



February 10, 2021

Dear New Alaska ALA Business Partner:

On behalf of the Alaska Association of Legal Administrators (Alaska ALA), we would like to invite you to participate in our 2021 Business Partnership Program. We are gearing up for another great year in 2021 and look forward to partnering with you this year.

This is a great opportunity for marketing and networking with our members during our meetings and social events. We are planning a kick-off event in April. Also returning this year is Alaska ALA's Fall Education Conference and Exhibit Hall. These events provide many opportunities for your company to meet with our members.

The Association of Legal Administrators ([www.alanet.org](http://www.alanet.org)) is an international not-for-profit organization founded in 1971, with the Alaska chapter ([www.alaskaala.org](http://www.alaskaala.org)) receiving its charter in 1980. Alaska ALA currently has close to 25 members, representing decision-makers and managers in Alaska law firms, corporations and the Alaska Bar Association.

### **Why Would You Want to Be an Alaska ALA Business Partner?**

These are some of the ways partnering with Alaska ALA provides mutual benefits for you and our members:

- Businesses that partner with Alaska ALA are our members' first choice when seeking products and services for their firms
- Chapter members depend upon Business Partners to share information and keep members informed about emerging trends in the legal community and its support industries
- Experience and trust grow from consistent, repeated contact with our Business Partners
- Your contribution will be recognized and appreciated in helping us fulfill our primary mission: providing high-quality, competency-based education to our members

We look forward to maintaining past relationships and building new ones in the thirteenth year of our program.

### **What Partnering Options Are Available?**

Alaska ALA has five partnership levels, offering progressive advertising, marketing, networking and relationship building benefits. This program offers the opportunity to select the contribution level that best correlates with your goals for marketing to the Alaska legal community. Included in this packet are a detailed listing of 2021 partnership opportunities and a registration form. The benefits of your contribution begin immediately and continue throughout the partnership year.

**To participate in Alaska ALA's 2021 Business Partner program, complete and return the enclosed registration form with your check for your desired partnership level.** Participation at the Denali and Platinum levels is limited and is determined by random drawing from businesses who submit their registration and payment. In the event you do not receive your

first choice, your registration will automatically be converted to the next available partnership level and any excess contribution refunded.

Thank you very much for supporting Alaska ALA. We are confident you will develop rewarding relationships with our members. Please contact us with any questions about the 2021 Alaska ALA Business Partner Program.

Sincerely,

Alaska Association of Legal Administrators, Inc.  
Business Partner Committee:

Karen Schmidlkofer  
Controller  
Alaska Bar Association  
[schmidk@alaskabar.org](mailto:schmidk@alaskabar.org)

Gillian Havrilla  
Legal Administrator  
Meshke Paddock & Budzinski, PC  
[ghavrilla@akwcdefense.com](mailto:ghavrilla@akwcdefense.com)

Peggy Dailey  
Administrator  
Clapp Peterson, et. al  
[ped@cplawak.com](mailto:ped@cplawak.com)

Josh Schreiner  
Firm Administrator  
Birch Horton Bittner & Cherot  
[jschreiner@BHB.com](mailto:jschreiner@BHB.com)



# 2021 BUSINESS PARTNERSHIP STRUCTURE

**Denali ..... \$3,000**  
**Exclusive – only one Partner accepted**

- 1 Hour Presentation at a Monthly Meeting (two company representatives)
- Full Page Ad – Membership Directory
- 1/2 Page Ad – Monthly Membership E-mail Flyer
- Lunch for 2 representatives with AK ALA Board Members
- AK ALA Membership List & Updates
- Premier Listing with company logo on AK ALA Home Page
- Fall Education Conference – First Choice of Exhibit Hall Booth Location, 4 reps including lunch
- Social Events with AK ALA Membership
- Advisory Member to Business Partner Committee

**Platinum ..... \$1,500**  
**Industry Exclusive – only one Partner per industry accepted**

- 10 Minute Presentation at a Monthly Meeting, one company rep
- 1/2 Page Ad – Membership Directory
- 1/4 Page Ad – Monthly Membership E-mail
- AK ALA Membership List & Updates
- Listing with company logo on AK ALA Home Page
- Fall Education Conference – Exhibit Hall Booth, 3 reps including lunch
- Social Events with AK ALA Membership

**Gold ..... \$750**

- 5 Minute Presentation at a Monthly Meeting, one company rep (may share with another BP)
- 1/4 Page Ad – Membership Directory
- 1” Square Ad – Monthly Membership E-mail Flyer
- AK ALA Membership List – supplied once
- Listing on AK ALA Business Partner Web Page
- Fall Education Conference – Exhibit Hall Booth, 2 reps including lunch
- Social Events with AK ALA Membership

**Silver ..... \$500**

- Business Card Ad – Membership Directory
- AK ALA Membership List – supplied once
- Listing on AK ALA Business Partner Web Page
- Fall Education Conference – Exhibit Hall Booth, 1 rep including lunch
- Social Events with AK ALA Membership

**Bronze..... \$250**

- Listing – Membership Directory
- AK ALA Membership List – address only
- Listing on AK ALA Business Partner Web Page
- Fall Education Conference – Sponsorship Listing
- Social Events with AK ALA Membership



# ALASKA ALA

A Chapter of the Association of Legal Administrators

## 2021 Business Partnership Registration Form

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

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

Industry: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Website: \_\_\_\_\_

Alaska Association of Legal Administrators appreciates your support and pledges to provide the benefits listed in our partnership benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We trust your partnership with Alaska ALA will benefit your company, as well as the many Alaska ALA members who participate in the outstanding programs made possible through your partnership with and support of Alaska ALA.

### Alaska ALA Partnership Levels:

Please select one of the following partnership packages:

- Denali \$3,000
- Platinum \$1,500
- Gold \$ 750
- Silver \$ 500
- Bronze \$ 250

**NEW PAYMENT OPTION: To pay by credit card, complete the following:**

\_\_\_\_\_Master Card \_\_\_\_\_VISA \_\_\_\_\_Discover

Card Number \_\_\_\_\_CCV \_\_\_\_\_ Exp Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Billing ZIP \_\_\_\_\_

### PLEASE FORWARD REGISTRATION FORM AND PAYMENT TO:

**Alaska Association of Legal Administrators**

P.O. Box 100031

Anchorage, AK 99510-2396

Karen Schmidlkofer

907-272-7469

[schmidk@alaskabar.org](mailto:schmidk@alaskabar.org)