



2024

Business Partner Sponsorship Program

## WELCOME

### Dear Current and Potential ALAMN Business Partner 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 247 members drawing from 105 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 award-winning educational programs, provide scholarships for education conferences, and actively participate in various charitable organizations.

Please review the 2024 Business Partner Sponsorship Program for important details. Registration for all sponsorship levels will begin at 9:00 a.m. on 11/01/2023, with an early bird deadline of 5:00 p.m. on 11/30/2023.

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*.



### ALAMN Special Interest Groups:

Financial Management  
Intellectual Property (IP)  
St. Cloud Section

#### Teams:

Small and Medium  
Large Firm Chief Officers  
Human Resources  
Branch Office

*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

“Being a business partner in ALAMN has been very rewarding experience! You are partners working together to benefit each other. Learning what is going on from members within the legal community so you can be a resource or guide for them. One benefit I enjoy is the ability to join in the different presentations at the educational conference it is a great opportunity to grow professionally, learn about needs within our community and connect with members and other business partners. One activity I particularly enjoy is the ability to connect with other ALAMN members serving our local community. Whether we are packing food shares for individuals or families experiencing food insecurity (my favorite), serving a person who needs a nutritious meal, or providing and packing personal hygiene supplies for those who find themselves of these necessities.

The leadership at ALAMN has consistently had great leaders to guide the organization making it valuable for all.”

**Dan Herman**  
Fluid Interiors  
2023 Minnetonka Sponsor

“We are entering our fourth year as a business partner of ALAMN. In the short time we have been a partner, we have recognized the unique culture of the association. From a business partner perspective, it is very clear that the leadership and the members recognize the importance and the value the business partners bring to the table. They create many opportunities for the members and business partners to interact and create both beneficial working relationships as well as friendships. In my 31 years in sales, I have not seen a better model of an association bringing solutions to their members and opportunities to their business partners.”

**Ronny Loew**  
ProCirrus Cloud Technologies  
2023 Itasca Sponsor

“As a long-time business partner and supporter of ALAMN, we value the deep relationships we have built with members through our involvement with the group. ALAMN goes above and beyond to foster connections and provide meaningful opportunities for members and business partners to develop mutually beneficial relationships. Through ALAMN, we’re able to stay connected to the legal community, provide financial resources to help them succeed, and stay on top of the issues they are facing so we can provide relevant solutions.”

**Sara Ausman**  
Alerus  
2023 Mille Lacs Sponsor

“Let’s be honest – businesses sponsor organizations for the chance to meet new customers and do more business. But becoming a business partner with the ALA - and with the Minnesota chapter specifically - means so much more! The opportunities to connect with members and have meaningful conversations are far greater than simply sitting at a table in an exhibit hall. ALAMN creates an atmosphere that encourages members and BPs alike to become true resources for each other well beyond the usual limits of a sponsorship relationship. The team of dedicated legal professionals leading the Minnesota chapter are some of the best we’ve worked with – and I look forward to continuing our relationship long into the future.”

**Karen Scher**  
Affinity Consulting  
2023 Mille Lacs Sponsor

“Without a doubt, ALAMN has been the biggest key to my partnerships and friendships in legal. I started participating in 2001 (MLAA) and immediately knew that it was a great organization filled with great people. I have had so much fun over the years and have learned so much from working with so many great leaders. The 22 years have flown by and I am looking forward to many more to come!”

**Gregg Eastin**  
Loffler Companies Inc.  
2023 Minnetonka Sponsor

## WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

**In a nutshell:  
ALAMN 2023 DEMOGRAPHICS**

**247 members**  
*representing 105 law firms*

### Example Management Positions within ALAMN:

Principal Administrator  
Financial Manager  
Human Resources  
Technology Manager  
Practice Manager  
Facilities Manager  
Marketing Manager

## ALAMN MEMBERSHIP BY FIRM SIZE

1-14 attorneys	23.9%
15-29 attorneys	22.8%
30-74 attorneys	25%
75-149 attorneys	4.3%
150+ attorneys	23.9%

# HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

## ALAMN Educational Conference

(All Sponsor Levels)

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

## ALAMN Educational Events

(Open to Some Sponsor Levels)

- General meetings attended by an average of 30 Members
- Special interest group meetings (large firm, small firm, HR, community service, etc.)
- Leadership event for Managing Partners and Members
- Virtual educational opportunities

## Community and Social Events

(All Sponsor Levels)

### Community service projects

- Blood Drive (Red Cross and Memorial Blood Centers)
- V.A. Hospital
- National Alliance on Mental Health (NAMI)
- Sojourner Project
- Second Harvest Heartland
- The Sandwich Project of MN
- The Food Group
- Multicultural Book Drive

### Examples of fall and summer social events with Members and Sponsors

- Pinstripes
- Number 12 Cider
- Orchestra Hall
- Top Golf
- Can Can Wonderland
- Britt's Pub
- Insight Brewing
- Virtual Mixology Social
- Cooks of Crocus Hill
- Earl Giles Distillery

## Communication Tools

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

## Other Networking Opportunities

- Lunch or Dinner with ALAMN Board of Directors (Superior & Mille Lacs)
- Business Partner Advisory Council – Superior & Mille Lacs, 3 Minnetonka, and 2 Itasca, based on application process
- Networking with other business partners for additional marketing opportunities
- Business Partner Appreciation

## 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 over 800 hours in 2020 & 2021 to community service projects and collected thousands of dollars of cash and goods.





# 2024 SPONSORSHIP BENEFITS

## INTRODUCTORY - \$1,500

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

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

## ITASCA - \$3,500

(Unlimited)

- Listing in Business Partner online directory at [www.ala-mn.org](http://www.ala-mn.org)
- Online access to annual Membership Directory
- Yearly Excel membership directory provided
- Listing as sponsor in newsletter *The Verdict*
- Invitation to Summer Social Event (2 representatives)
- Invitation to Fall Social Event (2 representatives)
- Use of ALAMN Business Partner logo for marketing materials
- Voluntary participation in Community Service Events (2 representatives)
- Opportunity to exhibit at conference with up to 2 representatives
- Attend Keynote and breakout sessions at Educational Conference
- Assigned an ALAMN buddy and Board Member Liason
- Complete Excel® mailing list of Educational Conference attendees
- Acknowledgement in Educational Conference promotional materials
- Opportunity to apply for Business Partner Advisory Council (BPAC)
- Invitation to ALAMN President's Reception at ALA Conference, if attending
- Opportunity to submit educational articles to *The Verdict*
- Opportunity to present at SIG or committee meeting
- Opportunity to attend virtual events
- Business Partners appreciation event
- Social Media Announcements/Highlights

## MINNETONKA: \$7,500

(Limit of 10)

### SAME BENEFITS AS ITASCA – PLUS:

- Logo on front page of website
- "Foot in the Door" – social or networking event
- Opportunity to exhibit at conference with up to 3 representatives
- Opportunity to attend one General Meeting
- Opportunity to host ALAMN-promoted social or educational event (via website and newsblast)
- Quarter-page ad in *The Verdict*
- Invitation to Summer and Fall Socials (3 representatives)
- Voluntary participation in Community Service Events (3 representatives)
- Profile of 1 local representative in *The Verdict*

## MILLE LACS: \$10,000

(Limit of 3)

### SAME BENEFITS AS MINNETONKA – PLUS:

- Opportunity to exhibit at conference with up to 4 representatives
- Option to have larger booth size at annual conference
- Half-page ad in *The Verdict* (instead of quarter page)
- Opportunity to introduce speaker at one general meeting (2 representatives)
- Lunch with members of BPRT (2 representatives)
- Opportunity to attend designated General Meetings
- Recognition as scholarship sponsor for ALA Annual Conference
- Automatic member of Business Partner Advisory Council (BPAC)
- Profile of two local representatives in *The Verdict*
- Additional "Foot in the Door" with decision makers
- Opportunity to present at a General Meeting
- Opportunity to present at Educational Conference
- Additional representatives to Summer and Fall Socials (4 total)

## SUPERIOR: \$15,000

(Limit of 1)

### SAME BENEFITS AS MILLE LACS (except general meeting attendance and Lunch with BPAC)

#### PLUS:

- Opportunity to join Business Partner Relations Team
- Opportunity to exhibit at conference with up to 5 representatives
- Opportunity to introduce Keynote Speaker(s) at Educational Conference
- Opportunity to introduce breakout session speaker at conference
- Attend new member social gathering, if held (2 representatives)
- Sole sponsor of Leadership Event (with Managing Partners); introduce speaker (up to 5 representatives)
- Opportunity to attend three General Meetings
- Full page ad in *The Verdict* (instead of half page)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Invitation to Summer and Fall Socials (5 representatives)
- WiFi sponsor at Educational Conference & Exposition
- Post a video to the ALAMN website
- Sole business partner invited to the member holiday party, in addition to the two "Foot in the Door" events
- Voluntary participation in Community Service Events (4 representatives)
- Profile of 3 local representative in *The Verdict*

# 2024 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,500	INTRO \$1,500
<b>EDUCATIONAL CONFERENCE BENEFITS</b>					
Opportunity to introduce keynote speaker(s)	EXCLUSIVE				
Opportunity to present at Educational Conference	√	√			
Opportunity to introduce breakout session speaker	√	√			
Complete Excel® list of conference attendees	√	√	√	√	√
Acknowledgment in conference promotional materials	√	√	√	√	√
Ability to send representatives to keynote and breakout sessions	√	√	√	√	√
Number of representatives to conference	5	4	3	2	2
<b>MARKETING BENEFITS</b>					
Post a video to the ALAMN website (Subject to guidelines for length, etc.)	EXCLUSIVE				
Recognition as a scholarship sponsor	√	√			
Profile of one local representative in <i>The Verdict</i>	3	2	1		
Ad size in <i>The Verdict</i> for a year (6 issues)	Full Page	1/2 Page	1/4 Page		
Logo on front page of website	Static	Rolling	Rolling		
Listing as Sponsor in <i>The Verdict</i>	√	√	√	√	√
Use of ALAMN Business Partner logo for Marketing materials	√	√	√	√	√
Listing with contact and business information in Online Membership Directory	√	√	√	√	√
Access to searchable Online Membership Directory	√	√	√	√	√
Provided a download of membership directory in Excel format	Quarterly	Twice a year	Twice a year	Once a year	Once a year
Opportunity to provide an article for <i>The Verdict</i>	√	√	√	√	√

# 2024 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,500	INTRO \$1,500
<b>MEMBER NETWORKING ACTIVITIES</b>					
Member holiday party invitation for three representatives	EXCLUSIVE				
Opportunity to join Business Partner Relations Team	EXCLUSIVE				
Sole Sponsor of Leadership Event (with Managing Partners); introduce speaker	EXCLUSIVE				
Attend new member social gathering, if held (2 representatives)	EXCLUSIVE				
Dinner with ALAMN Board of Directors (2 representatives)	√				
Lunch with BPRT	√	√			
Opportunity to present at ALAMN Conference	√	√			
Additional "Foot in the Door" – social or networking event with invitation sent to firms you designate	√	√			
Introduction of speaker at one General Meeting	√	√			
Opportunity to speak at one General Meeting	√	√			
"Foot in the Door" – social or networking event with your invitees	√	√	√		
Opportunity to attend General Meetings	3	2	1		
Host ALAMN-promoted social or educational event	√	√	√		
Participation on Business Partner Advisory Committee (BPAC)	√	√	APPLY	APPLY	APPLY
Voluntary participation in Community Service Events	4 REPS	3 REPS	3 REPS	2 REPS	2 REPS
Social Media Announcements/Profile Highlights	√	√	√	√	√
Assigned an ALAMN 'Buddy'	√	√	√	√	√
Assigned a Board Member Liaison	√	√	√	√	√
Invitation to Summer and Fall Social Events	5 REPS	4 REPS	3 REPS	2 REPS	2 REPS
Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only)	√	√	√	√	√
Opportunity to present at SIG or Committee Meeting	√	√	√	√	√
Business Partner Appreciation Event	√	√	√	√	√
Business Partner Virtual Events, if held	√	√	√	√	√

# ALAMN 2024 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

## ALAMN Sponsorship Levels

- \*\* Receive a 5% discount if you pay in full by 11/30/2023
- \*\* Receive a 15% discount if upgrading to a higher level of sponsorship for 2024

Please select from one of the following sponsorship packages:

**Superior \$15,000** (See pricing discounts in the gold box above)  
(Limit of 1)

**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 10)

**Itasca \$3,500** (See pricing discounts in the gold box above)  
(Unlimited)

**Intro \$1,500** (First-time Business Partners only - See pricing discounts in the gold box below)  
(Unlimited)

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

**Full payment for all levels is due no later than Friday, January 13, 2024.**

## QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

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ALAMN Tax ID: 41-1851938





# IN APPRECIATION

ALAMN would like to thank the following 2023 Sponsors. We sincerely appreciate your support of our organization!

## MILLE LACS



## MINNETONKA



## ITASCA

ABA Retirement Funds Program  
Associated Bank N.A.  
Beacon Hill Legal Staffing  
Bluum Technology  
Brown & Brown Business Essentials  
Cushman & Wakefield  
Element Technologies  
Gallagher  
Gardner Builders  
Holmes Murphy & Associates  
Innovative Office Solutions  
isolved  
IST Management Services, Inc.  
IVIONICS, LLC Kraft Kennedy  
Minnesota Lawyer  
Minnesota Lawyers Mutual  
North Risk Partners  
Olsen Thielen CPAs and Advisors  
Paylocity  
ProCirrus  
Promotion Select  
Ricoh USA  
Robert Half  
SUCCESS Computer  
Consulting, Inc.  
Thomson Reuters  
Verus Corporation

## INTRODUCTORY

Atmosphere Commercial Interiors  
Harmony Business Advisors  
iManage  
RRD  
Twin City Group

## ALAMN BUSINESS PARTNER RELATIONS TEAM MEMBERS (BPRT)

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