



2019 BUSINESS PARTNER PROGRAM

NJALA *New Jersey Association
of Legal Administrators*

 A Chapter of the Association of Legal Administrators

A HUGE THANK YOU TO ALL OF OUR BUSINESS PARTNERS FOR THEIR SUPPORT.

Here's what just a few of them are saying:

“As the first and longest Business Partner to NJALA since 1971, our relationship is an integral part of our success! Our countless access to the membership, our key decision makers, through educational and social events has been pivotal in creating valuable relationships resulting in our most loyal clients.

As the authority on the business of law, the depth of knowledge we have gained from the membership has been instrumental with shaping and advancing the products and services we offer, as well as understanding their preferences, needs and challenges.”

-ALL-STATE LEGAL

“Being a business partner of the NJALA has benefitted Micro Strategies in many, many ways. Aside from gaining new business; it has provided a keener insight into the legal community to help understand how to better serve this community. Being a member has also helped in learning other products outside the I/T environment to better serve our clients.”

-Micro Strategies

“The NJALA has been a positive impact on our business as it has helped us to create, maintain, and grow valuable relationships with so many law firms throughout the years. The NJALA is a special organization in that it truly values building and strengthening existing and new relationships among legal administrators and vendor companies, such as ours. We value our relationship with the NJALA and all of its members. Not only has it positively impacted our business – we have developed wonderful friendships, as well.”

-Execu-Search

“Joining forces with the NJALA has been tremendous for DGR and our employees. The recognition we've received since becoming a member of this organization has catapulted our company to greater success. One of the best parts is being able to meet the people who make the decisions in the firms so you can get to know what their needs are and develop a personal connection in order to provide the best services for them. This is just one of the many benefits in becoming associated with the NJALA. What a great group of people!”

-DGR



PLATINUM SPONSOR
\$7,500.00
One sponsorship available per year

MEMBERSHIP AND WEBSITE BENEFITS

- Prominent advertising, including recognition as Platinum Sponsor, on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Opportunity to host or present one educational workshop (approved topic at discretion of Workshop Committee)
- Attendance for up to two representatives at every monthly meeting – **EXCLUSIVE**

ARTICLES AND NEWSLETTERS

- Sponsorship prominently displayed in all Chapter newsletters
- Subscription to all publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Digital ad with hyperlink to company website included in all Chapter newsletters

NJALA EVENTS

- Business Partner Expo
 - Invitation for three representatives to attend – **EXCLUSIVE**
 - One table provided with Premium location
 - Full page ad on the digital ad journal - **EXCLUSIVE**
- Managing Partner Night
 - Company name and logo prominently featured on invitation to event, which is distributed to all Chapter members – **EXCLUSIVE**
 - Two invitations (up to three additional invites for additional fee) - **EXCLUSIVE**
 - Company name and logo prominently displayed – **EXCLUSIVE**
 - Featured Sponsor with recognition of Platinum Level Sponsorship - **EXCLUSIVE**
 - Presentation (5 min) of company profile prior to Keynote speaker - **EXCLUSIVE**
- June Social and December Holiday Party
 - Invitation for two representatives to attend each event
- Business Partner Appreciation Night
 - Invitation for two representatives to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Guaranteed seat on Business Partner Advisory Committee – **NEW & EXCLUSIVE**
- Right of first refusal of Platinum Sponsorship (3 year term) – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets



GOLD SPONSOR

\$5,000.00

MEMBERSHIP AND WEBSITE BENEFITS

- Prominent advertising, including recognition as Gold Sponsor, on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Opportunity to host or present one educational workshop (approved topic at discretion of Workshop Committee)
- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to educational presenter
- Attendance of two representatives at three monthly meetings

ARTICLES AND NEWSLETTERS

- Sponsorship prominently displayed in one Chapter newsletter
- Subscription to all publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Digital ad with hyperlink to company website in one edition of Chapter newsletter

NJALA EVENTS

- Business Partner Expo
 - Invitation for two representatives to attend
 - One table provided with Premium location
 - Half page ad on the digital ad journal - **EXCLUSIVE**
- June Social and December Holiday Party
 - Invitation for two representatives to attend each event
- Business Partner Appreciation Night
 - Invitation for two representatives to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets



SILVER SPONSOR

\$4,000.00

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Opportunity to host or sponsor one educational workshop (approved topic at discretion of Workshop Committee)
- Attendance for two representatives at two monthly meetings

ARTICLES AND NEWSLETTERS

- Subscription to all publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Digital ad with hyperlink to company website in one edition of Chapter newsletter

NJALA EVENTS

- June Social and December Holiday Party
 - Invitation for two representatives to attend either the June or December event
- Business Partner Appreciation Night
 - Invitation for one representative to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Silver Sponsorship does not include our Business Partner Expo, but there is an opportunity to participate, as follows:

- Table plus full page ad on digital ad journal - \$1,400.
- Table plus half page ad on digital ad journal - \$1,150.
- Table only - \$750.
- Full page ad only on digital ad journal - \$775.
- Half page ad only on digital ad journal - \$500.



BRONZE SPONSOR

\$2,500.00

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising on homepage of NJALA website with hyperlink to company website

EDUCATIONAL WORKSHOPS AND MEETINGS

- Attendance for one representative at one monthly meeting

ARTICLES AND NEWSLETTERS

- Subscription to all publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Digital ad with hyperlink to company website in one edition of Chapter newsletter

NJALA EVENTS

- June Social and December Holiday Party
 - Invitation for one representative to attend either the June or December event
- Business Partner Appreciation Night
 - Invitation for one representative to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Bronze Sponsorship does not include our Business Partner Expo, but there is an opportunity to participate, as follows:

- Table plus full page ad on digital ad journal - \$1,400.
- Table plus half page ad on digital ad journal - \$1,150.
- Table only - \$750.
- Full page ad only on digital ad journal - \$775.
- Half page ad only on digital ad journal - \$500.



SPONSORSHIPS AT A GLANCE

BUSINESS PARTNER BENEFIT	PLATINUM \$7500	GOLD \$5000	SILVER \$4000	BRONZE \$2500
MEMBERSHIP AND WEBSITE BENEFITS				
Advertising on Home Page of NJALA Website with Hyperlink to Company Website	✓	✓	✓	✓
NJALA Chapter Membership List	✓	✓	✓	
EDUCATIONAL WORKSHOPS AND MEETINGS				
Opportunity to Host or Present Educational Workshop	✓	✓	✓	
Attendance at Monthly Chapter Meetings	2 Reps at Every Meeting	2 Reps at 3 Meetings	2 Reps at 2 Meetings	1 Rep at 1 Meeting
ARTICLES AND NEWSLETTERS				
Sponsorship Displayed in Chapter Newsletters	✓	✓	✓	✓
Subscription to Publication of Chapter Newsletter	✓	✓	✓	✓
Opportunity to Submit Educational Article in Chapter Newsletter	✓	✓	✓	✓
Digital Ad with Hyperlink to Company Website in Chapter Newsletter	All Newsletters	1 Newsletter	1 Newsletter	1 Newsletter
NJALA EVENTS				
Business Partner Expo				
• Business Partner Expo Representatives	3	2		
• Premium Location for Expo Table	✓	✓		
• Business Partner Expo Ad in Digital Ad Journal	Full Page	½ Page		
Managing Partner Night				
• Company Name and Logo Featured on Event Invitations	✓			
• Invitations to Event	2 Reps			
• Company Name and Logo Displayed	✓			
• Featured Sponsor with Recognition of Platinum Sponsorship	✓			
• Speaking Opportunity to Welcome Attendees	✓			
• Presentation of Company Profile Prior to Key Note Speaker	✓			
• Introduction of Keynote Speaker	✓			
June Social				
• Invitations to Event	2 Reps	2 Reps	2 Reps for either June Social or Dec. Holiday Party	1 Reps for either June Social or Dec. Holiday Party
December Holiday Party				
• Invitations to Event	2 Reps	2 Reps	2 Reps for either June Social or Dec. Holiday Party	1 Reps for either June Social or Dec. Holiday Party
Business Partner Appreciation Night				
• Invitations to Event	2 Reps	2 Reps	1 Rep	1 Rep
ADDITIONAL BENEFITS				
Concierge Support from Dedicated NJALA Business Partner Committee Member	✓	✓	✓	✓
Opportunity for Seat on Business Partner Advisory Committee	Guaranteed	✓	✓	✓
Right of First Renewal for Current Sponsorship	✓			
Opportunity to Sponsor Charity Event through NJALA	✓	✓	✓	✓
Opportunity to Sponsor Happy Hour Meet and Greet	✓	✓		