



2026  
Business Partner Sponsorship Program

## WELCOME

### Dear Current and Potential ALAMN Business Partner Sponsors:

The Association of Legal Administrators Minnesota ("ALAMN") is one of the largest chapters of the Association of Legal Administrators ("ALA"), an international organization with almost 10,000 members. ALAMN has members drawing from law firms in the Twin Cities and surrounding areas. Your sponsorship offers an opportunity for your organization to connect with the decision makers at these law firms.

Through the support of our Business Partner Sponsors, we are able to offer affordable award-winning educational programs, provide scholarships for education conferences, and actively participate in various charitable organizations.

Please review the 2026 Business Partner Sponsorship Program for important details. Registration for all sponsorship levels will begin at 9:00 a.m. on 11/01/2025, with an early bird deadline of 5:00 p.m. on 11/30/2025.

We welcome new and returning Business Partner Sponsors. You will find it is a mutually rewarding partnership.

## BUSINESS PARTNER PROGRAM

ALAMN would like to thank the Business Partners in our community for their continued support of our Chapter. ALAMN membership recognizes that collaborating with Business Partners is an invaluable resource ensuring that our organization continues to flourish. As law firm decision-makers, we know that the right products and services are key components to successful legal administration and that our Business Partners play a vital role in the management and daily functions in our firms. ALAMN is committed to the continued cultivation of positive, mutually beneficial relations with Business Partners who serve the legal community.

A strength of ALAMN is its strong relationship with Business Partners that support and service its member firms. Without the support of these Business Partners, ALAMN would not be able to provide our members with the quality education programs offered at the local level. These include the speakers at our meetings, seminars, the annual educational conference, and the publication of our bi-monthly newsletter, *The Verdict*.



### ALAMN Special Interest Groups:

Financial Management  
Intellectual Property (IP)  
Branch Office

### Teams:

Small and Medium  
Large Firm Chief Officers  
Human Resources

*Please see website for current  
board and committee leaders.*

# BUSINESS PARTNERS OF ALAMN BENEFIT IN THE FOLLOWING WAYS

**Recognition as an industry expert or thought leader in your field;**  
**You will have valuable face time with our members to find out what our law firms need;**  
**You will achieve name recognition with our members.**

## Sponsor Testimonials

We were a new ALAMN business partner member in 2025. I was impressed with ALAMN's fall Educational Conference. It was a great opportunity to meet members and other business partners. There were fun networking activities that allowed us to showcase our business and learn about ALAMN member firms. Everyone was friendly and welcoming. One business partner helped me set up my company sign! I met people who were interested in learning about my business and discovering ways we might work together. The leadership group did an excellent job organizing and hosting the event!

### **Peggy Prall**

Mahoney Ulbrich Christiansen Russ

*2025 Introductory Sponsor*

When you think of industry associations there are many different options to consider, but ALAMN sits above the rest bar none. North Risk Partners has been a member of the ALAMN going on five years and in this time have grown to appreciate the extra effort the association board, committees, and especially the members commit to their business partners. While the socials and charitable functions are rewarding and fun, my favorite event is the annual education conference. At the education conference business partners are allowed to attend all the seminars and lunch which always spotlights a national speaker. I have even implemented some of the teachings into not only my business but personal life as well. In addition to this, we at North Risk Partners truly appreciate the members that make an extra effort to visit us at our booth and are truly interested in what we can offer them as a large property and casualty/benefits insurance broker. Thank you ALAMN for all you do for your members and business partners.

### **Tony Velishek**

North Risk Partners

*2025 Itasca Sponsor*

Being a Business Partner with ALAMN for over 10 years has helped Innovative build lasting relationships with both our existing customers and members. The ALAMN community is incredibly engaged- whether it's through networking events or giving back through community service opportunities. We very much enjoy the well-organized socials and especially look forward to attending the annual convention. We appreciate connecting with members and the engaging meaningful conversations! The energy and enthusiasm of its members make it a truly inspiring organization to be part of.

As a Business Partner, we've had many opportunities to grow our business across multiple categories with our customers. ALAMN members are loyal, collaborative, and genuinely value the connections they build with Business Partners like us.

Partnering with ALAMN has not only supported our business growth but also allowed us to contribute to the legal community. We are proud to be part of an organization where relationships truly matter.

Innovative Office Solutions

*2025 Itasca Sponsor*

## WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

**In a nutshell:  
ALAMN 2025 DEMOGRAPHICS**

**Approximately 250 members**  
*representing law firms*

**Example Management  
Positions within ALAMN:**

**Principal Administrator**

**Financial Director**

**Technology Manager**

**Practice Manager**

**Director of Human Resources**

**Facilities Manager**

## ALAMN MEMBERSHIP BY FIRM SIZE

|                 |       |
|-----------------|-------|
| 1-9 attorneys   | 16.2% |
| 10-18 attorneys | 16.2% |
| 19-30 attorneys | 20.2% |
| 31-74 attorneys | 28.2% |
| 175+ attorneys  | 19.2% |

# HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

## ALAMN Educational Conference

### (All Sponsor Levels)

- Attend and Exhibit at educational conference and exposition
- Multiple opportunities for direct interaction with attendees throughout the day

## ALAMN Educational Events

### (Open to Some Sponsor Levels)

- General meetings which are open to all members
- Special interest group meetings (large firm, small firm, HR, community service, etc.)
- Leadership event for Managing Partners and Members
- Virtual educational opportunities

## Community and Social Events

### (All Sponsor Levels)

#### Community service projects

- Blood Drive (Red Cross and Memorial Blood Centers)
- National Alliance on Mental Health (NAMI)
- The Food Group
- Multicultural Book Drive
- Agatha House
- Ronald Mc Donald House
- Sojourner Project
- United Way Day

## Examples of fall and summer social events with Members and Sponsors

- Pinstripes
- Top Golf
- Can Can Wonderland
- Bunco
- Britt's Pub
- Elsie's
- Virtual Mixology Social
- Cooks of Crocus Hill
- Earl Giles Distillery
- The Puttery

## Communication Tools

- *The Verdict* – Bi-Monthly electronic newsletter sent to all Members, all Sponsors, and ALA officers.
- ALAMN website – [www.ala-mn.org](http://www.ala-mn.org), including Sponsor online Directory.
- ALAMN Membership Directory online
- Monthly e-mail news with information targeted to Business Partners.

## Other Networking Opportunities

- Lunch or Dinner with ALAMN Board of Directors (Mille Lacs & Minnetonka Sponsors)
- Business Partner Advisory Council – Mille Lacs, 3 Minnetonka, and 3 Itasca, based on application process
- Networking with other business partners for additional marketing opportunities
- Business Partner Appreciation event

## YOUR SPONSORSHIP DOLLARS AT WORK:

More than 80% of your sponsorship dollars are used to provide educational opportunities and for charitable/community service efforts. In addition, ALAMN Members and Business Partners contributed throughout the year to community service projects and collected thousands of dollars of cash and goods throughout the year.





# 2026 SPONSORSHIP BENEFITS

## INTRODUCTORY - \$2,000

Open to new Business Partners in the first year of sponsorship only.

- **SAME BENEFITS AS ITASCA (does not include opportunity to BPAC)**

## ITASCA - \$4,000

(Unlimited)

- Listing in Business Partner online directory
- Online access to annual Membership Directory
- Yearly Excel membership directory provided
- Listing as sponsor in newsletter *The Verdict*
- Invitation to Summer Social Event (2 representatives)
- Invitation to Fall Social Event (2 representatives)
- Use of ALAMN Business Partner logo for marketing
- Voluntary participation in Community Service Events (2 representatives)
- Opportunity to join Community Service Team
- Opportunity to exhibit at conference with up to 2 representatives
- Attend Keynote and breakout sessions at Educational Conference
- Assigned an ALAMN buddy
- Complete Excel mailing list of Educational Conference attendees
- Acknowledgment in Educational Conference promotional materials
- Opportunity to apply for Business Partner Advisory Council (BPAC)
- Invitation to ALAMN President's Reception at ALA Conference, if attending
- Opportunity to submit educational articles to *The Verdict*
- Opportunity to present at SIG or committee meeting
- Opportunity to attend virtual events (1 representative)
- Additional Business Partner event annually (1 representative)
- Opportunity to present at Educational Conference
- Social Media Promotion with highlights and announcements

## MINNETONKA: \$7,500

(Limit of 15)

**SAME BENEFITS AS ITASCA – PLUS:**

- Logo on the front page of website
- "Foot in the Door"- Social or networking event (2 representatives)
- Opportunity to exhibit at conference with up to 3 representatives
- Opportunity to introduce breakout session speaker at conference
- Opportunity to introduce speaker at one general meeting
- Opportunity to attend one General Meeting (1 representative)
- Opportunity to host ALAMN-promoted social or educational event (via website and newsblast)
- Half-page ad in *The Verdict*
- Invitation to Summer and Fall Socials (3 representatives)
- Voluntary participation in Community Service Events (3 representatives)
- Profile of 1 local representative in *The Verdict*
- Lunch with members of BPRCT (2 representatives)
- Social Media Promotion with highlights and announcements
- Formal introduction at social events
- Opportunity to attend virtual events (2 representatives)
- Additional BP event annually (2 representatives)

## MILLE LACS: \$10,000

(Limit of 3)

**SAME BENEFITS AS MINNETONKA – PLUS:**

- Opportunity to exhibit at conference with up to 4 representatives
- Option to choose booth location at annual conference
- Opportunity to present at Educational Conference
- Opportunity to introduce Keynote Speaker(s) at Educational Conference
- Formal introduction at conference
- Recognition as scholarship sponsor for ALA Annual Conference
- Automatic member of Business Partner Advisory Council (BPAC)
- Profile of two local representatives in *The Verdict*
- Additional "Foot in the Door" with decision makers (3 representatives)
- Opportunity to present at a General Meeting
- Additional representatives to Summer and Fall Socials (4 total)
- Attend new member social gathering, if held (2 representatives)
- Sponsors of Leadership Event (with Managing Partners); introduce speaker (up to 4 representatives)
- Opportunity to attend three General Meeting (2 representatives)
- Full page ad in *The Verdict* (instead of half page)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Post a video to the ALAMN website
- Invitation to the member holiday party
- Voluntary participation in Community Service Events (4 representatives)
- Social Media Promotion of highlights and announcements
- Opportunity to attend virtual events (3 representatives)
- Additional BP event annually (3 representatives)
- Access to the registration list for social events
- Second list of Excel membership directory provided

# 2026 SPONSORSHIP BENEFITS

| BENEFITS                                                                     | MILLE LACS<br>\$10,000 | MINNETONKA<br>\$7,500 | ITASCA<br>\$4,000 | INTRO<br>\$2,000 |
|------------------------------------------------------------------------------|------------------------|-----------------------|-------------------|------------------|
| EDUCATIONAL CONFERENCE BENEFITS                                              |                        |                       |                   |                  |
| Opportunity to introduce keynote speaker(s)                                  | EXCLUSIVE              |                       |                   |                  |
| Opportunity to select booth location                                         | EXCLUSIVE              |                       |                   |                  |
| Opportunity to introduce breakout session speaker                            | √                      | √                     |                   |                  |
| Opportunity to present at Educational Conference                             | √                      | √                     | √                 | √                |
| Complete Excel® list of conference attendees                                 | √                      | √                     | √                 | √                |
| Acknowledgment in conference promotional materials                           | √                      | √                     | √                 | √                |
| Ability to send representatives to keynote and breakout sessions             | √                      | √                     | √                 | √                |
| Number of representatives to conference                                      | 4                      | 3                     | 2                 | 2                |
| MARKETING BENEFITS                                                           |                        |                       |                   |                  |
| Post a video to the ALAMN website (Subject to guidelines for length, etc.)   | EXCLUSIVE              |                       |                   |                  |
| Recognition as a scholarship sponsor                                         | EXCLUSIVE              |                       |                   |                  |
| Profile of one local representative in <i>The Verdict</i>                    | 2                      | 1                     |                   |                  |
| Ad size in <i>The Verdict</i> for a year (6 issues)                          | Full Page              | 1/2 Page              |                   |                  |
| Logo on front page of website                                                | Static                 | Static                |                   |                  |
| Listing as Sponsor in <i>The Verdict</i>                                     | √                      | √                     | √                 | √                |
| Use of ALAMN Business Partner logo for Marketing materials                   | √                      | √                     | √                 | √                |
| Listing with contact and business information in Online Membership Directory | √                      | √                     | √                 | √                |
| Access to searchable Online Membership Directory                             | √                      | √                     | √                 | √                |

# 2026 SPONSORSHIP BENEFITS

| BENEFITS                                                                                                 | MILLE LACS<br>\$10,000 | MINNETONKA<br>\$7,500 | ITASCA<br>\$4,000 | INTRO<br>\$2,000 |
|----------------------------------------------------------------------------------------------------------|------------------------|-----------------------|-------------------|------------------|
| MEMBER NETWORKING ACTIVITIES                                                                             |                        |                       |                   |                  |
| Member holiday party invitation for two representatives                                                  | EXCLUSIVE              |                       |                   |                  |
| Attend new member social gathering, if held (2 representatives)                                          | EXCLUSIVE              |                       |                   |                  |
| Sponsor of Leadership Event (with Managing Partners); introduce speaker                                  | EXCLUSIVE              |                       |                   |                  |
| Dinner with ALAMN Board of Directors (2 representatives)                                                 | EXCLUSIVE              |                       |                   |                  |
| Additional "Foot in the Door" – social or networking event with invitation sent to firms you designate   | EXCLUSIVE              |                       |                   |                  |
| Lunch with BPRCT                                                                                         | ✓                      | ✓                     |                   |                  |
| Introduction of speaker at one General Meeting                                                           | ✓                      | ✓                     |                   |                  |
| Introduction at Social Events                                                                            | ✓                      | ✓                     |                   |                  |
| Opportunity to speak at one General Meeting                                                              | ✓                      | ✓                     |                   |                  |
| "Foot in the Door" – social or networking event with your invitees                                       | ✓                      | ✓                     |                   |                  |
| Opportunity to attend General Meetings                                                                   | 2                      | 1                     |                   |                  |
| Host ALAMN-promoted social or educational event                                                          | ✓                      | ✓                     |                   |                  |
| Opportunity to present at ALAMN Conference                                                               | ✓                      | ✓                     | ✓                 |                  |
| Participation on Business Partner Advisory Committee (BPAC)                                              | ✓                      | ✓                     | APPLY             |                  |
| Voluntary participation in Community Service Events                                                      | 4 REPS                 | 3 REPS                | 2 REPS            | 2 REPS           |
| Social Media Announcements/Profile Highlights                                                            | ✓                      | ✓                     | ✓                 | ✓                |
| Assigned an ALAMN 'Buddy'                                                                                | ✓                      | ✓                     | ✓                 | ✓                |
| Business Partner Appreciation Event                                                                      | ✓                      | ✓                     | ✓                 | ✓                |
| Invitation to Summer and Fall Social Events                                                              | 4 REPS                 | 3 REPS                | 2 REPS            | 2 REPS           |
| Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only) | ✓                      | ✓                     | ✓                 | ✓                |
| Opportunity to present at SIG or Committee Meeting                                                       | ✓                      | ✓                     | ✓                 | ✓                |
| Business Partner Virtual Events, if held                                                                 | ✓                      | ✓                     | ✓                 | ✓                |

# ALAMN 2026 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

## ALAMN Sponsorship Levels

- \*\* Receive a 5% discount if you pay in full by 11/30/2025
- \*\* Receive a 15% discount if upgrading to a higher level of sponsorship for 2026

Please select from one of the following sponsorship packages:

**Mille Lacs \$10,000** (See pricing discounts in the gold box above)  
(Limit of 3)

**Minnetonka \$7,500** (See pricing discounts in the gold box above)  
(Limit of 15)

**Itasca \$4,000** (See pricing discounts in the gold box above)  
(Unlimited)

**Intro \$2,000** (First-time Business Partners only - See pricing discounts in the gold box below)  
(Unlimited)

- \*\*\* \$150 off sponsorship fee for referring new Business Partner Sponsors
- \*\*\* \$50 off sponsorship fee for referring new member

To ensure your Sponsorship benefits remain active, payment is required by March 31. Sponsors who have not submitted payment by this date may be temporarily removed from our website until payment is received.

New BP will be added to the website once payment has been processed.

## QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

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office@ala-mn.org

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www.ala-mn.org

ALAMN Tax ID: 41-1851938





# IN APPRECIATION

ALAMN would like to thank the following 2025 Sponsors. We sincerely appreciate your support of our organization!

## MILLE LACS



## MINNETONKA



## FLUID LOFFLER



## ITASCA

ABA Retirement Funds Program  
Actionstep  
Adams and Martin  
Associated Bank N.A.  
Atmosphere Commercial Interiors  
Beacon Hill Legal Staffing  
CLA (CliftonLarsonAllen)  
Corpay  
Creditor Advocates  
Cushman & Wakefield  
Element Technologies  
Gallagher  
Gardner Builders  
Innovative Office Solutions  
IST Management Services, Inc.  
IVIONICS, LLC  
Konica Minolta  
LexisNexis  
Minnesota Lawyer  
Minnesota Lawyers Mutual  
North Risk Partners  
Oddr  
Paylocity  
Robert Half Legal  
SurePoint Technologies  
Uptime Legal Systems  
Verus Corporation

## INTRODUCTORY

Intereum  
JLL  
Litera  
Mahoney Ulbrich Christiansen Russ  
Paycor  
Turnberry Solutions  
Trustpoint

## ALAMN BUSINESS PARTNER RELATIONS TEAM MEMBERS (BPRCT)

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