



Minnesota
Chapter



2027

Business Partner Sponsorship Program

WELCOME

Dear Current and Potential ALAMN Sponsors:

The Association of Legal Administrators Minnesota ("ALAMN") is one of the largest chapters of the Association of Legal Administrators ("ALA"), an international organization with almost 10,000 members.

ALAMN has members drawing from law firms in the Twin Cities and surrounding areas. Your sponsorship offers an opportunity for your organization to connect with the decision-makers at these law firms.

Through the support of our Business Partner Sponsors, we are able to offer affordable educational programs, provide scholarships for education conferences, and actively participate in various charitable organizations.

Please review the 2027 Business Partner Sponsorship Program for important details. Registration for all sponsorship levels will begin at 9:00 a.m. on 11/02/2026, with an early bird deadline of 5:00 p.m. on 11/30/2026.

We welcome new and returning Business Partner Sponsors. You will find it is a mutually rewarding partnership.

BUSINESS PARTNER PROGRAM

ALAMN would like to thank the Business Partners in our community for their continued support of our Chapter. ALAMN membership recognizes that collaborating with Business Partners is an invaluable resource ensuring that our organization continues to flourish. As law firm decision-makers, we know that the right products and services are key components to successful legal administration and that our Business Partners play a vital role in the management and daily functions in our firms. ALAMN is committed to the continued cultivation of positive, mutually beneficial relations with Business Partners who serve the legal community.

A strength of ALAMN is its strong relationship with Business Partners that support and service its member firms. Without the support of these Business Partners, ALAMN would not be able to provide our members with the quality education programs offered at the local level. These include the speakers at our meetings, seminars, the annual educational conference, and the publication of our bi-monthly newsletter, *The Verdict*.



Minnesota
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ALAMN Special Interest Groups:

Financial Management
Facilities
Branch Office
KMM/Innovation

Teams:

Small and Medium
Large Firm Chief Officers
Human Resources

*Please see website for current
board and committee leaders.*

BUSINESS PARTNERS OF ALAMN BENEFIT IN THE FOLLOWING WAYS

Recognition as an industry expert or thought leader in your field;
You will have valuable face time with our members to find out what our law firms need;
You will achieve name recognition with our members.

Sponsor Testimonials

"ALAMN has provided the opportunity to connect with the local law firms here in the Twin Cities. I have seen, since 2013, the huge value that this organization provides when it comes to networking and community. Without it, I would be far less enabled to work with as many firms as I currently do. Great people who care about both the business partners and members getting the most out of the organization. If you are wanting to do business with any law firms in the Twin Cities, participating in the ALAMN is a must!"

BRET ROBERTS

Account Executive, Emergent Software
2026 Minnetonka Sponsor

"Being an ALAMN Business Partner has been a genuinely rewarding experience for Business Essentials. Volunteer events have shown us how deeply ALA cares about the community, while socials and the annual conference have given us the chance to connect with members and share how we support ALA firms. Every event has helped us build meaningful relationships. What stands out most is how sincerely members invest in getting to know their business partners, and that's something we truly value in an association. We're grateful for the connections we've made so far and look forward to strengthening them with ALA members and fellow business partners for years to come."

MELISSA YAJKO

Director, Sales Strategy, Business Essentials
2026 Minnetonka Sponsor

"After being an ALA Minnesota Business Partner for a number of years, I can say it truly feels like a community and a family. The board members and the Association as a whole do a lot to ensure partners feel comfortable and get opportunities to meet and build connections with members. There are lots of events and volunteer opportunities to get face time with members. I encourage joining as a business partner."

RONNY LOEW

Sales Director, ProCircus Technologies, Inc
2026 Minnetonka Sponsor

"Being a business partner with the Minnesota Chapter of ALA is good for business. The events are exceptionally well-organized, the opportunities to connect with members are meaningful, and the relationships we've built have been incredibly valuable. But the real reason we value this partnership so much? The people. ALAMN's leadership and members are some of the most welcoming, thoughtful, and genuinely good people we've had the pleasure of working with. They create an environment where business partners aren't simply sponsors. We're part of a community that supports one another, shares ideas, and builds relationships that last well beyond any single event. It's a smart business decision, absolutely. But it's also a group of people we genuinely enjoy spending time with. And that makes all the difference."

KAREN B. SCHER

Events Manager, Affinity Consulting
2026 Mille Lacs Sponsor

WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

In a nutshell:
ALAMN 2026 DEMOGRAPHICS

Nearly 250 members

Example Management Positions within ALAMN:

Principal Administrator
Financial Manager
Human Resources Manager
Technology Manager
Practice Manager
Director of Human Resources
Facilities Manager

ALAMN MEMBERSHIP BY FIRM SIZE

1-9 attorneys	8%
10-18 attorneys	9%
19-30 attorneys	13%
31-74 attorneys	32%
175+ attorneys	38%

HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

ALAMN Education Conference

(All Sponsor Levels)

- Attend and Exhibit at education conference and exposition
- Multiple opportunities for direct interaction with attendees throughout the day

ALAMN Education Events

(Open to Some Sponsor Levels)

- General meetings which are open to all members
- Special interest group meetings (large firm, small firm, HR, community service, etc.)
- Leadership event for Managing Partners and Members

Community and Social Events

(All Sponsor Levels)

Community service projects

- Memorial/American Red Cross Blood Donations
- Ronald McDonald House
- Simpson Shelter
- Hope Lodge
- Cookie Cart

Examples of fall and summer social events with Members and Sponsors

- Bunco
- Elsie's
- Pinstripes
- Britt's Pub
- The Puttery
- Earl Giles Distillery
- Luce Line Brewery
- American Swedish Institute

Communication Tools

- *The Verdict* – Bi-monthly electronic newsletter sent to all Members, all Sponsors, and ALA officers
- ALAMN website – www.ala-mn.org, including Sponsor online Directory
- ALAMN Membership Directory online
- Monthly e-mail newsletter with information targeted to Business Partners

Other Networking Opportunities

- Lunch or Dinner with ALAMN Board of Directors
- Business Partner Advisory Council – Mille Lacs, Minnetonka, and Itasca, based on application process
- Networking with other business partners for additional marketing opportunities
- Business Partner Appreciation Event

YOUR SPONSORSHIP DOLLARS AT WORK:

More than 80% of your sponsorship dollars are used to provide educational opportunities and for charitable/community service efforts.

In addition, ALAMN Members and Business Partners contributed throughout the year to community service projects and collected thousands of dollars of cash and goods throughout the year.



2027 SPONSORSHIP BENEFITS

INTRODUCTORY - \$2,000

Open to new Business Partners in the first year of sponsorship only.

- **SAME BENEFITS AS ITASCA** (*does not include opportunity to BPAC*)

ITASCA - \$4,000

(Unlimited)

Recognition & Visibility

- Listing in Business Partner online directory
- Listing as sponsor in *The Verdict* newsletter
- Acknowledgment in Education Conference promotional materials

Face Time & Networking

- Invitation to Social Event (2 representatives)
- Opportunity to exhibit at conference with up to 2 representatives
- Paired with an ALAMN buddy
- Invitation to ALAMN President's Reception at ALA Conference, if attending
- Additional Business Partner event annually (1 representative)

Thought Leadership & Influence

- Opportunity to apply for Business Partner Advisory Council (BPAC)
- Opportunity to submit educational articles for *The Verdict* newsletter
- Opportunity to present at Special Interest Group (SIG) or committee meeting
- Opportunity to present at Education Conference

Community & Program Access

- Online access to annual Membership Directory
- Yearly Excel membership directory provided
- Voluntary participation in Community Service Events (2 representatives)
- Opportunity to join Community Service Team
- Attend keynote and breakout sessions at Education Conference
- Complete Excel mailing list of Education Conference attendees

MINNETONKA: \$7,500

(Limit of 15)

SAME BENEFITS AS ITASCA – PLUS:

Recognition & Visibility

- Logo on the home page of the ALAMN website
- Half-page ad in *The Verdict* newsletter
- Profile of 1 local representative in *The Verdict* newsletter
- Social media promotion with highlights and announcements
- Formal introduction at social events

Face Time & Networking

- “Foot in the Door” social or networking event (2 representatives)
- Opportunity to exhibit at Education Conference with up to 3 representatives
- Opportunity to attend one general meeting (1 representative)
- Opportunity to host ALAMN-promoted social or educational event (via website and news blast)
- Invitation to Social Event (3 representatives)
- Lunch with members of Business Partner Relations & Conference Team (2 representatives)
- Additional Business Partner event annually (2 representatives)

Thought Leadership & Influence

- Opportunity to introduce a breakout session speaker at Education Conference
- Opportunity to introduce speaker at one general meeting
- Automatic member of BPAC

Community & Program Access

- Voluntary participation in Community Service Events (3 representatives)

MILLE LACS: \$10,000

(Limit of 3)

SAME BENEFITS AS MINNETONKA – PLUS:

Recognition & Visibility

- Formal introduction at the Education Conference
- Recognition as scholarship sponsor for ALA Annual Conference (at Social Event)
- Profile of two local representatives in *The Verdict* newsletter
- Sponsors of Leadership Event (with Managing Partners); introduce speaker (up to 4 representatives)
- Full-page ad in *The Verdict* newsletter (instead of half-page)
- Post a video to the ALAMN website
- Social Media Promotion of highlights and announcements

Face Time & Networking

- Opportunity to exhibit at Education Conference with up to 4 representatives
- Option to choose booth location at the Education Conference
- Additional “Foot in the Door” representative with decision-makers (3 representatives)
- Additional representatives to Social Event (4 total)
- Attend new member social gathering, if held (2 representatives)
- Opportunity to attend three general meetings (2 representatives)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Invitation to the member holiday party
- Additional Business Partner event annually (3 representatives)

Thought Leadership & Influence

- Opportunity to present at Education Conference
- Opportunity to introduce Keynote Speaker(s) at Education Conference
- Opportunity to present at a general meeting

Community & Program Access

- Voluntary participation in Community Service events (4 representatives)
- Access to the registration list for social events
- Second list of Excel membership directory provided

2027 SPONSORSHIP BENEFITS

BENEFITS	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$4,000	INTRO \$2,000
EDUCATION CONFERENCE BENEFITS				
Opportunity to introduce keynote speaker(s)	EXCLUSIVE			
Opportunity to select booth location	EXCLUSIVE			
Opportunity to introduce breakout session speaker	√	√		
Opportunity to present at Education Conference	√	√	√	√
Complete Excel® list of conference attendees	√	√	√	√
Acknowledgment in conference promotional materials	√	√	√	√
Ability to attend keynote and breakout sessions	√	√	√	√
Conference representatives	4	3	2	2
MARKETING BENEFITS				
Post a video to the ALAMN website (Subject to guidelines for length, etc.)	EXCLUSIVE			
Recognition as a scholarship sponsor	EXCLUSIVE			
Profile of one local representative in <i>The Verdict</i>	2	1		
Ad size in <i>The Verdict</i> for a year (6 issues)	Full Page	1/2 Page		
Logo on home page of website	STATIC	STATIC		
Listing as Sponsor in <i>The Verdict</i>	√	√	√	√
Use of ALAMN logo for Marketing materials	√	√	√	√
Listing with contact and business information in Online Membership Directory	√	√	√	√
Access to searchable Online Membership Directory	√	√	√	√

2027 SPONSORSHIP BENEFITS

BENEFITS	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$4,000	INTRO \$2,000
MEMBER NETWORKING ACTIVITIES				
Member holiday party invitation (2 representatives)	EXCLUSIVE			
Attend new member social gathering, if held (2 representatives)	EXCLUSIVE			
Sponsor of Leadership Event (with Managing Partners); introduce speaker	EXCLUSIVE			
Dinner with ALAMN Board of Directors (2 representatives)	EXCLUSIVE			
Additional "Foot in the Door" social or networking event with invitation sent to firms you designate	EXCLUSIVE			
Lunch with Business Partner Relations & Conference Teams	√	√		
Introduction of speaker at one General Meeting	√	√		
Introduction at Social Events	√	√		
Opportunity to speak at one General Meeting	√	√		
"Foot in the Door" - social or networking event with your invitees	√	√		
Opportunity to attend General Meetings	2	1		
Host ALAMN-promoted social or educational event	√	√		
Opportunity to present at ALAMN Conference	√	√	√	
Participation on Business Partner Advisory Committee (BPAC)	√	√	APPLY	
Voluntary participation in Community Service Events	4 REPS	3 REPS	2 REPS	2 REPS
Social Media Announcements/Profile Highlights	√	√		
Assigned an ALAMN 'Buddy'	√	√	√	√
Business Partner Appreciation Event	√	√	√	√
Invitation to Annual Social Events	4 REPS	4 REPS	4 REPS	4 REPS
Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only)	√	√	√	√
Opportunity to present at Special Interest Group Meeting	√	√	√	√

ALAMN 2027 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

ALAMN Sponsorship Levels

- ** Receive a 5% discount if you pay in full by 11/30/2026
- ** Receive a 15% discount if upgrading to a higher level of sponsorship for 2027

Please select from one of the following sponsorship packages:

MILLE LACS \$10,000 (See pricing discounts in the gold box above)

(Limit of 3)

MINNETONKA \$7,500 (See pricing discounts in the gold box above)

(Limit of 15)

ITASCA \$4,000 (See pricing discounts in the gold box above)

(Unlimited)

INTRODUCTORY \$2,000 (First-time Business Partners only - See pricing discounts in the gold box below)

(Unlimited)

No refunds will be given

- *** \$150 off sponsorship fee for referring new Business Partner Sponsors
- *** \$50 off sponsorship fee for referring new member

To ensure your Sponsorship benefits remain active, payment is required by March 31. Sponsors who have not submitted payment by this date may be temporarily removed from our website and unable to attend socials, and/or other events with members until payment is received.

New Business Partners will be added to the website once payment has been processed.

QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

office@ala-mn.org

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www.ala-mn.org

ALAMN Tax ID: 41-1851938

IN APPRECIATION

ALAMN would like to thank the following 2026 Sponsors.
We sincerely appreciate your support of our organization!

MILLE LACS



MINNETONKA



FLUID



LOFFLER

PROCIRRUSTM
cloud technologies

ITASCA

ABA Retirement Funds Program
Adams & Martin Group
Associated Bank
Beacon Hill Legal Staffing
Brown and Brown Insurance
Services
CLA
Cushman & Wakefield
Element Technologies
Gallagher
Gardner Builders
Innovative Office Solutions
IST Management Services, Inc.
Konica Minolta
Minnesota Lawyer
Minnesota Lawyers Mutual
North Risk Partners
ODDR
Robert Half
SurePoint Technologies
Thompson Reuters
Uptime Legal Systems
Verus Corporation

INTRODUCTORY

BMO Commercial Bank
Centerbase
ECFX
Litera
Perkins & Will
Pope Design Group

ALAMN BUSINESS PARTNER RELATIONS TEAM MEMBERS (BPRCT)

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