

Association of Legal Administrators Austin Chapter Business Partner Program 2025



Join Us!

We are excited to announce the launch of the 2025 Business Partner Program by the Austin Chapter of the Association of Legal Administrators (Austin ALA). This program offers a unique opportunity for businesses to connect with our members, who are key decision-makers within their firms and legal departments.

Why Partner with Austin ALA?

As a valued business partner, you will have the chance to:

- Engage with Influencers: Reach Austin ALA members directly, who play pivotal roles in their firms and legal departments.
- Enhance Brand Visibility: Increase your brand's recognition among law firms and legal professionals in the Greater Austin area.
- Network and Collaborate: Build meaningful relationships with Austin ALA members and fellow Business Partners at our educational seminars and networking events.
- Showcase Your Offerings: Promote your products and services to Austin ALA members, as the right solutions are essential for their professional success.

We appreciate your consideration in partnering with us. Your involvement and feedback throughout the year are invaluable to our chapter. Should you have any questions or need further information, please reach out to one of our committee members listed below.

Thank you for your support. We look forward to a successful partnership!

~ Austin Chapter of the Association of Legal Administrators

Business Partner Committee	
Donna Hughes, Chair	donna.hughes@pillsburylaw.com
Angela Sanford, Co-Chair	angela.sanford@pillsburylaw.com
Serena Azarashvili	serena.azarashvili@jacksonlewis.com
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**Association of Legal Administrators
Austin Chapter
Business Partner Program 2025**



Sponsorship Packages 2025				
Business Partner Program Benefits	Platinum \$4,500 Two (2) sponsorships available	Diamond \$3,600 Ten (10) sponsorships available	Gold \$2,500 Fifteen (15) sponsorships available	Silver \$1,200 Unlimited sponsorships available
Attend a Monthly Lunch Meeting & Educational Session				
Sponsorship recognition	X	X	X	
Company introduction, including a brief speaking opportunity (5-10 minutes, up to two reps)	X	X	X	
Attend educational session	X	X	X	
Network with ALA members and guests	X	X	X	
Attend an Annual Event				
Happy New Year Meet & Greet with ALA members	Up to 3 reps	Up to 3 reps	Up to 2 reps	Up to 2 reps
Managing Partner Breakfast with ALA members and their Office Managing Partners	Up to 3 reps	Up to 3 reps	Up to 2 reps	
End of Year Appreciation Event with ALA members	Up to 3 reps	Up to 3 reps	Up to 2 reps	Up to 2 reps
End of Year Holiday Event with ALA members	Up to 3 reps	Up to 2 reps		

Annual Spring Conference – Exclusive to Platinum Sponsors				
Attend exclusive educational and networking Event with ALA members and guests	Up to 4 reps			
Greet ALA members and guests at registration	X			
Conference sponsor recognition	X			
Company introduction, including a 10-minute speaking opportunity	X			
25 th Annual Conference and Legal Expo – Silver Jubilee!				
Attend Legal Expo	Up to 3 reps	Up to 3 reps	Up to 2 reps	Up to 2 reps
Booth placement choice in the Exhibit Hall	X			
Company introduction at the educational session opener at the Conference, including 10-minute speaking opportunity	X			
Sponsorship recognition	X	X	X	X
Inclusion in the Legal Expo Business Partner Directory distributed to all ALA members, guests, and business partners	X	X	X	X
Other Networking Events and Opportunities				
Join ALA members at select community outreach events	X	X	X	X
Serve on the Business Partner Advisory Committee (3 meetings per year)	Up to 2 reps	Up to 2 reps	Up to 1 rep	Up to 1 rep

Additional Business Partner Program Benefits				
Receive Austin ALA Membership Directory to connect with ALA members throughout the year	X	X	X	X
Website listing, including logo and link to your website	X	X	X	X
Inclusion in one of Austin ALA's Weekly Spotlight, featured on the exclusive Austin ALA listserv (company name, description of products/services, and link to your company website)	X	X	X	X
Connect with Austin ALA on LinkedIn, Facebook, and Twitter	X	X	X	X
Opportunity to provide educational articles to ALA members throughout the year (industry updates, trends, etc. content subject to Board approval)	X	X	X	X
Invite ALA members to your company-sponsored events (webinars, training sessions, community outreach, etc.)	X	X	X	X