

SPONSORSHIP OPPORTUNITIES



Association of Legal Administrators

KANSAS CITY 2009

including the
**SIXTH ANNUAL KCALA
EDUCATIONAL CONFERENCE AND EXPOSITION**

January 16, 2009

Dear Friends of KCALA,

The Greater Kansas City Chapter of ALA greatly appreciates the support of our vendor community. This support allows us to accomplish our goal of providing educational programs for our Chapter members. The partnerships with our vendors and the legal community are crucial to our mutual success. We look forward to maintaining past relationships and forging new ones.

By collaborating with KCALA, you have the unique opportunity to develop lasting relationships with our members. Over the past four years, KCALA, with vendor support, sponsored numerous member scholarships to national, regional and local conferences. Our ability to succeed as a chapter is greatly enhanced by your support.

Our mission is to meet the educational needs of our growing membership, now over 85 members. The goal of the Vendor Relations Committee is to enhance member relationship with vendors. Vendors can support the chapter, and participate in our program, not only with financial assistance, but also through performing services, sharing their expertise, and helping to give back to our community.

Different sponsor benefits are associated with each level of contribution. The sponsorship program offers vendors the ease of selecting the contribution level that best meets their needs for advertising and marketing within the legal community. The benefits of their contribution will be realized immediately and will continue all year long through our robust sponsor benefit program.

Our vendor patrons will benefit from outstanding advertising, marketing and relationship building opportunities by selecting one of the seven sponsorship alternatives. Included in this brochure, you will find a detailed listing of the 2009 partnership opportunities, along with a registration form. If you are interested in participating in our vendor partnering program, please complete the on-line registration form at www.kcala.org. Registration begins January 19, 2009. Send a copy of the completed registration form, along with your payment, postmarked no later than March 31, 2009.

Please contact me with any questions about the Greater Kansas City ALA Chapter Vendor Sponsorship Program.

Sincerely,

Chris Sztorch
Chairperson, Vendor Relations Committee
Phone: (816) 460-1802
Email: csztorch@levycraig.com

About ALA

The Association of Legal Administrators, or ALA, was formed in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. The Association's mission is to "promote and enhance the competence and professionalism of legal administrators and all members of the management team." ALA provides educational opportunities and services to more than 10,000 members, representing more than 6,700 employers in over 27 countries. For more information on the Association, visit ALA's website at www.alanet.org.

About KCALA

The Greater Kansas City Chapter of ALA (KCALA) was founded in November 1975 and was incorporated on July 26, 1977. Our Chapter is committed to offering high-quality educational programs and extensive networking opportunities with members, vendors, and the legal community. Today, more than 85 Chapter members are enhancing their professional and personal growth in the field of legal administration through the membership services and programs provided by the Greater Kansas City Chapter and ALA International.

KCALA Sponsor Benefits

April 1, 2009 through March 31, 2010

Managing Partner Event

We are excited to again offer our Managing Partner event. This social and educational event provides our top vendor sponsor with exclusive access to the attending Managing Partners and members. The sponsor is given the opportunity to promote his organization and introduces the event's guest speaker.

Educational Conference

The KCALA Educational Conference and Exposition provides you and your organization with a variety of opportunities for exposure and recognition. This annual event features top-quality educational programs for Chapter members and other area legal professionals. Sponsors who purchase one of the top six sponsorship levels are guaranteed exhibit space at the Conference, further increasing their visibility to existing and prospective administrator clients. The vendor sponsors are invited to all activities, including the educational sessions and social activities, giving them even more opportunities to interact with administrators and learn their needs. Vendors who do not participate in the sponsorship program are not allowed to attend or exhibit at the conference.

Community Challenge Event

ALA encourages its members to participate in a worldwide community service project each October referred to as our Community Challenge event. KCALA now includes its vendor sponsors to join with us in our community service project. This provides our vendors with an additional opportunity for social interaction with our members. The Kansas City Chapter has received local recognition and national awards for its service projects benefiting several well-known organizations such as Della Lamb, Jackson County CASA, The Ronald McDonald House, the YMCA, Missouri Special Olympics and Hope House.

HEARSAY Monthly Newsletter

The *Hearsay* is the Chapter's primary communication tool. It contains local, regional and national ALA news, as well as articles of general interest to the legal community. The circulation includes the Chapter's membership, ALA regional and national officers and special KCALA partners, such as the Kansas City Metropolitan Bar Association's Executive Director.

Information Directory

The Chapter's pictorial membership directory lists all KCALA members, member firms, and vendor sponsors. The hard copy directory is provided to all KCALA members and top sponsors.

KCALA Sponsor Benefits (Continued)

Luncheons

The monthly Chapter meetings are typically luncheon meetings held the third Thursday of each month. The luncheon consists of a short business meeting and an educational program. The monthly meetings are the primary networking opportunity for Chapter members. Luncheon sponsors should arrive early to allow time to mingle with the members before the meeting begins. This is the best venue for those vendors interested in offering door prizes.

Salary and Benefits Survey

The Chapter's annual Salary and Benefits Survey is a compilation of Kansas City area salary and benefit data from participating law firms. As the only reliable source for local salary and benefit information, the survey is an invaluable resource to members and their firms. The survey historically has been the Chapter's biggest expense, but members consider it to be an essential resource when reviewing compensation and benefit matters.

Sponsor Appreciation Event

The Chapter hosts a Sponsor Appreciation event each year for its vendor sponsors and members. Although this social event provides another networking opportunity for our vendors, its primary purpose is to thank our vendor partners for their continued support of KCALA.

Website

Our chapter web site address is www.kcala.org. Our web site's home page highlights top vendor sponsors, upcoming KCALA events, member information and links to our sponsors' web sites.

ENTERTAINMENT DISTRICT

\$7,500

The organization contributing \$7,500 will receive the following benefits:

- **Managing Partner Event:**
 - Exclusive sponsorship
 - Four attendees
 - Introduces sponsor's organization, services and attendees
 - Introduces guest speaker

- **HEARSAY Monthly e-Newsletter:**
 - Receives all twelve issues
 - Full-page advertisement in one issue
 - Submits up to four newsletter articles
 - Featured in one newsletter (Picture and profile)
 - Headline listing in annual "Thank our Partners" advertisement

- **Chapter Website:**
 - Large Box Logo on Home Page with website hotlink
 - Logo, picture, and contact data, with e-mail hotlink in "Sponsors" section
 - Identified as respective-level Sponsor in "Sponsors" section

- **Chapter Luncheons:**
 - Exclusive sponsor of one monthly luncheon meeting
 - Invited to Chapter holiday luncheons
 - Four attendees to monthly and holiday luncheon

- **KCALA Annual Educational Conference and Exposition:**
 - Double size exhibit
 - Opportunity to host a one-hour workshop during the Conference
 - Four attendees to Educational conference and Exposition

- **Chapter Information Directory:**
 - Full-page advertisement in Information Directory as Sponsor
 - Listing in Information Directory "Sponsors" section
 - Receives one Information Directory
 - Receives electronic member contact information upon request

- **Sponsor Appreciation Event:**
 - Choice Location at Sponsor Appreciation Event
 - Special Recognition in Sponsor Appreciation Event Program
 - Special Recognition during program
 - Four attendees to Sponsor Appreciation Event

- **Chapter Salary and Benefits Survey:**
 - Full-page advertisement

COUNTRY CLUB PLAZA

\$5,000

The organization contributing \$5,000 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Receives all twelve issues
 - Complimentary full-page advertisement in one issue
 - Submits up to four newsletter articles
 - Picture and “personal profile” in one issue
 - Headline listing in annual “Thank our Partners” advertisement

- **Chapter Website:**
 - Large box logo on Home Page with website hotlink
 - Logo, picture, and contact data, with e-mail hotlink, in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section

- **Chapter Luncheons:**
 - Exclusive sponsor of one monthly luncheon
 - Official Sponsor of Chapter Holiday Lunch including up to four representatives

- **KCALA Annual Educational Conference and Exposition:**
 - Double size exhibit
 - Opportunity to host a one-hour workshop during the Conference
 - Complimentary registrations to Exposition
 - Four Complimentary registrations to Educational Conference Sessions

- **Chapter Information Directory:**
 - Complimentary large advertisement
 - Listing in Information Directory “Sponsors” section
 - Complimentary directory

- **Sponsor Appreciation Event:**
 - Choice Location at Sponsor Appreciation Event
 - Special Recognition in Sponsor Appreciation Event Program
 - Special Recognition during program
 - Four Complimentary registrations to Sponsor Appreciation Event

- **Chapter Salary and Benefits Survey:**
 - Official Sponsor of the Chapter Salary and Benefits Survey
 - Complimentary full-page advertisement

UNION STATION

\$3,500

The organization contributing \$3,500 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Complimentary large advertisement in one issue
 - Picture and “personal profile” in one issue
 - Headline listing in annual “Thank our Partners” advertisement
 - Receive all twelve issues

- **Chapter Website:**
 - Medium box logo on Home Page with website hotlink
 - Logo, picture, and contact data, with e-mail hotlink, in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section

- **Chapter Luncheons:**
 - Exclusive sponsor of one monthly luncheon
 - Invited to Chapter Holiday Lunch
 - Three Attendees

- **KCALA Annual Educational Conference and Exposition:**
 - Regular size exhibit
 - Opportunity to host a one-hour workshop during the Conference
 - Complimentary registrations to Exposition
 - Three Complimentary registrations to Educational Conference Sessions

- **Chapter Information Directory:**
 - Complimentary advertisement
 - Listing in Information Directory “Sponsors” section
 - Complimentary directory

- **Sponsor Appreciation Event:**
 - Choice Location at Sponsor Appreciation Event
 - Special Recognition in Sponsor Appreciation Event Program
 - Special Recognition during program
 - Three Complimentary registrations to Sponsor Appreciation Event

TRUMAN SPORTS COMPLEX

\$2,500

The organization contributing \$2,500 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Complimentary advertisement in one issue
 - Picture and “personal profile” in one issue
 - Prominent listing in annual “Thank our Partners” advertisement
 - Receive all twelve issues

- **Chapter Website:**
 - Small box logo on Home Page with website hotlink
 - Logo, picture, and contact data, with e-mail hotlink, in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section

- **Chapter Luncheons:**
 - Exclusive sponsor of one monthly luncheon
 - Two Attendees

- **KCALA Annual Educational Conference and Exposition:**
 - Regular size exhibit
 - Complimentary registrations to Exposition
 - Two Complimentary registrations to Educational Conference Sessions

- **Chapter Information Directory:**
 - Complimentary advertisement
 - Listing in Information Directory “Sponsors” section
 - Complimentary directory

- **Sponsor Appreciation Event:**
 - Choice Location at Sponsor Appreciation Event
 - Special Recognition in Sponsor Appreciation Event Program
 - Special Recognition during program
 - Two Complimentary registrations to Sponsor Appreciation Event

WORLDS OF FUN

\$2,000

The organization contributing \$2,000 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Complimentary advertisement in one issue
 - Bolded listing in annual “Thank our Partners” advertisement

- **Chapter Website:**
 - Logo and contact information, with e-mail hotlink in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section

- **Chapter Luncheons:**
 - Joint sponsor of one monthly luncheon
 - Two Attendees

- **KCALA Annual Educational Conference and Exposition:**
 - Regular size exhibit
 - Complimentary registrations to Exposition
 - Two Complimentary registrations to Educational Conference Sessions

- **Chapter Information Directory:**
 - Complimentary advertisement
 - Listing in Information Directory “Sponsors” section

- **Sponsor Appreciation Event:**
 - Special Recognition during program
 - Two Complimentary registrations to Sponsor Appreciation Event

LIBERTY MEMORIAL

\$1,500

The organization contributing \$1,500 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Listing in annual “Thank our Partners” advertisement
- **Chapter Website:**
 - Logo and contact information, with e-mail hotlink in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section
- **KCALA Annual Educational Conference and Exposition:**
 - Regular size exhibit
 - One Complimentary registrations to Exposition
 - One Complimentary registrations to Educational Conference Sessions
- **Chapter Information Directory:**
 - Listing in Information Directory “Sponsors” section
- **Sponsor Appreciation Event:**
 - One complimentary registration to Sponsor Appreciation Luncheon

CITY MARKET

\$750

The organization contributing \$750 will receive the following benefits:

- **HEARSAY Monthly e-Newsletter:**
 - Listing in annual “Thank our Partners” advertisement

- **Chapter Website:**
 - Logo and contact information in “Sponsors” section
 - Identified as respective-level Sponsor in “Sponsors” section

- **Chapter Information Directory:**
 - Listing in Information Directory KCALA “Sponsors” section

- **Sponsor Appreciation Event:**
 - One complimentary registration to Sponsor Appreciation Luncheon

KCALA

2009 – 2010 Vendor Sponsorship Registration Form

Contact Name: _____

Company Name: _____

Industry: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ E-mail Address: _____

Cell Phone: _____ Website: _____

The **KCALA** appreciates your support and pledges to provide the benefits listed in our sponsorship benefit package. Business development, strong relationships, and quality service are the lifeblood of the legal industry. We trust that your sponsorship of the educational programs for the **Greater Kansas City Chapter** of the Association of Legal Administrators will benefit both your company and the many ALA members who participate in the outstanding conferences and workshops.

KCALA Sponsorship Levels:

Please select one of the following sponsorship packages:

Entertainment District	\$7,500
County Club Plaza	\$5,000
Union Station	\$3,500
Truman Sports Complex	\$2,500
Worlds of Fun	\$2,000
Liberty Memorial	\$1,500
City Market	\$ 750

TO SIGN UP, GO TO THE CHAPTER WEBSITE:

www.kcala.org

OR

COMPLETE BOTH FORMS AND MAIL WITH PAYMENT

Check Attached (Made Payable to KCALA) Tax ID#: 51-0246279

Credit Card (Visa, MasterCard & American Express)

Card Number: _____

Expiration Date: _____

Name on Card: _____

Company Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Amount of Sponsorship: _____

Registration Begins January 19, 2009

Deadline for Registration and Payment is March 31, 2009

Please Send Registration & Payment to:

Chris Sztorch
Levy & Craig, P.C.
1301 Oak St.
Kansas City, Missouri. 64106

	Entertainment District \$7,500	Country Club Plaza \$5,000	Union Station \$3,500	Truman Sports Complex, \$2,500	Worlds of Fun, \$2,000	Liberty Memorial \$1,500	City Market \$750
Managing Partner Event							
Exclusive Sponsor	X						
Sales Opportunity	X						
# of Attendees	4						
Monthly e-newsletter							
Max Articles for Submission	4	4					
Issues Received	All	All	All	All			
Advertisement, 1 issue	Full Page	Full Page	Large	Prominent	X		
Annual Thank Our Partners Listing	Headline	Headline	Headline	Headline	Bolded	Listed	
Vendor Spotlight, 1 Issue	X	X	X	X			
Website							
Home Page Logo	Large	Large	Medium	Small	X	X	X
Website Hotlink	X	X	X	X			
Sponsor Section							
Sponsor Section Logo & Contact Info	X	X	X	X	X	X	X
email Hotlink	X	X	X	X	X	X	
Picture	X	X	X	X			
Monthly Chapter Meeting							
Meeting Sponsor	Exclusive	Exclusive	Exclusive	Joint	Joint		
# of Attendees	4	4	3	2	2		
Holiday Luncheon, #Attendees	4	4	3				
Educational Conference & Expo							
Workshop Host	X	X	X				
# of Attendees	4	4	3	2	2	1	
Booth Size	Double	Double	Single	Single	Single	Single	
Booth Location	Choice	Choice					
Membership Directory							
Advertisement	Full Page	Large	X	X			
Receive Hardcopy	X	X	X	X			
Member Contact Info, e-versoin	X						
Sponsor Appreciation							
# Attendees	4	4	3	2	2	1	1
Seating Location	Choice	Choice	Choice				
Program Listing	Special	Special	Special				
Salary & Benefits Survey Ad Size							
	Full Page	Full Page					