



BUSINESS PARTNER PROGRAM 2018

Dear Current and Prospective Business Partners:

Thank you for your interest in partnering with the Nutmeg Chapter of the Association of Legal Administrators. The ALA is a non-profit organization supporting managers in the legal profession and represents nearly 10,000 members worldwide. Members are from private law firms, corporations, government and other legal organizations. The Nutmeg Chapter has approximately 75 members in Connecticut and Western Massachusetts.

We provide educational workshops, networking opportunities, information on the latest products and services in the legal industry, and other resources to help our members carry out “the business of law”. With support from our business partners, our chapter is able to provide our members with high quality programs, conference scholarships, networking opportunities, community involvement, and *your* business services and products.

The ALA treats our vendors as partners. Partnering with our organization is a unique opportunity for you to develop long-lasting relationships with the decision makers of law firms and corporate legal departments. **We want to help you promote your products and services to our members because the right products and services are key to our success in managing our firms.**

Our Business Partner Program runs from January 1, 2018 through December 31, 2018.

There are three sponsorship levels. A detailed description of the benefits associated with each level is attached. To secure your sponsorship, please complete the registration form and send it, along with payment, to Jennifer O’Toole. Sponsorships will be accepted *upon receipt of payment* through January 15, 2018.

We are happy to answer any questions you may have about the ALA, our chapter, or our business partner program. Please call Jennifer O’Toole at 860.651.1333 or Cathy Mingolello at 203.324.8174 for more information.

Sincerely,

Jennifer O’Toole
Business Partner Relations Chair



BUSINESS PARTNER PROGRAM 2018

	GOLD \$5,000 Limit 5	SILVER \$2,500 No Limit	BRONZE \$1,050 No Limit
EVENTS			
Board Retreat Breakfast	1 guest invited to make short presentation		
Appreciation Event	2 guests AND Special recognition at event	2 guests	2 guests
Other Networking/Social Events	2 guests AND Special recognition at event	2 guests	2 guests
Business Partner Expo <i>(Held every other year... 2018 IS AN EXPO YEAR!)</i>	One table and 2 attendees FOR NO ADDITIONAL FEE!	Discounted rate of \$250 for one table and 2 attendees	Discounted rate of \$500 for one table and 2 attendees
Educational Workshops <i>(Typically 4 per year)</i>	Opportunity to make short presentation to members prior to <u>ALL</u> educational workshops	Opportunity to make short presentation to members prior to <u>ONE</u> educational workshop	
Networking Luncheons Preceding Educational Workshops	2 guests invited to attend <u>ALL</u> networking luncheons AND Recognized as sponsor	2 guests invited to attend select networking luncheons	2 guests invited to attend select networking luncheons
Opportunity to Participate in Educational Workshops as a Speaker or Panelist	YES	YES	YES
Regional Member Roundtable Lunches <i>Held regularly in Hartford, New Haven and Stamford.</i>	1 guest invited to attend one lunch in <u>EVERY</u> region	1 guest invited to attend one lunch in <u>ONE</u> region	

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MARKETING/ADVERTISING OPPORTUNITIES			
Logo to be displayed prominently on home page of Nutmeg Chapter website	YES		
Page on our chapter's web site providing a description of your products/services	YES	YES	YES
Special recognition at all events	YES		
OTHER PERKS			
Community Connection Project <i>Each year the chapter selects a community service project in which to participate throughout the year</i>	Invited to participate in our Community Connection Project AND Have a seat on the Community Connection Committee	Invited to participate in our Community Connection Project	Invited to participate in our Community Connection Project
Member Scholarship Giveaway	Recognition as joint underwriter of scholarship for member to attend conference		
Right of First Renewal for Current Business Partners (<i>Expires one week after opening of registration.</i>)	YES		
Access to ALA Nutmeg Chapter Membership List	YES	YES	YES
Member Attendee Listing for any ALA Nutmeg event you attend (<i>by request</i>)	YES	YES	

CONTACT:
Jennifer O'Toole
Business Partner Relations Chair
860.651.1333
jotoole@hgesq.com



BUSINESS PARTNER PROGRAM REGISTRATION FORM

COMPANY INFORMATION		
Company Name		
Address		
Website		

SPONSORSHIP LEVEL <i>(Check one.)</i>		
<input type="checkbox"/>	Gold	\$5,000
<input type="checkbox"/>	Silver	\$2,500
<input type="checkbox"/>	Bronze	\$1,050

PRIMARY CONTACT <i>(Primary Contact will be listed as the contact on the ALA Nutmeg web site AND will receive all communications from ALA Nutmeg.)</i>		
Name		
Telephone		
Email		

SECONDARY CONTACT <i>(Secondary Contact will receive communications from ALA Nutmeg.)</i>		
Name		
Telephone		
Email		

Checks should be made payable to ALA Nutmeg Chapter. To pay by credit card, contact Michael Orce at 860.240.6100. Sponsorship benefits will be reserved on a first come, first serve basis, upon receipt of payment.

Mail registration form and payment to:
Jennifer O'Toole
Hassett & George, P.C.
945 Hopmeadow Street, Simsbury, CT 06070
jotoole@hgesq.com | 860.651.1333



2018 MEMBERSHIP LIST USAGE AND CONFIDENTIALITY AGREEMENT

This Agreement is made this ____ day of _____, 2018, by and between the Nutmeg Chapter Association of Legal Administrators (hereinafter "Nutmeg ALA") and _____ ("Business Partner") and is effective from January 1, 2018 through December 31, 2018 in connection with the rent of member names, company affiliation, position held, contact information, affiliated firm information, etc. (hereinafter "the List"). Business Partner promises and irrevocably and unconditionally agrees as follows:

1. Business Partner is granted use of the List for any mailings or marketing of any kind or in conjunction with any promotion for the duration of the term listed.
2. Business Partner will not disclose, transfer, duplicate, reproduce or share any part of the List with any third party, agent, employee, or contractor or their respective agents and employees.
3. The List is at all times the sole property of Nutmeg ALA and Business Partner is not authorized to, and will not, disclose or use the List in any form or manner whatsoever in any mailing or telemarketing or in conjunction with any promotion in which the List is to be used after the termination of this Agreement.
4. This Agreement shall apply in all cases whether the List is used for mailing or telemarketing purposes, and whether it is provided in a physical format or an electronic format.
5. Nutmeg ALA reserves the right to monitor the use of the List to prevent improper and unauthorized usage.
6. Business Partner acknowledges that the List is proprietary and confidential and the property of Nutmeg ALA and any violation of this Agreement will entitle Nutmeg ALA to terminate the entire term of sponsorship benefits to Business Partner.
7. Nutmeg ALA provides the List to the Business Partner "as is" with any and all defects, errors and deficiencies.
8. NUTMEG ALA HEREBY DISCLAIMS ALL WARRANTIES IN THE LIST, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
9. Any violation of any terms of this Agreement by Business Partner will cause Nutmeg ALA irreparable harm and damages and that in the event of any breach by Business Partner, Nutmeg ALA may immediately terminate Business Partner's entire benefit package.

Signature

Printed Name

Company Name

Date