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**Laura Carpenter**  
Vice President of Business Partner Relations  
Shumaker, Loop & Kendrick LLP

**Cynthia L. Wesney**  
Vice President of Communications  
Bricker & Eckler LLP

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**REPLY TO:**

**Laura Carpenter**  
Vice President of Business Partner Relations  
Shumaker Loop & Kendrick LLP  
[lcarpenter@Shumaker.com](mailto:lcarpenter@Shumaker.com)

**Beth Hoeft**  
Chairman of Business Partner Relations  
Fishe! Downey Albrecht & Riepenhoff LLP  
[bhoeft@fishedowney.com](mailto:bhoeft@fishedowney.com)

Thank you for your consideration to support the Columbus Chapter of the Association of Legal Administrators (ALA). Our Business Partner sponsorship program provides you access to members, networking opportunities, educational seminars, and visibility to those in the legal industry who are most likely to use your services. Your generosity enables our Chapter to continue to offer outstanding educational meetings and networking functions to our members. We are excited to have you as a Business Partner which allows you more opportunities to connect with our members and develop long-lasting relationships.

Application and payment information for the April 1, 2019 – March 31, 2020 Business Partner Program is attached. If you have any questions, you may contact me by email at [lcarpenter@shumaker.com](mailto:lcarpenter@shumaker.com) or by phone at 614.463.9441, or you may contact Beth Hoeft by email at [bhoeft@fishedowney.com](mailto:bhoeft@fishedowney.com) or by phone at 614.221.1216. **Sponsorship packets and payment are due no later than Friday, March 29, 2019. For those who return the completed application and payment on or before Friday, March 15, 2019 will receive a 10% discount.** \*\*  
*Sponsorship opportunities are first come, first serve and are not confirmed until payment and completed application have been received.*

On behalf of the Columbus Chapter, allow us to thank you for your time and assistance in sustaining our organization. We truly appreciate your support, *just as importantly*, we look forward to connecting with you in the coming year!

Sincerely,

**Laura Carpenter**

**Beth Hoeft**

Business Partner Relations, Association of Legal Administrators Columbus Chapter

## Business Partner Sponsorship Summary

|  | Sponsorship Level: |         |         |           |                  |
|--|--------------------|---------|---------|-----------|------------------|
|  | Platinum           | Gold    | Silver  | Bronze    | Online Directory |
|  | Cost:              | \$4,500 | \$3,000 | \$2,000   | \$1,000          |
|  | # of Packages:     |         |         |           |                  |
|  | 1                  | 4       | 9       | Unlimited | Unlimited        |
| <b>Newsletter Benefits</b>                               |                    |         |         |           |                  |
| Advertisement in 12 issues                               | Full               | Full    |         |           |                  |
| Receive copy of all 12 issues                            | X                  | X       | X       | X         |                  |
| Spotlight article in one issue                           | X                  | X       | X       |           |                  |
| Listing in Thank You                                     | X                  | X       | X       | X         | X                |
| <b>Membership Meeting/Event Benefits</b>                 |                    |         |         |           |                  |
| Attend Annual Managing Partners' Luncheon                | 3                  |         |         |           |                  |
| Attend Holiday & Community Service Events                | 2                  | 2       |         |           |                  |
| Attend Member Meeting Event                              | 2                  | 2       | 2       |           |                  |
| Opportunity to introduce company at event                | X                  | X       | X       |           |                  |
| Recognition as sponsor during event                      | X                  | X       | X       |           |                  |
| Recognition as sponsor on printed material               | X                  | X       | X       |           |                  |
| Listing in Online Business Partner Sponsorship Directory | X                  | X       | X       | X         | X                |
| <b>Chapter Website Benefits</b>                          |                    |         |         |           |                  |
| Company logo on chapter home page                        | X                  |         |         |           |                  |
| Recognition as Platinum Sponsor on home page             | X                  |         |         |           |                  |
| <b>Education Conference Scholarship Benefits</b>         |                    |         |         |           |                  |
| ALA Annual Conference Scholarship                        | X                  |         |         |           |                  |
| Chapter Leadership Institute/ Board Member Scholarship   |                    | X       |         |           |                  |
| Business Law Conference Scholarship                      |                    |         | X       |           |                  |
| Recognition as sponsor on printed material               | X                  | X       | X       |           |                  |
| <b>Signature Event Benefits</b>                          |                    |         |         |           |                  |
| Signature Event Attendees – number of attendees          | 4                  | 3       | 2       | 1         |                  |

## A La Carte Sponsorship Opportunities

As available

### *Signature Event*

- 2 Attendees     \$500
- 1 Attendee     \$350
- Current Business partners may add attendees for \$200 each

### *Online Business Partner Directory*     \$450

- Name and logo of company
- 50 word description of products/services offered
- Listed under three categories

## Bronze Sponsor Benefits

Unlimited Sponsors @ \$1,000 each

### *Signature event*

- Invitation for one company representative to attend the chapter's Signature Event

### *Online business partner directory listing*

- Name and logo of company
- 50 word description of products/services offered
- Listed under three categories

*Annual "Thank You to Our Business Partners" newsletter ad mention*

*Receive monthly newsletter*

## Silver Sponsor Benefits

9 Sponsors @ \$2,000 each

All benefits of Bronze Sponsor, plus:

### *Member meeting*

- Invitation for two company representatives to attend a regular member meeting
- Opportunity to give 2-3 minute introduction of your company
- Provide a door prize for a randomly chosen member attendee, if desired
- Recognition on all promotional materials for event in the newsletter, emails, and on the chapter website

*Provide spotlight article of your company for one newsletter issue*

*Access to the Chapter Membership Directory on [alacolumbus.org](http://alacolumbus.org)*

### *Business Law Conference Scholarship*

- Sponsor one of three scholarships awarded to chapter members to attend an ALA conference
- Recognition of Silver Sponsorship on all promotional materials for scholarship, including the newsletter and on the Chapter website

## Gold Sponsor Benefits

4 Sponsors @ \$3,000 each

All benefits of Silver Sponsor, plus:

*Additional invitation for representative to attend Signature Event (total of 3)*

### *Event Benefits*

- Invitation for two representatives to attend the annual holiday social - two company representatives will be invited with the opportunity to give brief (2-3 minute) introduction of your company
- Invitation for 2 representatives to work alongside chapter members at a community service project
- Recognition of Gold Sponsorship on all promotional materials for events, including in the newsletter, emails, and on the chapter website
- Provide a door prize or contribution to the chosen charity, if desired

*Full page advertisement in 12 issues of the newsletter*

### *Board Member Chapter Leadership Institute Scholarship*

- Sponsor one of three scholarships awarded to board members to attend Chapter Leadership Institute
- Recognition of Gold Sponsorship on all promotional materials for scholarship, including the newsletter and on the Chapter website

*One representative can serve on a chapter committee (BP relations committee) and cannot be from the same sponsor.*

## Platinum Sponsor Benefits

1 Sponsor @ \$4,500

All benefits of Gold Sponsor, plus:

*Additional invitation for representative to attend Signature Event (total of 4)*

### *Partners' Luncheon*

- Invitation for three company representatives to attend the annual Partners' Luncheon
- Opportunity to give 2 - 3 minute introduction to your company
- Recognition of Platinum Sponsorship on program and all promotional materials for event, including in the newsletter, emails, and on the Chapter website
- Provide door prize or contribution to the chosen charity, if desired

*Company logo and announcement that the company is the exclusive Platinum sponsor will be included on the Chapter's main page and link*

### *Annual Education Conference Scholarship*

- Exclusive sponsor of one scholarship for a chapter member to attend ALA's Annual Conference
- Opportunity to conduct the drawing for the scholarship
- Recognition of Platinum Sponsorship on all promotional materials for scholarship, including the newsletter, emails, and on the chapter website

*One representative can serve on a chapter committee (BP relations committee) and cannot be from the same sponsor.*

2019 – 2020 Business Partner Sponsorship Package  
**Application Form**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

The sponsorship opportunities will be awarded upon receipt of this application. If your desired sponsorship level has already been filled, we will contact you to come up with the best possible alternative.

Please check your preference below.

| Sponsorship Opportunity                         | Number Available | Cost        | Preference |
|---|------------------|-------------|------------|
| Platinum Sponsor                                | 1                | \$4,500     |            |
| Gold Sponsor                                    | 4                | \$3,000     |            |
| Silver Sponsor                                  | 9                | \$2,000     |            |
| Bronze Sponsor                                  | Unlimited        | \$1,000     |            |
| A La Carte: Online BP Directory Ad Only         | Unlimited        | \$450       |            |
| A La Carte: Event 1 or 2 attendees              | Unlimited        | \$350/\$500 |            |
| A La Carte: Event add'l attendees – Current BPs | Unlimited        | \$200       |            |

Please make checks *payable* to **Association of Legal Administrators Columbus Chapter**. Remit payment with completed application to:

**Laura Carpenter**  
**Shumaker Loop & Kendrick LLP**  
**Huntington Center, Suite 2400**  
**41 South High Street**  
**Columbus, OH 43215**

## Online BP Directory Information Form

All Columbus Chapter business partner sponsors are included in the Online BP Directory. Please provide the following information as you want it to display for our members:

Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

Select up to 3 Key Services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe your company in 50 words or less: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Company Logo:

Please attach a copy of your logo and email it to Cindy Wesney at [cwesney@bricker.com](mailto:cwesney@bricker.com) or Laura Carpenter at [lcarpenter@shumaker.com](mailto:lcarpenter@shumaker.com). The electronic file resolution should be at least 300 dpi, and be sent in a format that can be enlarged and/or reduced for print.

For Platinum, Gold and Silver sponsors only. List top three months you wish to sponsor a chapter meeting, with your spotlight article running in the newsletter during the corresponding month.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Sponsorship Disclosures

- In the event that we receive a request for a sponsorship level that is full, the **ALA COLUMBUS CHAPTER** Board of Directors will determine which organization will be assigned that specific opportunity. Previous vendor supporters of the **ALA COLUMBUS CHAPTER** will be given first consideration in this determination and, in some instances, a drawing may be necessary in order to determine which organization will be selected. If your organization is not successful in securing your first choice, every effort will be made to reserve your alternate choice.
- Sponsorship opportunities are first come, first serve and are not confirmed until payment and completed application have been received.
- Registration is not considered complete until payment is received.