



February 10, 2022

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 2022 Business Partnership Program. We are gearing up for another great year in 2022 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) is an international not-for-profit organization founded in 1971, with the Alaska chapter (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 2022 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 2022 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 2022 Alaska ALA Business Partner Program.

Sincerely,

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

Karen Schmidlkofer
Controller
Alaska Bar Association
schmidk@alaskabar.org

Gillian Havrilla
Legal Administrator
Meshke Paddock & Budzinski, PC
ghavrilla@akwcdefense.com

Peggy Dailey
Administrator
Clapp Peterson, et. al
ped@cplawak.com

Josh Schreiner
Firm Administrator
Birch Horton Bittner & Cherot
jschreiner@BHB.com



2022 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

2022 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

Josh Schreiner

Birch Horton Bittner & Cherot

jschreiner@BHB.com

907.263.7209