

[SAMPLE SPONSORSHIP LETTER—ALBANY CHAPTER]

[Date]

Dear Valued Business Partner:

As you may be aware from your past involvement with the Albany Chapter of the Association of Legal Administrators, the success of our organization depends greatly on our members' relationships with business partners to the legal community.

During the past year our chapter reviewed its past activities in an attempt to improve our relationship with our business partners. In the past we have requested that you support the Albany Chapter by attending an educational conference/business partner fair, by printing invitations to our annual Managing Partners' dinner or other event, or by offering a door prize or raffle item for a business or social event. Many of you have provided generous contributions in response to our requests and we greatly appreciate your support.

Based on our review of chapter events, activities, expenses, etc., our Business Partner Committee has established fixed contribution levels and guidelines for contributions from business partners which offer benefits commensurate with the level of sponsorship. The sponsorship levels will offer business partners the opportunity to continue to support the Albany Chapter at the level of support of each business partner's choice and within each business partner's budget. The level of support will be on an annual basis. The Chapter greatly appreciates this opportunity to continue relationships with those business partners who have shown a commitment to our organization during the past and also looks forward to developing relationships with new business partners in the future.

Effective {DATE}, we are offering one-year sponsorships at the following levels:

Platinum Level – Three sponsorships available at \$3,000

Gold Level – Five sponsorships available at \$2,000

Silver Level – Five sponsorships available at \$1,000

Bronze Level – Twenty sponsorships available at \$500

Attached is a listing detailing the benefits of each sponsorship level. We hope that you will give serious consideration to supporting our organization in their manner and that you will find this approach as beneficial as we believe it will be for both you as a business partner and to the Albany Chapter of the Association of Legal Administrators.

We will be awarding the sponsorships on {DATE}. A {20__} Business Partner Sponsorship Commitment Form is enclosed. All commitment forms received on or before {DATE}, will be held and processed at the same time. In the event that multiple organizations submit forms for the same sponsorship, a drawing will be held to determine which business partner

will be awarded that specific opportunity. All participants will be notified no later than the last week of {MONTH}, {YEAR}, of their confirmed sponsorship. You do not have to send any money at this time. One of our chapter members will be in contact with you.

Sponsorship opportunities will still be available after {DATE}, on a first-come, first-served basis. Please note the sponsorships are for the calendar year and will not be prorated.

Thank you very much for supporting our chapter. We hope that you have developed many rewarding relationships with our members. If you have any questions about any of the above, please feel free to call a member of the Business Partner Committee or any member of our chapter.

Very truly yours,

Albany Chapter Business Partner Committee

Attachment

Albany Chapter

Business Partner Sponsorship Levels

Platinum (\$3,000) - Three available at this level

- Only available to three business partners. Industry exclusive - only one business partner from a specific industry accepted in this category
- Sponsorship and advertisement (only business partners featured) in the Annual Compensation Survey. Complimentary copy of Survey Results Summary
- Recognition on invitation and program of the annual Managing Partner's Dinner in October
- Complimentary invitation to annual Managing Partner's Dinner in October
- Recognition and 10 minute presentation at one Chapter luncheon meeting during the year. Your promotional materials available for distribution to members at sponsored meeting
- Honorable mention at all lunch meetings in year
- Logo and hyperlink to your company's website on the first page of the Chapter website
- Complimentary copy of Chapter's membership directory
- Logo prominently displayed on every page of the Chapter website
- Password (changed annually) to the Chapter's online membership directory
- Listing in the Chapter's online business partner directory

Gold (\$2,000) - Five sponsorships at this level

- Recognition on program at the annual Managing Partner's Dinner in October
- Recognition and brief presentation at one Chapter luncheon meeting during the year. Your promotional materials available for distribution to members at sponsored meeting
- Honorable mention at all lunch meetings in year
- Complimentary copy of Chapter's membership directory
- Logo and hyperlink to your company's website on the first page of the Chapter website
- Password (changed annually) to the Chapter's online membership directory
- Listing in the Chapter's online business partner directory

Silver (\$1,000) - Five sponsorships at this level

- Complimentary copy of Chapter's membership directory
- Logo and hyperlink to your company's website on the first page of the Chapter website
- Password (changed annually) to the Chapter's online membership directory
- Listing in the Chapter's online business partner directory

Bronze (\$500) - Twenty sponsorships at this level

- Logo and hyperlink to your company's website on the first page of the Chapter website
- Password (changed annually) to the Chapter's online membership directory
- Listing in the Chapter's online business partner directory

Business Partner Sponsorship Details

- Sponsorships will be awarded on {DATE} based on Business Partner Sponsorship Commitment Forms.
- Business Partner Sponsorship Commitment Forms should be mailed in the enclosed envelope to {ADDRESS}
- Forms received on or before {DATE} will be held and processed at the same time.
- In the event that multiple organizations submit forms for the same sponsorship on or before this date, a drawing will be held to determine which business partner will be awarded that specific opportunity.
- All participants will be notified of their confirmed sponsorship no later than the last week of {DATE}.
- Sponsorship invoices will be mailed to you during the first week of {MONTH} and will be payable at that time.
- Sponsorship opportunities will still be available after {DATE}, on a first-come, first-served basis.
- Sponsorships are for a fiscal year basis – {START DATE} to {END DATE} – and are not prorated.