

# 2017 Business Partner Program – Partial Year



*A Chapter of the Association of Legal Administrators*

Founded in 1971, the Association of Legal Administrators is an international organization of more than 10,000 members representing more than 20 countries.

The Orange County Chapter, founded in 1979, provides quality educational programs and a variety of information resources on the local level. The Orange County Chapter serves approximately 140 members.

The Association of Legal Administrators' mission is to inspire excellence in the business of law.

## Questions?

Contact OC-ALA's  
Chair of Business  
Partner Relations:  
[dtsuna@cwlawyers.com](mailto:dtsuna@cwlawyers.com)

## Dear Potential Business Partners:

Welcome to the Orange County Association of Legal Administrators' 2017 Business Partner Program. We are one of the most active chapters in the 10,000+ member Association of Legal Administrators and are continuously recognized as a leader in providing outstanding resources for both our Members and Business Partners. Our Membership continues to grow, and we are always looking for opportunities for engagement between our Members and our Business Partners.

OC-ALA could not provide the educational and networking opportunities to our Members without the support of our Business Partners. Many of our Business Partners have supported our organization for many years. New Business Partners quickly recognize the opportunities available through active involvement and are anxious to become supporters. Our Members and Business Partners create a synergy that's hard to replicate.

We continue to work on exploring opportunities to implement the ideas you and our members have shared with us throughout the year. We understand the importance of more face-time with our Members—not just to sell but to develop positive relationships so you will be thought of first when a need arises. We'll continue to create opportunities for you to sponsor and/or participate in our educational sessions. We'll encourage you to bring new members to OC-ALA and get recognized for doing so. We will also continue to offer a variety of community service opportunities to allow our Members and Business Partners to work side-by-side to improve the lives of those in our communities.



## 2017 Business Partner Program – Partial Year

- The Orange County Chapter of the Association of Legal Administrators (OC-ALA) is pleased to offer this partial year opportunity to prospective Business Partners who were unable to participate in the program at the time of open enrollment. This "prorated" opportunity is not meant to itemize dollar for dollar each benefit when compared to the annual enrollment opportunity, but is designed simply as an offer for those vendors to get involved in Chapter sponsorship who are (1) new to the Chapter or (2) had a lapse in sponsorship due to a change of hands or economic reasons. It is expected that partial-year Business Partners will be interested in renewing at the annual open enrollment opportunity. Partial year opportunities are limited to a "prorated" Silver level sponsorship. Partial year business partners will not be eligible to sign up for additional partial years.
- If you are interested in participating after your review of the enclosed material, please complete the enclosed Registration Form. Payment is due upon submission of the Registration Form. OC-ALA will require logos for our website and e-newsletter as soon as practical.
- Please note that the Business Partner Program typically operates on a calendar year basis. Business Partner Program participation is subject to the guidelines and criteria set forth in the annual sponsorship packet.
- We hope you find this partial year opportunity of interest to your company. Thank you for supporting OC-ALA's mission.

## Partial Year Business Partner Benefits

- Directory – Our Directory is published each year in April and is a premier resource for OC-ALA Members and Business Partners. The “Members By Name” section includes a list of OC-ALA Members, their contact information, and their firm/office demographics. The “Business Partners By Company” section is a list of OC-ALA’s Business Partners, along with contact information and a 50-word description of each company’s expertise and services. In the “Business Partners By Category” section, Business Partners are also listed according to their selected business services category/ies. Although the new edition of our directory for this year has already been printed, you will receive a copy and be able to take advantage of the extensive contact information contained in it.
- E-Newsletter – OC-ALA’s *Waves* is our timely and informative e-newsletter. Business Partners gain enhanced visibility by having their logos e-mailed to all of our Members (and Business Partners). Please see details regarding subscription and advertising sponsorship levels in this packet. *Waves* is distributed to Members, prospective Members/firms, as well as ALA’s Board of Directors and Regional Officers.
- Website Advertising – Our website [www.OrangeCountyAla.org](http://www.OrangeCountyAla.org) offers Business Partners a professional platform in which to display their company, contact information, logo, and website link.
- Business Partner Appreciation Mixer– This annual event, hosted by OC-ALA, is our way of saying “Thank You” to our Business Partners. This is a complimentary evening event that continues to increase in popularity each year. It is an informal way to recognize our Business Partners’ support and an incredible networking opportunity for attendees. It is typically held in late Fall and usually includes a fun networking activity.

## SILVER LEVEL

Partial Year Cost

\$700

### ***2017 Directory Benefits***

- Two (2) copies of Directory

### ***[www.orangecountyala.org](http://www.orangecountyala.org) - Website Benefits***

- Company name, contact information, logo, company description (up to 50 words), and website link on Business Partners page as well as a photo of one (1) representative
- One (1) business services category listing on Business Partners page *[each additional listing \$100]*

### ***Events & Announcements***

- Attendance for up to two (2) representatives at 2017 Business Partner Appreciation Mixer

### ***OC-ALA Waves (E-Newsletter) Benefits***

- Logo and sponsorship level displayed – balance of year
- Prorated subscription

### ***Other Benefits***

- Community Connection Events - Invitation to participate



*A Chapter of the Association of Legal Administrators*

# OC-ALA 2017 Partial Year Business Partner Program Year At-A-Glance

<b>April 2017</b>	Distribution of OC-ALA Directory
<b>April 2-5, 2017</b>	ALA Annual Conference in Denver, CO
<b>June 22, 2017</b>	Networking Event TBD (for ALA Members and sponsoring business partners only) (Additional charge)
<b>September 7-9, 2017</b>	ALA Regional Legal Management Conference in Las Vegas, NV
<b>September 22, 2017</b>	Networking Event TBD (for ALA Members and sponsoring business partners only) (Additional charge)
<b>October 2017</b>	New 2018 Business Partner Registration begins
<b>November 15, 2017</b>	Annual Business Partner Appreciation Mixer



2017 Business Partner Program

**2017 Business Partner Partial Year Program  
Registration Form**

Please complete information below

Company Name:	
<b>WEBSITE CONTACT (How Your Contact Information Will be Displayed on Our Website):</b>	
Name/Title:	
Street Address:	
City, State, Zip Code:	
Telephone Number:	
Email Address:	
Website Address:	
<b>SECOND CONTACT:</b>	
Name/Title:	
Street Address:	
City, State, Zip Code:	
Telephone Number:	
Email Address:	
If you are a new business partner, how did you learn about OC-ALA? If you were referred by an ALA Member, please provide the name of the person who referred you.	

**OC-ALA appreciates your support! Our goal is to enhance the partnering relationship between our Members and Business Partners.**



2017 Business Partner Program

**VISA, MC & AM EX CREDIT CARDS ACCEPTED**

Partial Year Business Partner Level	Price	Plus Additional Website Category Listing
Silver	\$700	\$100 each

Partial Year Business Partner Level Selection:	
Silver Sponsorship Level	\$
Additional Website Category Listing(s) (if applicable)	\$
<b>TOTAL DUE</b>	<b>\$</b>

Checks should be made payable to: OC-ALA

Tax ID #: #33-0377902

Please email to: [OCALAbps@gmail.com](mailto:OCALAbps@gmail.com) - Registrations and requests for an Invoice and/or link to pay online.  
[OCALAmktg@gmail.com](mailto:OCALAmktg@gmail.com) - Photos, logos, artwork.

Please mail to: Teresa Kaluzny  
 Chapter Administrator  
 4219 West Olive Avenue  
 Fullerton, CA 92833  
 Phone: (714) 308-1729





## 2017 Business Partner Program

Business Services Categories		
Accounting	eDiscovery Services	Moving Services
Archive Management Services	Employee Benefits	Off-Site Backup & Disaster Recovery
Artwork/Art Consultants	Employment Services	Office Machine Sales/Service
Banking Services	Ergonomic Office Solutions	Office Supplies
Beverage Services	Facilities Management	On Line Court Services
Catering Services	Financial Services	Overnight Delivery
Cleaning - Carpet, Upholstery & Textile Care	Furniture	Payroll and Human Resource Services
Cloud Computing	Insurance Brokers	Printing and Engraving Services
Computer Services	Interior Design Services	Real Estate Consultants
Copying/Imaging	Legal Macro/Template Software	Records Management
Courier/Court Services	Legal Research Solutions	Retirement Services
Court Reporting Services	Legal Software	Storage and Information Management Services
Discounts for Law Firms & Employees	Litigation Services	Subpoena and Records Retrieval Services
Document Management		Other (please state):



2017 Business Partner Program

**Company Description (50-word maximum)**

*(NOTE: MAXIMUM OF 360 CHARACTERS, INCLUDING SPACES, UP TO 50 WORDS MAXIMUM.)*

**WEBSITE & NEWSLETTER LOGO SPECIFICATIONS** Please email your color logo to [OCALAmktg@gmail.com](mailto:OCALAmktg@gmail.com).

**High Resolution Color Logo**

JPG Logo - 180 pixels wide by 50 pixels high

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**WEBSITE PHOTO SPECIFICATIONS** Please email your Website photo(s) to [OCALAmktg@gmail.com](mailto:OCALAmktg@gmail.com).

**High Resolution Photo**

JPG Photo – 1MB or higher file size, or 300 DPI



2017 Business Partner Program

REGISTRATION CHECKLIST			
			ATTACHED
1.	COMPLETE REGISTRATION FORM*	Pages 7-8	
2.	CIRCLE BUSINESS SERVICE CATEGORY(IES)*	Page 9	
3.	COMPANY DESCRIPTION (50 WORD MAXIMUM)*	Page 10	
4.	EMAIL COLOR LOGO FOR WEBSITE & NEWSLETTER (Format must be JPG – 180 pixels wide by 50 pixels high). Please send to <a href="mailto:OCALAmktg@gmail.com">OCALAmktg@gmail.com</a>	Page 10	
5.	EMAIL WEBSITE PHOTO (Format must be JPG – 1MB or higher size, or 300 DPI). Please send to <a href="mailto:OCALAmktg@gmail.com">OCALAmktg@gmail.com</a>	Page 10	
6.	PAY BY CHECK, OR TO PAY BY CREDIT CARD, please send an email to <a href="mailto:OCALAbps@gmail.com">OCALAbps@gmail.com</a> requesting an invoice and/or link to pay online	Page 11	

Checks should be made payable to: OC-ALA

Tax ID: #33-0377902

Please email to: [OCALAbps@gmail.com](mailto:OCALAbps@gmail.com) - Registrations and requests for an invoice and/or link to pay online.

[OCALAmktg@gmail.com](mailto:OCALAmktg@gmail.com) - Photos, logos, artwork.

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 Chapter Administrator  
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