve the quality of management in law firms and other legal service organizations; and
- Represent professional legal management and managers to the legal community and to the community at large.

GOALS

The Association of Legal Administrators' (ALA) goal is to:

- Develop and deliver programs and products that will provide high-quality, competency-based education to members of the legal management team.
- Improve and strengthen the flow of information to and from the members.
- Enhance the services and benefits available to members.
- Increase the visibility and credibility of the Association of Legal Administrators and its members in the legal community through effective marketing and communications, and through partnering efforts with the bar and other law-related associations.
- Retain and recruit members from all components of the legal management team.
- Maintain the Association's strong economic base.
- Increase diversity in the Association, in the legal management community and in all legal service organizations.
- Promote and continue an organizational structure which clearly and effectively allocates the policy and operational roles and responsibilities of volunteers and staff through Governance Policies that ensure that organizational resources are best-used to achieve the Association's Mission and Goals.

2011 Chapter Sponsorship Procedures

The submission deadline for *priority* selection of 2011 Business Partner Sponsorship packages will be Friday, March 11, 2011. All Sponsorship Forms received on or before 5:00 P.M. on Friday, March 11, 2011, will be held and processed at the same time. Chapter sponsorship opportunities for all forms received after Friday, March 11, 2011, will be provided on a first-come, first-served basis.

If multiple requests for the same sponsorship opportunity are submitted on or before Friday, March 11, 2011, along with the required 50% deposit, a drawing will be held to determine which sponsor will receive that specific opportunity. If you do not receive your first choice of sponsorship opportunities, every effort will be made to provide you with you second choice of opportunities. Please be sure to list your first, second and third choices in case a drawing does need to be held.

Business Partner Sponsors will be notified via email, no later than Monday, March 28, 2011, of your confirmed sponsorship level. Sponsorship opportunities still available after Friday, March 25, 2011 will continue to be available on a first-come, first-served basis.

Invoices for the Balance Due on sponsorship packages will be sent in April, with the full balance due on or before April 30, 2011. Please note that there will be no proration of fees for business partners who sign on after April 1, 2011.

Please contact Rob Sander via email at rsander@wileslaw.com if you have questions regarding these sponsorship opportunities.

Sponsorship Submission Checklist

- 2011 Business Partner Sponsorship Form Completed in Full.....
(Include 1st, 2nd & 3rd choice)
- 2011 Business Partner Directory Information Form
Completed in Full.....
(Include Key Services List)
- 50% Deposit Check Enclosed
(Payable to ALA – Columbus Chapter)
- Reminder - Balance due April 30, 2011.....

Be sure to submit your sponsorship form and deposit check on or before Friday, March 25, 2011, for the best chance to receive your first choice of sponsorship opportunities.

The Columbus Chapter recognizes that *Business Partners are Vital to Our Success*.
Thank you for your support.

Platinum Sponsor

\$4,500

(Number Available – 1)

The Platinum Sponsor will receive the following benefits:

- **Newsletter Benefits:**
 - Full page advertisement in 12 issues of the newsletter
 - Receive twelve issues of the newsletter from April 1, 2011 – March 31, 2012
 - Spotlight article of your company provided by you (or company's local representative) in one issue of the newsletter
 - Headline listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter
- **Partners' Luncheon Benefits:**
 - Three 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 Sponsorship on program and all promotional materials for event, including in the newsletter and on the Chapter Web site
 - Recognition as Annual Conference 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
- **On-line Business Partner Directory Benefits:**
 - Listing in On-line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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 Web site Benefits (www.alacolumbus.org):**
 - Sponsor will receive access to the Chapter Membership Directory
 - Company logo and announcement that the company is the exclusive Platinum sponsor will be included on the Chapter's main page and link
- **Monthly Luncheon Benefits:**
 - One company representative will be invited to attend a monthly luncheon
 - Opportunity to give brief (2-3 minute) introduction of your company
 - Recognition of Platinum Sponsorship on program and all promotional materials for event, including the newsletter and on the Chapter Web site
 - A door prize provided by Business Partner will be drawn by company representative at the end of the luncheon
- **Annual Education Conference Scholarship Benefits:**
 - Exclusive sponsor of one scholarship for a chapter member to attend ALA's Annual Conference
 - Recognition of Platinum Sponsorship on all promotional materials for scholarship, including the newsletter and on the Chapter Web site
- **Golf Outing**
 - 4 company representatives will be invited to attend the Chapter's Annual Golf Outing

Gold Sponsor

\$3,000

(Number Available – 3)

Gold Sponsors will receive the following benefits:

- **Newsletter Benefits:**

- Full page advertisement in 12 issues of the newsletter
- Receive twelve issues of the newsletter from April 1, 2011 – March 31, 2012
- Spotlight article of your company provided by you (or company's local representative) in one issue of the newsletter
- Prominent listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter

- **Meeting/Event Benefits:**

- There are two meetings or events available for the Gold Sponsors to choose from*:
 - Annual Holiday Social (December)
 - 2 company representatives will be invited with the opportunity to give brief (2-3 minute) introduction of your company
 - Community Challenge Weekend Project (CCW) (October)
 - 2 company representatives will be invited to work alongside ALA members in the Chapter's chosen project

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 & 2nd choice on the registration form.*

- Recognition of Gold Sponsorship on all promotional materials for event, including in the newsletter and on the Chapter Web site
- Recognition as Chapter Leadership Institute/Board Member Scholarship sponsor during the event
- A door prize or contribution to the chosen charity may be provided at the business partner's discretion

- **On-Line Business Partner Directory Benefits:**

- Listing in On-Line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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 Web site Benefits (www.alacolumbus.org):**

- Sponsor will receive access to the Chapter Membership Directory

- **Monthly Membership Luncheon Benefits:**

- One 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 Gold Sponsorship on all promotional materials for event, including the newsletter and on the Chapter Web site
- 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 Board Member Scholarship Benefits:**

- Exclusive sponsor of one of three scholarships to be awarded to Chapter members for use in attending the Chapter Leadership Institute
- Recognition of Gold Sponsorship on all promotional materials for scholarship, including the newsletter and on the Chapter Web site

- **Golf Outing**

- 3 company representatives will be invited to attend the Chapter's Annual Golf Outing

Silver Sponsor

\$2,125

(Number Available – 6)

Silver Sponsors will receive the following benefits:

- **Newsletter Benefits:**
 - Receive twelve issues of the newsletter from April 1, 2011 – March 31, 2012
 - Spotlight article of your company provided by you (or company's local representative) in one issue of the newsletter
 - Bolded listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter
- **Monthly Membership Luncheon Benefits:**
 - One 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 Sponsorship on all promotional materials for event, including the newsletter and on the Chapter Web site
 - Recognition as Region 3 Educational Conference Scholarship co-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
- **On-Line Business Partner Directory Benefits:**
 - Listing in On-Line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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 Web site Benefits (www.alacolumbus.org):**
 - Sponsor will receive access to the Chapter Membership Directory
- **Region 3 Educational Conference Scholarship Benefits:**
 - Co-sponsor of one of three scholarships to be awarded to chapter members for use in attending the Region 3 Educational Conference
 - Recognition of Silver Sponsorship on all promotional materials for scholarship, including the newsletter and on the Chapter Web site
- **Golf Outing**
 - 2 company representatives will be invited to attend the Chapter's Annual Golf Outing

Bronze Sponsor

\$1,275

(Number Available – 12)

Bronze Sponsors will receive the following benefits:

- **Newsletter Benefits:**
 - Receive twelve issues of the newsletter from April 1, 2011 – March 31, 2012
 - Listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter
- **On-Line Business Partner Directory Benefits:**
 - Listing in On-line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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
- **Golf Outing**
 - 1 company representative will be invited to attend the Chapter's Annual Golf Outing

Equity Sponsor

\$900

Equity Sponsors will receive the following benefits:

- **Listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter**
- **On-Line Business Partner Directory Benefits:**
 - Listing in On-line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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
- **Golf Outing**
 - 1 company representative will be invited to attend the Chapter's Annual Golf Outing

Media/Advertising Sponsor

(Number Available – 3)

In exchange for mutually agreed upon Chapter advertising in a legal industry publication, the Media/Advertising Sponsor will receive the following benefits:

- **Newsletter Benefits:**
 - Receive twelve issues of the newsletter from April 1, 2011 – March 31, 2012
 - Listing in annual Thank You to Our Business Partner Sponsors ad in the newsletter
- **On-line Business Partner Directory Benefits:**
 - Listing in On-line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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

A La Carte Sponsorship Opportunities

(As Available After Package Sponsors)

- **Golf Outing (September 2011):**

- **2 Attendees..... \$750.00**
- **1 Attendee..... \$500.00**

(Additional information regarding the Golf outing will be distributed at a later date)

- **On-line Business Partner Directory Ad:..... \$425.00**

- Listing in On-line Business Partner Sponsorship Directory, which will be available to all Chapter members
 - 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

Please see following pages for benefit details	Platinum	Gold	Silver	Bronze	Equity	Media Advertising	On-line Business Partner Directory	
	Cost:	\$4,500	\$3,000	\$2,125	\$1,275	\$900	In-Kind	\$425
	Number of packages available:	1	3	6	12	Unlimited	3	Unlimited
Newsletter Benefits (April 2011 - March 2011)								
Advertisement in 12 issues	Full	Full						
Receive copy of all 12 issues	X	X	X	X		X		
Spotlight article in one issue	X	X	X					
Headline listing in "Thank You"	X							
Prominent listing in "Thank You"		X						
Bolded listing in "Thank You"			X					
Listing in "Thank You"				X	X	X	X	
Membership Luncheon/Event Benefits								
Attend Annual Managing Partners' Luncheon	3							
Attend Holiday Event		2						
Attend Regular Monthly Luncheon	1	1	1					
Opportunity to introduce company at event	X	X	X					
Recognition as sponsor during event	X	X	X					
Recognition as Scholarship Sponsor	X	X	X					
Recognition as sponsor on printed material	X	X	X					
On-line Directory Benefits (If received by 3/25/11)								
Listing in On-line Sponsorship Directory	X	X	X	X	X	X	X	
Chapter Web site Benefits								
Company logo & hotlink on chapter home page	X							
Recognition as Platinum Sponsor on home page	X							
Education Conference Scholarship Benefits								
ALA Annual Conference Scholarship	X							
Chapter Leadership Institute/ Board Member Scholarship		X						
Co-sponsor of Region 3 Educational Conference Scholarship			X					
Recognition as sponsor on printed material	X	X	X					
Other Benefits								
Golf Outing 4 attendees	X							
Golf Outing 3 attendees		X						
Golf Outing 2 attendees			X					
Golf Outing 1 attendee				X	X			

Columbus Chapter, Association of Legal Administrators 2011 Business Partner Sponsorship Form

Contact Name

Company Name

Address

Phone

FAX

E-Mail

Company Web site

As the sponsorship opportunities will be awarded as set forth in the "2011 Chapter Sponsorship Procedures," please complete this form, indicating your 1st, 2nd and 3rd choices in order to reserve your most desired opportunity.

Sponsorship Opportunity	Number Available	Cost	1st	2nd	3rd
Platinum Sponsor	1	\$4,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gold Sponsor	3	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Silver Sponsor	6	\$2,125	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bronze Sponsor	12	\$1,275	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equity Sponsor	Unlimited	\$900	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media Advertising Sponsor	1	In Kind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-line Vendor Directory (ad only)	Unlimited	\$425	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please mail form, along with 50% deposit check payable to ALA - Columbus Chapter.
*Reminder - Balance due April 30, 2011

Rob Sander
Wiles, Boyle, Burkholder & Bringardner Co., L.P.A.
300 Spruce Street, Floor One
Columbus, OH 43215

The Columbus Chapter of the Association of Legal Administrators appreciates your support. We recognize that our **Business Partners are Vital to our Success** and look forward to a mutually rewarding relationship.

2011 Business Partner Directory Information Form

All Columbus Chapter business partner sponsors, at any level, are invited to be included in the Chapter's **2011 On-line Business Partner Directory**. In order to be included in the directory, all the information below must be received no later than **March 25, 2011**. It is preferred that this form be included with your initial response. Business Partners submitting information after the deadline will have their posting time reduced.

Please provide the following information:

Company Name

(as you want it to appear on all chapter promotional materials)

Web site

Primary Contact Name

Primary Contact Address

Primary Contact Phone

Primary Contact Fax

Primary Contact E-mail

Key Services:
(Select up to 3 from the list on the following page) 1)

2)

3)

A little about yourself
(50 Words or less about your company)

Company Logo: Please e-mail your company logo, in a format which can be enlarged and/or reduced for print, to cwesney@bakerlaw.com. In addition, please attach a copy of the logo to this form.

2011 Business Partner Directory Products/Service Categories

(Please select up to 3 key services for company listing in 2011 Business Partner Directory)

Accounting Services	Knowledge Management
Accounts Receivable Management	Lease Financing
Architecture	Legal Research
Attorney Services	Litigation Support
Automated Client Billing	Management Consulting
Benefits/Retirement Programs	Marketing
Case Management	Meeting/Retreat Facilities
Catering	Messenger/Delivery Services
Coffee/Refreshment Services	Network Administration
Conference Calling	Office Supplies/Stationery/Forms
Copiers	Offsite Storage
Copy Services	Offsite Transcription
Cost Recovery	Outsourcing
Court Reporting	Placement Services - Permanent
Dictating Equipment/Services	Placement Services - Temporary
Disaster Prevention/Recovery	Printer/Engraver
Docketing/Calendaring	Publications
Document Management/Retrieval	Real Estate Services
E-Learning/E-Services	Records Management
Facilities Management	Recruiting/E-Cruiting
Facsimile	Relocation Consultants
File Cabinets/Systems	Risk Management
Financial Services/Management	Temporary/Permanent Placement
Furniture	Time Entry
Furniture Repair	Training and Development
Gifts - Corporate	Translation Services
Hotels/Housing	Travel Services
Human Resources	Video Conferencing
Image Scanning	Voicemail
Insurance Related Services	Voice Recognition
Internet/Intranet/Extranet Services	Other (please describe)