



2025 BUSINESS PARTNER GUIDE

to

RICHMOND ALA

SPONSORSHIP OPPORTUNITIES

This package contains detailed information about sponsorship opportunities available and was assembled to benefit our Business Partners.

Your connection

to knowledge, resources and networking



2025 BUSINESS PARTNERSHIP PROGRAM

WHAT IS ALA AND WHY WOULD YOU WANT TO BE A BUSINESS PARTNER?

The Association of Legal Administrators (ALA) is a not-for-profit organization founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. The first Chapter formed right here in Richmond in 1972 with fewer than 10 members; however, ALA's international membership has grown steadily over the years and now has approximately 8,500 members comprised of about 90 Chapters across the globe.

The local Richmond Chapter (RALA) currently has approximately 60 members representing approximately 40 Richmond legal organizations. These people are the decision makers and managers within their organizations. When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year. We have listed below some of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share information about their products and services and/or expertise in a given field to help them stay educated in those areas. We often ask them to present this information at one of our educational meetings.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting vendor relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.*
- *Business Partners who provide external services are our first choice in seeking service providers.*

The Richmond Chapter of the Association of Legal Administrators (RALA) invites you to join us in educating and supporting the legal community in 2025 by participating in our Business Partnership Program. We hope you find this Guide useful when planning your future involvement with RALA. We recognize, appreciate and value the knowledge, participation and commitment from our current Business Partners and hope to build new partnerships in the coming year. Your continued support is invaluable to our success.



2025 SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR (1).....	\$6,000
PLATINUM SPONSOR (2)	\$5,750
GOLD SPONSOR (7).....	\$4,250
SILVER SPONSOR (10)	\$3,000
BRONZE SPONSOR (Unlimited)	\$2,000
WEBSITE SPONSOR (per quarter)	\$ 250
VA STATEWIDE RETREAT SPONSOR.....	Varied

	Diamond Sponsorship \$6,000 (Limit 1)	Platinum Sponsorship \$5,750 (Limit 2)	Gold Sponsorship \$4,250 (Limit 7)	Silver Sponsorship \$3,000 (Limit 10)	Bronze Sponsorship \$2,000 (Unlimited)
MEETINGS					
SOLE Sponsorship of ONE RALA Chapter Meeting	√	√			
Sponsorship of ONE RALA Chapter Meeting	√	√	√	√	√
TWO Complimentary Meals at Sponsored Meeting	√	√	√	√	√
Recognition as Meeting Sponsor on RALA Website	√	√	√	√	√
Recognition as Meeting Sponsor on Invitations	√	√	√	√	√
Opportunity to display company literature on table at monthly meeting	√	√	√	√	√
Network and socialize with guests and members	√	√	√	√	√
Recognition from the podium as meeting sponsor	√	√	√	√	√
Five minutes to address attendees about company	√	√	√	√	√
Receipt of attendee list for sponsored meeting	√	√	√	√	√
"Passes" to attend additional RALA meetings as a guest	Exclusive All Access Pass	10 passes	5 passes	3 passes	2 passes
EVENTS					
SOLE Sponsorship of ONE Chapter Social Event	not to exceed \$1,500				
Invitation to PLATINUM/ GOLD/ SILVER Chapter Social Event		Two Reps	Two Reps	Two Reps	
Invitation to 2025 Meet N' Greet Breakfast/ Luncheon with incoming Board (BP 101)	Two Reps	Two Reps	One Rep	One Rep	One Rep
Invitation to 2025 Business Partner Appreciation Event	Three Reps	Two Reps	Two Reps	Two Reps	Two Reps
Invitation to attend RALA Chapter community events	√	√	√	√	√
Opportunity to host private chapter social events	√	√	√	√	√

	Diamond Sponsorship \$6,000 (Limit 1)	Platinum Sponsorship \$5,750 (Limit 2)	Gold Sponsorship \$4,250 (Limit 7)	Silver Sponsorship \$3,000 (Limit 10)	Bronze Sponsorship \$2,000 (Unlimited)
ADVERTISEMENT					
Recognition as Chapter Sponsor and placement of company logo on RALA website through 12/2025	√	√	√	√	√
Sponsor Spotlight featured on the BP Page of RALA website (promotional paragraph)	√	√	√	√	√
Sponsor signage at all twelve RALA Chapter Meetings	√	√	√	√	√
Featured opportunities through Chapter social media accounts.	√	√	√	√	√
Elite recognition as the Diamond Business Partner and "Website Sponsor" for all of 2025 and appreciation social media post Q1 2025 recognizing our Diamond BP	√				
Recognition as the "Website Sponsor" for Q2 or Q3 of 2025		√			
STATEWIDE RETREAT					
Credit toward 2025 Virginia Statewide Retreat Sponsorship	\$1,600	\$1,400	\$1,150	\$850	\$500

DIAMOND SPONSOR - \$6,000 (Limit 1)

- **Sole** sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meeting
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- **All Access Pass** – Two (2) complimentary guest “passes” to all RALA Chapter Meetings
 - Includes all coffee pop ups and other RALA sponsored events
 - Does not include events solely sponsored by other Business Partners
- Sponsorship of one Social Event (not to exceed \$1,500) which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to four (4) company representatives to attend social
- Invitation for two (2) company representative to the Meet N Greet Breakfast/ Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for three (3) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Diamond Sponsor recognition from the podium at all meetings
- Diamond Sponsor recognition on RALA Chapter website thru December 2025
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunities to be featured on Chapter social media pages.
- \$1,600 credit toward 2025 Virginia Statewide Retreat Sponsorship

PLATINUM SPONSOR - \$5,750 (Limit 2 non-competing industries)

- **Sole** sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meeting
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- **Ten (10)** Complimentary guest “passes” to other RALA Chapter Meetings
- Invitation to Platinum/Gold/Silver Social Event which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to two (2) company representatives to attend social
- Invitation for two (2) company representative to the Meet N Greet Breakfast/Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Platinum Sponsor recognition from the podium at all meetings
- Platinum Sponsor recognition on RALA Chapter website thru December 2025
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Recognition as the “Website Sponsor” for the First Quarter of the Year
- Opportunities to be featured on Chapter social media pages.
- \$1,400 credit toward 2025 Virginia Statewide Retreat Sponsorship



GOLD SPONSOR - \$4,250 (Limit 7)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- **Five (5)** Complimentary guest “passes” to other RALA Chapter Meetings
- Sponsorship of one group Gold Social Event which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to two (2) company representatives to attend social
- Invitation for one (1) company representative to the Meet N Greet Breakfast/Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Gold Sponsor recognition on RALA Chapter website thru December 2025
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunities to be featured on Chapter social media pages.
- \$1,150 credit toward 2025 Virginia Statewide Retreat Sponsorship



SILVER SPONSOR \$3,000 (Limit 10)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- **Three (3)** Complimentary guest “passes” to other RALA Chapter Meetings
- Invitation to group Silver Social Event which includes:
 - Sponsor recognition on all correspondence regarding sponsored social
 - Sponsor recognition on RALA Chapter Website regarding sponsored social
 - Invitation for up to two (2) company representatives to attend social
- Invitation for one (1) company representative to the Meet N Greet Breakfast/ Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Silver Sponsor recognition on RALA Chapter website thru December 2025
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunities to be featured on Chapter social media pages.
- \$850 credit toward 2025 Virginia Statewide Retreat Sponsorship



BRONZE SPONSOR - \$2,000 (Unlimited)

- Sponsorship of one RALA Chapter Meeting which includes:
 - Sponsor recognition in electronic meeting invitation and all correspondence regarding meeting to the members and guests
 - Sponsor recognition on RALA website as meeting sponsor
 - Sponsor recognition from the podium as meeting sponsor
 - Networking and socializing with guests and members 15 minutes prior to meeting
 - Five minutes to address the meeting attendees about your company
 - Attendance and complimentary meals for two (2) company representatives at sponsored meetings
 - Opportunity to display company literature on table provided by RALA
 - Sponsor will be seated amongst Chapter members at meeting
- Two (2) Complimentary guest “passes” to other RALA Chapter Meetings
- Invitation for one (1) company representative to the Meet N Greet Breakfast/Luncheon with incoming Board of Directors and Committee Chairs
- Invitation for two (2) company representatives to the RALA Annual Sponsor Appreciation Event
- Invitation to participate in all RALA Community Connection Events
- Bronze Sponsor recognition on RALA Chapter website thru December 2024
- Business partner spotlight featured on business partner page (small promotional paragraph supplied by business partner)
- Opportunities to be featured on Chapter social media pages.
- \$500 credit toward 2025 Virginia Statewide Retreat Sponsorship



VA STATEWIDE RETREAT & EXPO SPONSOR – Amounts Vary

- Information regarding sponsorships at the 2025 Virginia Statewide Retreat will be posted to our website as soon as it is available (generally in November).

QUARTERLY WEBSITE SPONSOR - \$250 per quarter

- Sole Logo and Link on Homepage of Chapter Website for one quarter of the year (excludes first quarter)

Tips to Maximize the Value of BP Sponsorship

We offer the following suggestions for making the most of your sponsorship year:

1. Reserve your Sponsorship Level early so that your company benefits from the full year of services (the sponsorship year is based on a calendar year).
2. Make an effort to attend all RALA events that your sponsorship level offers. Events are planned to provide networking opportunities with our members, but remember, you cannot attend more than your level allows.
3. **Be strategic** in choosing your meetings!! At the beginning of the year, check out the Chapter's scheduled meetings for the entire year on our Chapter website (richmondala.org), then decide which meetings you would like to attend using your guest meeting "passes". If you get 3 guest "passes" for the year, and you use all three in January, February and March, you will not be allowed to attend meetings in the summer or fall. Sponsoring a meeting is considered use of a meeting pass. Meeting sponsors are limited to three per meeting.
4. We encourage our Business Partners to attend our charitable community events; this is valuable networking time that allows you to get to know members in a small group setting while doing worthwhile community service activities.
5. Check our website and social media pages often; we update it regularly, and it's a great information tool. Don't forget to LET US KNOW if you and your company have won a recent award or accomplishment. We are more than happy to brag about you on social media!
6. Remember that all administrators have resource files. Even if we cannot use your services at this time, we will file your information for future reference. Please also note that it is very difficult to give you "five minutes" when you arrive in our office without an appointment.
7. If you have trouble getting an appointment with a member, please contact a member of the RALA Board for help.
8. Finally, remember your sponsorship is about building relationships. The RALA Board cannot promise you immediate business, but we do all we can to promote the services of our Business Partners. We cannot do what we do as a Chapter without your support!

BUSINESS PARTNER COMMITMENT PROCEDURES

Thank you for taking the time to review our 2025 Sponsorship Opportunities! If you are interested in sponsoring RALA, **please complete the attached commitment form and return it in accordance with the dates listed below.** Unless already on file, please email your company logo attached as a separate .jpg file, to Tracy Fiacco, VP of Business Partners, tfiacco@hirschlerlaw.com by December 31. Business Partners will be confirmed upon receipt of commitment form and payment.

Important Dates:

11/04/2024:	Sponsorship program available
11/29/2024:	Commitment due for Diamond/Platinum
12/31/2024:	All Sponsorship Commitments & Payments Due [Sponsorship year runs January 1 – December 31, 2025]
1/1/2025:	Sponsorship Program Begins

Please return the Commitment Form with a check payable to Richmond ALA to:

Erin Polley, Treasurer
Richmond Chapter of Legal Administrators
P.O. Box 2546
Richmond, VA 23218
804-775-1921
epolley@parkerpollard.com

Please email your commitment form to epolley@parkerpollard.com and tfiacco@hirschlerlaw.com as soon as you make your decision. Payment is not due until **December 31, 2024**. We do accept credit card and ACH forms of payment. Please contact Erin Polley for more information.

Disclaimer: RALA does not guarantee business to its Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.



2025 BUSINESS PARTNER COMMITMENT FORM

Company Name: _____

Contact Name: _____

Address: _____

Business Phone #: _____ Fax #: _____

Contact E-mail: _____

If interested in any of the five premium sponsorships, please choose your package below. This commitment form serves as our invoice.

_____ DIAMOND SPONSOR	\$6,000
_____ PLATINUM SPONSOR	\$5,750
_____ GOLD SPONSOR	\$4,250
_____ SILVER SPONSOR	\$3,000
_____ BRONZE SPONSOR	\$2,000

The following opportunities are available "à la carte":

_____ WEBSITE SPONSOR \$250/Qtr.

Please email the completed Commitment Form as soon as possible to:

epolley@parkerpollard.com and tfiacco@hirschlerlaw.com

Payments are due by December 31, 2024

INCLUDE THIS COMMITMENT FORM WITH CHECK MADE PAYABLE TO:

"RICHMOND ALA" AND MAIL TO:

Erin Polley, Treasurer
Richmond Chapter of Legal Administrators
P.O. Box 2546
Richmond, VA 23218
804-861-7301
epolley@parkerpollard.com

Disclaimer: RALA does not guarantee business to its Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.