



2026 BUSINESS PARTNER GUIDE ***to***

RICHMONDALA

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*



2026 BUSINESS PARTNERSHIP PROGRAM

ALA EXPLAINED: WHY BUSINESS PARTNERS CHOOSE US

The Association of Legal Administrators (ALA) is a not-for-profit professional organization established in 1971 to support those who manage law firms, corporate legal departments, and government legal agencies. The very first ALA Chapter was formed right here in Richmond in 1972 with fewer than ten members. Since then, the organization has expanded to approximately 8,500 members across nearly 90 Chapters worldwide.

Today, the Richmond Chapter (RALA) has about 60 members representing 40 legal organizations in the Richmond area. Our members are decision makers and leaders who guide the business operations of their firms and departments. When considering vendors and service providers, RALA members naturally look first to those companies that have built relationships with our Chapter, most often through our annual Business Partner Program.

Business Partners play an essential role in advancing RALA's mission. We value these partnerships because:

- Sponsorship dollars directly support our primary mission of providing members with education of the highest standards.
- Members rely on trusted business contacts to share expertise, products, and services, often presented at RALA's educational programs.
- Consistent engagement with Business Partners builds credibility, experience, and trust, giving administrators reliable resources outside their organizations.
- Strong vendor relationships enhance the administrator's own credibility and elevate the quality of management within their legal service organizations.
- When seeking service providers, administrators turn first to our trusted Business Partners.

Looking ahead to 2026, the Richmond Chapter of the Association of Legal Administrators (RALA) invites you to join us in supporting and strengthening the legal community through our Business Partnership Program. This Guide outlines opportunities to engage with our Chapter in meaningful ways. We are deeply grateful to our current Business Partners for their knowledge, participation, and commitment, and we look forward to building new partnerships in the year ahead. Your continued support is vital to our success.



2026 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 2026 Meet N' Greet Breakfast/ Luncheon with incoming Board (BP 101)	Two Reps	Two Reps	One Rep	One Rep	One Rep
Invitation to 2026 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 12/2026	√	√	√	√	√
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 2026 and appreciation social media post Q1 2026 recognizing our Diamond BP	√				
Recognition as the “Website Sponsor” for Q2 or Q3 of 2026		√			
STATEWIDE RETREAT					
Credit toward 2026 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 2026
- 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 2026 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 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 2026
- 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 2026 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 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 2026
- 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 2026 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 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 2026
- 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 2026 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 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 2026
- 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 2026 Virginia Statewide Retreat Sponsorship

VA STATEWIDE RETREAT & EXPO SPONSOR – Amounts Vary

- Information regarding sponsorships at the 2026 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)

Making the Most of Your Richmond ALA Sponsorship

As a valued Business Partner, your sponsorship is an investment in both your company and our Chapter. To ensure you receive the full benefit of your commitment, we ask that you actively engage in the following ways:

1. **Commit Early.** Reserve your Sponsorship Level as soon as possible to maximize your exposure and take advantage of the full calendar year of services.
2. **Show Up.** Attend all events available at your sponsorship level. These gatherings are designed for meaningful networking with our members, but attendance is capped at your level, so plan wisely.
3. **Be Strategic.** At the start of the year, review the Chapter's meeting calendar on richmondala.org and decide how to use your guest meeting passes. Remember, if you use them all in the first quarter, you won't have access to meetings later in the year. Sponsoring a meeting also counts as a pass, and space is limited to three sponsors per meeting.
4. **Join In.** Participate in our charitable community events. These smaller, service-driven gatherings are some of the best ways to build lasting relationships with members.
5. **Stay Visible.** Check our website and social media regularly. Share your company's awards and accomplishments with us! We're eager to spotlight you.
6. **Respect Our Members' Time.** All administrators keep resource files, so even if we can't use your services immediately, your information is kept for future reference. Please schedule appointments with members, unscheduled visits are rarely possible.
7. **Ask for Help.** If you're having trouble connecting with members, reach out to an RALA Board member for guidance and introductions.
8. **Focus on Relationships.** Sponsorship is about cultivating trust and long-term connections. While we cannot guarantee immediate business, we actively promote our Business Partners and deeply value your support.

BUSINESS PARTNER COMMITMENT PROCEDURE

Thank you for taking the time to review our 2026 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 Liz Coleman, VP of Business Partners, coleman@sandsanderson.com by December 31. Business Partners will be confirmed upon receipt of commitment form and payment.

Important Dates:

10/01/2025:	Sponsorship program available
11/29/2025:	Commitment due for Diamond/Platinum
12/31/2025:	All Sponsorship Commitments & Payments Due [Sponsorship year runs January 1 – December 31, 2026]
1/1/2026:	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
804.261.7301
epolley@parkerpollard.com

Please email your commitment form to epolley@parkerpollard.com and coleman@sandsanderson.com as soon as you make your decision.

Payment is not due until December 31, 2025. 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.

2026 BUSINESS PARTNER COMMITMENT FORM

Company Name: _____

Contact Name: _____

Address: _____

Business Phone #: _____

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.
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Please email the completed Commitment Form as soon as possible to:
epolley@parkerpollard.com and lcoleman@sandsanderson.com

Payments are due by December 31, 2025.

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
804.261.7301
epolley@parkerpollard.com

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