



2021

Business Partner Sponsorship Program

WELCOME

Dear Current and Potential ALAMN 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 nearly 200 members drawing from 116 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 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 2021 Business Partner Sponsorship Program for important details. Registration for all sponsorship levels will begin at 9:00 a.m. on 11/04/2020, with an early bird deadline of 5:00 p.m. on 11/30/2020.

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 indispensable 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.



PLEASE CONTACT THE ALAMN
BUSINESS PARTNER RELATIONS
TEAM MEMBERS (BPRT) WITH
ANY QUESTIONS.

Deb O'Connor
deb.oconnor@aj-law.com

Chong Lee
clee@fr.com

BUSINESS PARTNERS OF ALAMN BENEFIT IN THE FOLLOWING WAYS

- You will be seen 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;
- and even more: Little extras to increase your contacts and bring us all closer together.

Sponsor Testimonials

Our sponsorship of ALAMN has benefited us by providing us with insight into the legal industry. Through events that are held we've been able to interact with team members, whether it is administrators, Directors, or C-level individuals.

BRET ROBERTS

Presidio
2020 Itasca Sponsor

Business Essentials has been a Business Partner to the ALAMN for many years and have really enjoyed the friendships and business relationships that we have developed over the years. This group really gets it and truly appreciates its sponsors as they go out of their way to help connect you with their members. We have also enjoyed doing some of the community service events over the years. This group really means to do great work for everyone involved. Some associations that we have been a part of just want your check and the ALAMN is not one of them! If you value true relationships that go beyond just doing business together, partner with the ALAMN and you won't be disappointed.

MIKE MURTAUGH

Business Essentials
2020 Itasca Sponsor

Element has been a member of the ALAMN for many years. We value the members and the relationships we have built, being involved and working to improve the legal community as a whole. We have also enjoyed working on numerous projects to help those less fortunate in our local communities by volunteering our time with the generous ALA membership.

JEFF KOSEK

Element Technologies
2020 Itasca Sponsor

FRSecure has had the honor of being a Business Partner with ALAMN for many years. Through this relationship, we've developed strong and close-knit connections that we're confident will continue to provide us value long-term. As opposed to other business groups, ALAMN truly cares that you receive the tangible benefits from your experience. They repeatedly check in to make sure that's the case, and that certainly sets them apart. If you are looking for long lasting relationships in the legal industry, ALAMN couldn't be a better partner.

JENNIFER THOMPSON

FRSecure
2020 Itasca Sponsor

WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

In a nutshell:
ALAMN 2021 DEMOGRAPHICS

Nearly 200 members
representing 116 law firms

MANAGEMENT POSITIONS WITHIN ALAMN

Principal Administrator
54.01%

Financial Manager
15.51%

Human Resources
16.58%

Technology Manager
7.48%

Practice Manager
1.07%

Facilities Manager
2.67%

Marketing Manager
1.60%

HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

ALAMN Educational Conference

(All Sponsor Levels)

- Full-day educational conference and exposition
- 100 or more ALAMN attendees
- Multiple opportunities for direct interaction with attendees throughout the day

ALAMN Educational Events (Open to Some Sponsor Levels)

- General meetings attended by an average of 30 Members
- Special interest group meetings (large firm, small firm, HR, IT, etc.)
- Leadership event for Managing Partners and Members in fall

Community and Social Events (All Sponsor Levels)

Upcoming community service projects

- People Serving People
- Ronald McDonald House
- Simpson Shelter
- Sojourner Project
- Cookie Cart

Examples of fall and summer social events with Members and Sponsors

- Bauhaus Brewery
- Can Can Wonderland
- Elsie's
- Golden Valley Country Club
- Tavern 333
- Orchestra Hall
- Shindig Event Center

Communication Tools

- The Verdict – Bi-Monthly electronic newsletter sent to all Members, all Sponsors, and ALA officers.
- ALAMN website – 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 (Superior)
- Business Partner Advisory Council – Superior & Mille Lacs, 3 Minnetonka, and 2 Itasca, based on application process
- Networking with other business partners for additional marketing opportunities

ALAMN MEMBERSHIP BY FIRM SIZE

1-14 attorneys	19.25%
15-29 attorneys	25.67%
30-74 attorneys	32.09%
75-149 attorneys	5.35%
150+ attorneys	10.16%

YOUR SPONSORSHIP DOLLARS AT WORK:

More than 85% of your sponsorship dollars are used to provide educational opportunities and for charitable/community service efforts. In addition, ALAMN Members and Business Partners contributed over 800 hours to community service projects and collected thousands of dollars of cash and goods.

QUESTIONS?

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Chong Lee
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2021 SPONSORSHIP BENEFITS

INTRODUCTORY - \$1,500

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

- SAME BENEFITS AS ITASCA

ITASCA - \$3,000 (Unlimited)

- Listing in Business Partner online directory at www.ala-mn.org
- Online access to annual Membership Directory
- 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 materials
- Voluntary participation in Community Service Events (2 representatives)
- Up to two representatives at Educational Conference
- Complete Excel® mailing list of Educational Conference attendees
- Acknowledgement 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

MINNETONKA: \$7,500

(Limit of 15)

SAME BENEFITS AS ITASCA – PLUS:

- Logo on front page of website
- "Foot in the Door" – social or networking event
- Opportunity to submit educational article to The Verdict
- Up to four representatives at Educational Conference
- Opportunity to present at a meeting (SIG, Committee, or General)
- Opportunity to attend 1 General Meeting
- Invitation to ALAMN December holiday party
- Host ALAMN-endorsed social or educational event
- Quarter-page ad in The Verdict
- Invitation to Summer and Fall Socials (4 representatives)
- Voluntary participation in Community Service Events (3 representatives)

MILLE LACS: \$10,000

(Limit of 4)

SAME BENEFITS AS MINNETONKA – PLUS:

- Up to five representatives at Educational Conference
- Half-page ad in The Verdict (instead of quarter page)
- Opportunity to present speaker at 1 general meeting (2 representatives)
- Lunch with members of BPRT (2 representatives)
- Opportunity to attend 2 General Meetings
- Recognition as scholarship sponsor for ALA Annual Conference
- Automatic member of Business Partner Advisory Council (BPAC)
- Profile of 1 local representative in The Verdict
- Two "Foot in the Door" meetings with decision makers

SUPERIOR: \$15,000

(Limit of 1)

SAME BENEFITS AS MILLE LACS except general meeting attendance and Lunch with BPRT – PLUS:

- Opportunity to join Business Partner Relationship Committee
- Up to 6 representatives at Educational Conference
- Opportunity to introduce breakout session speaker
- Representatives (2) at Conference registration booth
- Attend new member social gathering, if held (2 representatives)
- Sole sponsor of Leadership Event (with Managing Partners); introduce speaker (up to 5 representatives)
- Opportunity to attend 3 General Meetings
- Full page ad in The Verdict (instead of half page)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Recognition as scholarship sponsor for ALA Annual Conference attendee
- Invitation to Summer and Fall Socials (5 representatives)
- WiFi sponsor at Educational Conference & Exposition
- Post a video to the ALAMN website
- Three "Foot in the Door" meetings with decision makers
- Voluntary participation in Community Service Events (4 representatives)

2021 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
EDUCATIONAL CONFERENCE BENEFITS					
Number of representatives at conference	6	5	4	2	2
Complete Excel® list of conference attendees	✓	✓	✓	✓	✓
Acknowledgment in conference promotional materials	✓	✓	✓	✓	✓
Opportunity to introduce breakout session speaker	✓	✓			
Opportunity to introduce keynote speaker(s)	EXCLUSIVE				
Ability to send representatives to the keynote and breakout sessions	✓	✓	✓	✓	✓
MARKETING BENEFITS					
Listing as Sponsor in The Verdict	✓	✓	✓	✓	✓
Logo on front page of website	STATIC	ROLLING	ROLLING		
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	✓	✓	✓	✓	✓
Ad size in The Verdict for a year (6 issues)	Full Page	1/2 Page	1/4 Page		
Recognition as a scholarship sponsor	✓	✓			
Profile of one local representative in The Verdict	2	1			
Post a video to the ALAMN website (Subject to guidelines for length, etc.)	EXCLUSIVE				
Provided a download of membership directory in Excel format	Quarterly	Twice a year	Once a year	Once a year	Once a year
Opportunity to provide an article for The Verdict	✓	✓	✓	✓	✓

2021 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
MEMBER NETWORKING ACTIVITIES					
Voluntary participation in Community Service Events	4 REPS	3 REPS	3 REPS	2 REPS	2 REPS
Social Media Announcements/Profile Highlights	✓	✓	✓	✓	✓
Assigned an ALAMN 'Buddy'	✓	✓	✓	✓	✓
Assigned a Board Member Liaison	✓	✓	✓	✓	✓
"Foot in the Door" – meetings with decision makers at firms on your wish list	UP TO 3 MEETINGS	UP TO 2 MEETINGS			
"Foot in the Door" – social or networking event with invitation sent to firms you designate	✓	✓	✓		
Invitation to Summer and Fall Social Events	5 REPS	4 REPS	4 REPS	2 REPS	2 REPS
Invitation to Networking Event	2 REPS	2 REPS	2 REPS	2 REPS	2 REPS
Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only)	✓	✓	✓	✓	✓
Opportunity to Join BPRT	EXCLUSIVE				
Opportunity to present at one meeting (SIG, Committee, or General Meeting)	✓	✓	✓	✓	✓
Host ALAMN-endorsed social or educational event	✓	✓	✓		
Sole Sponsor of Leadership Event (with Managing Partners); introduce speaker	EXCLUSIVE				
Attend new member social gathering, if held (2 representatives)	EXCLUSIVE				
Dinner or Lunch with ALAMN Board of Directors (2 representatives)	EXCLUSIVE				
Participation on Business Partner Advisory Committee (BPAC)	✓	✓	APPLY	APPLY	APPLY
Attendance at and introduction of speaker at 1 General Meeting	✓	✓			

ALAMN 2021 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

ALAMN Sponsorship Levels

*** Receive a 5% discount if you pay in full by 11/30/2020 ***

*** Receive a 15% discount if renewing at the same or higher level in 2021

Please select from one of the following sponsorship packages:

Superior \$15,000 (\$14,250 if paid in full by November 30, 2020)
(Limit of 1)

Mille Lacs \$10,000 (\$9,500 if paid in full by November 30, 2020)
(Limit of 4)

Minnetonka \$7,500 (\$7,125 if paid in full by November 30, 2020)
(Limit of 15)

Itasca \$3,000 (\$2,850 if paid in full by November 30, 2020)
(Unlimited)

Intro \$1,500 (First-time business partners only.)
(Unlimited)

*** \$150 off sponsorship fee for referring new BP

*** \$50 off sponsorship fee for referring new member

Full payment for all levels is due no later than 1/15/2021.

QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

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ALAMN BUSINESS PARTNER RELATIONS TEAM MEMBERS

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IN APPRECIATION

ALAMN would like to thank the following 2020 Sponsors.
We sincerely appreciate your support of our organization!

MILLE LACS

ALERUS

MINNETONKA



LOFFLER

rh Robert Half[®]
Legal



ITASCA

ABA Retirement Funds Program
All-STATE LEGAL
Associated Private Client Services
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IST Management Services
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Olsen Thielen CPAs
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Verus Corporation
Western Bank

INTRODUCTORY

Baker Tilly Virchow Krause, LLP
Comcast Business
Henricksen
Humanscale
Interpretations, LLC
NEVERS
PerfectLaw Software
Techonology By Design

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