

2023-2024 BUSINESS PARTNER PROGRAM



Welcome to the New Jersey Association of Legal Administrators' 2023-2024 Business Partner Program. Our Chapter continues to be very active with a robust education program that we intend to continue and expand in the coming months. Our current and prospective members represent legal managers performing operations, administration, IT, HR, marketing, and finance functions.

We realize our members rely on you, our Business Partners, to keep them current in industry trends so they continue to add value to their firms. With that in mind, we recently revamped our Business Partner Sponsorship Program to give you more opportunity to network and have access to our members. And, of course, if you have additional ideas/thoughts/suggestions, the Business Partner Committee is interested in hearing from you.

It is vital that we offer the highest level of value to our Business Partners as we will continue to host meetings/socials during the year to make sure you are maximizing your sponsorship opportunities! It is up to you, the Business Partner, to take advantage of each and every benefit to maximize your sponsorship and visibility to our members!

As a valued business provider, you will have the chance to build relationships with key influencers and decision makers in legal management, representing over a large number of firms in New Jersey. Prospective Business Partners or current Business Partners who are interested in increasing their participation in the Chapter should contact the Business Partner Committee. Please take this opportunity to review the 2023-2024 Business Partner Brochure and our website at <https://www.njala.net/> for additional information.

As always, thank you for your interest and anticipated support of our Chapter!

PLATINUM SPONSOR

\$7,500.00

25% DISCOUNT - \$5,625.00 IF SPONSORSHIP PAID IN FULL
BY 3/31/2023

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 - **EXCLUSIVE**
- Complete membership directory provided, including updates

EDUCATIONAL MEETINGS

- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to educational presenter (in-person or virtual)
- Attendance of two representatives at every monthly meeting (in-person) - **EXCLUSIVE**
- Attendance of unlimited representatives at unlimited meetings (virtual)
- Provided with attendance list for sponsored monthly meeting (upon request)

ARTICLES AND NEWSLETTERS

- Feature in the "Meet Our Business Partners Spotlight" with digital hyperlink to website
- Opportunity to participate in unlimited "Shout Outs" with digital hyperlink to website
- Opportunity to participate in more than one "Cup of Conversation"
- Opportunity to submit one "30 Seconds of Fame" video with digital hyperlink to website

NJALA EVENTS

- Business Partner Expo (in-person event)
 - Invitation for three representatives to attend – **EXCLUSIVE**
 - One table provided with Premium location – **EXCLUSIVE**
 - Full page ad on the digital ad journal – **EXCLUSIVE**
 - Opportunity to sponsor items offered to members attending Expo, with promotional Recognition
- Managing Partner Night - **EXCLUSIVE**
 - 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**
- Socials
 - Invitation for three representatives to attend each event (in-person) - **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)
- Business Partner Appreciation Event
 - Invitation for three representatives to attend (in-person) – **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)

REFERRAL PROGRAM – *total maximum cash/credit = \$1500.

- \$750. cash back on all Business Partner referrals (must become Gold sponsor) on or before 6/1/2023
- \$750. credit on all Business Partner referrals (must become Gold sponsor) after 6/2/2023
- \$350. cash back on all Business Partner referrals (must become a Bronze sponsor) on or before 6/1/2023
- \$350. credit back on all Business Partner referrals (must become Bronze sponsor) after 6/2/2023
- Refer a new member and/or new Business Partner that joins NJALA and receive a “personal introduction meeting” facilitated by the Business Partner Committee - **NEW**

ADDITIONAL BENEFITS

- Right of first refusal of Platinum Sponsorship (3 year term)
- Opportunity to host a workshop – topic to be chosen by Business Partner Committee
- Concierge support from dedicated NJALA Business Partner Committee Member
- Automatic seat on Business Partner Advisory Committee
- Opportunity to attend book club for entire sponsorship year
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets

GOLD SPONSOR

\$5,500.00

25% DISCOUNT (\$4125.00) IF SPONSORSHIP PAID BY 3/31/2023 - **NEW**

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising, including recognition as Gold Sponsor, on homepage of NJALA website with hyperlink to company website
 - Complete membership directory provided, including updates
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EDUCATIONAL MEETINGS

- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to educational presenter (in-person or virtual) - **EXCLUSIVE**
 - Attendance of two representatives at three monthly meetings (in-person) – **EXCLUSIVE**
 - Attendance of unlimited representatives at unlimited meetings (virtual)
 - Provided with attendance list for sponsored monthly meeting (upon request)
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ARTICLES/"FACE TO FACE" VIRTUAL OPPORTUNITIES

- Feature in the "Meet Our Business Partners Spotlight" with digital hyperlink to website
 - Opportunity to participate in unlimited "Shout Outs" with digital hyperlink to website
 - Opportunity to participate in at least one "Cup of Conversation" – **EXCLUSIVE**
 - Opportunity to submit one "30 Seconds of Fame" video with digital hyperlink to website - **EXCLUSIVE**
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NJALA EVENTS

- Business Partner Expo (in-person event)
 - Invitation for two representatives (additional invites for additional fee) to attend event
 - Table provided at event
 - Opportunity to sponsor items offered to members attending Expo, with promotional Recognition
 - Socials
 - Invitation for two representatives to attend (in-person) - **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)
 - Business Partner Appreciation Event
 - Invitation for two representatives to attend (in-person) – **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)
-

REFERRAL PROGRAM – *total maximum cash/credit = \$1500.

- \$750. cash back on all Business Partner referrals (must become Gold sponsor) on or before 6/1/2023
 - \$750. credit on all Business Partner referrals (must become Gold sponsor) after 6/2/2023
 - \$350. cash back on all Business Partner referrals (must become a Bronze sponsor) on or before 6/1/2023
 - \$350. credit back on all Business Partner referrals (must become Bronze sponsor) after 6/2/2023
 - Refer a new member and/or new Business Partner that joins NJALA and receive a "personal introduction meeting" facilitated by the Business Partner Committee or a second "Cup of Conversation" opportunity - **NEW**
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ADDITIONAL BENEFITS

- Opportunity to host a workshop – topic to be chosen by Business Partner Committee
- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club for entire sponsorship year
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

- Opportunity to sponsor happy hour meet and greets

BRONZE SPONSOR

\$3,000.00

25% DISCOUNT (\$2,250.00.) IF SPONSORSHIP PAID BY 3/31/2023 - **NEW**

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising, including recognition as Bronze Sponsor, on homepage of NJALA website with hyperlink to company website
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EDUCATIONAL MEETINGS

- Attendance of one representative at one monthly meeting (in-person)
 - Attendance of unlimited representatives at unlimited meetings (virtual)
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ARTICLES

- Feature in the “Meet Our Business Partners Spotlight” with digital hyperlink to website
 - Opportunity to participate in unlimited “Shout Outs” with digital hyperlink to website
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NJALA EVENTS

- Business Partner Expo (in-person event)
 - Invitation for one representative (additional invites for additional fee) to attend event
 - Table at event (discounted from cost to outside vendors)
 - Opportunity to sponsor items offered to members attending Expo, with promotional Recognition
 - Socials
 - Invitation for one representative to attend (in-person)
 - Invitation for unlimited representatives to attend (virtual)
 - Business Partner Appreciation Event
 - Invitation for one representative to attend (in-person)
 - Invitation for unlimited representatives to attend (virtual)
-

REFERRAL PROGRAM – NEW *total maximum cash/credit = \$1500.

- \$750. cash back on all Business Partner referrals (must become Gold sponsor) on or before 6/1/2023
 - \$750. credit on all Business Partner referrals (must become Gold sponsor) after 6/2/2023
 - \$350. cash back on all Business Partner referrals (must become a Bronze sponsor) on or before 6/1/2023
 - \$350. credit back on all Business Partner referrals (must become Bronze sponsor) after 6/2/2023
 - Refer a new member and/or new Business Partner that joins NJALA and receive a choice of a “personal introduction meeting” facilitated by the Business Partner Committee or one “Cup of Conversation” opportunity - **NEW**
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ADDITIONAL BENEFITS

- Opportunity to host a workshop – topic to be chosen by Business Partner Committee
- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club for entire sponsorship year

- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets

SPONSORSHIPS AT A GLANCE

BUSINESS PARTNER BENEFIT	GOLD \$5,500/4,125.	BRONZE \$3,000/2,250.
MEMBERSHIP AND WEBSITE BENEFITS		
Advertising on Home Page of NJALA Website with Hyperlink to your website	P	P
NJALA Chapter Membership List (with updates)	P	
MONTHLY EDUCATIONAL MEETINGS		
Attendance at Monthly Chapter Meetings if IN PERSON Attendance at Monthly Chapter Meetings if VIRTUAL	2 Reps at 4 Mtgs Unlimited Reps	1 Rep at 2 Meetings Unlimited Reps
Sponsorship and opportunity to speak at one monthly Chapter Meeting prior to educational seminar (in-person or virtual)	P	
Company logo on all invitations to monthly meetings (sponsored)	P	
Attendance list provided for educational meetings (upon request)	Sponsored Mtg.	
ARTICLES/"FACE TO FACE" VIRTUAL OPPORTUNITIES		
Feature in the "Meet Our Business Partners Spotlight" with digital hyperlink	P	P
Opportunity to participate in unlimited "Shout Outs" with digital hyperlink to website	P	P
Opportunity to participate in at least one "Cup of Conversation"	P	
Opportunity to submit a "30 Seconds of Fame" video with hyperlink	P	
NJALA EVENTS		
Business Partner Expo		
Business Partner Expo Representatives	2 Reps	1 Rep
• Table at Symposium event	P	\$TBD (discounted)
• Signage in designated areas	P	P
• Opportunity to Sponsor Items at Expo	P	P
Socials		
Invitations to Event IF IN PERSON: Invitations to Event IF VIRTUAL:	2 Reps Unlimited	1 Rep Unlimited
Business Partner Appreciation Event		
Invitations to Event IF IN PERSON: Invitations to Event IF VIRTUAL:	2 Reps Unlimited	1 Rep Unlimited
REFERRAL PROGRAM – Total max. cash/credit = \$1,500		
\$750. cash back on all BP referrals (must become Gold) before 6/1/2023	P	P
\$750. credit on all BP referrals (must become Gold) before 6/1/2023	P	P
\$350. cash back on all BP referrals (must become Bronze) before 6/1/2023	P	P
\$350. credit on all BP referrals (must become Bronze) before 6/1/2023	P	P
Refer a new member and/or new Business Partner that joins NJALA and receive a "personal introduction meeting" facilitated by the Business Partner Committee - NEW	P	P
ADDITIONAL BENEFITS		
Opportunity to Host Workshop – topic to be chosen by BP Committee	P	P
Concierge Support from Dedicated NJALA BP Committee Member	P	P
Opportunity for Seat on Business Partner Advisory Committee	P	P
Opportunity to attend Book Club throughout sponsorship year	P	P
Opportunity to Attend/Sponsor Charity Event through NJALA	P	P
Opportunity to Attend Book Club through NJALA	P	P

Opportunity to Sponsor Happy Hour Meet and Greet	P	P
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