

**GATEWAY CHAPTER
2016-2017**

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www.ala-gateway.org
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November 8, 2016

To: Current and Prospective Business Partners

Re: 2017 Gateway Chapter Business Partner Program

Welcome to the Gateway Chapter of the Association of Legal Administrators' Business Partner Program. As we plan our 2017 calendar, we would like to offer you an opportunity to promote and position your organization for success in the St. Louis area legal community or renew your current membership. If you are already a member, thank you for your support! Please consider this package your renewal.

Your company's sponsorship is key to making the Gateway Chapter successful. The annual cost of \$2,000 includes ten opportunities to interact with our Members (outlined on the attached page entitled "Business Partner Benefits.") In addition, there are several a la carte event sponsorship and advertising opportunities. Please see the enclosed page entitled "2017 A La Carte Opportunities."

In 2016, the Gateway Chapter and Business Partners worked to help the St. Louis community by our continued tradition of creating over 2,000 Easter baskets to children in need. We assisted Rainbow Village with landscaping and had the opportunity to interact with some of their delightful residents. The Rainbow Village provides homes for people with developmental disabilities. We truly appreciate all our business partners and their spouses who came out to help. Some drove as far away as Chicago to spend a Saturday morning with us. We also collected and organized supplies for KidSmart. In December, we will have another collection at our Holiday Luncheon. In addition to our community efforts, we offer our members a variety of timely educational opportunities and networking events, along with quick access to your business.

There are approximately 100 members in our ALA Gateway Chapter who may be key decision makers for purchasing products and services for the organization that they represent. These leaders would appreciate your support as a sponsor of the ALA Gateway Chapter whose mission is to:

- Improve the quality of management in legal services organizations;
- Promote and enhance the competence and professionalism of its members;
- Represent professional legal management to the legal community and to the community at large; and
- Strengthen administrators' and law firms' relationships with business partners.

We hope that you are excited about the opportunity to grow your business through the contacts you meet within the Gateway Chapter of the Associations of Legal Administrators. If you would like to participate, please complete and return the Order Form, to Brenda Deertz, Polsinelli, 100 S. 4th Street, Suite 100, St. Louis, MO 63102. We do ask that if possible, your payment be made in early January 2017. If you have any questions about the program, please feel free to contact anyone on the Business Partner Relations Committee (Committee Members attached). We look forward to working together with you in 2017.

Sincerely,



Brenda S. Deertz
President-Elect
ALA-Gateway

Sincerely,



Patricia L. Barbachem, CLM
Chair, Business Partner Relations Committee
ALA-Gateway



ALA Gateway Chapter Business Partner Benefits \$2,000 per year

ALA Member Information Online Directory

Access to "Members only" online directory

Monthly Chapter Meetings

Invitation for two to attend three monthly educational meetings (to be determined) throughout the year

Invitation for two to attend holiday luncheon

Business Partner Appreciation Event

Invitation for two to attend

Legal Management Forum & Exposition

Exhibit hall display

Invitation for two to attend any sessions

Invitation for two to attend lunch or evening reception

Community Connection Events

Invitation for two to attend all Community Connection events

Trivia Night

Invitation to purchase a table, volunteer, and/or submit silent auction items

Website

Scrolling logo on ALA-Gateway home page

Regular listing on Business Partner page including logo, link to website and complete contact information



2017 Sponsorship Instructions and Order Form

1. Complete the Participation Order Form and forward with your payment of \$2,000.00 to:

Brenda S. Deertz
c/o Polsinelli
100 S. 4th Street, Suite 1000
St. Louis, MO 63102
bdeertz@polsinelli.com

Payment can be made after January 1, 2017. Checks should be made payable to Gateway Chapter Association of Legal Administrators. Credit card payments can be made through the ALA Gateway Chapter website by using the following link: <http://ala-gateway.org/catalog.php>. A la carte items must be purchased by contacting Brenda Deertz at (314) 622-6689 or bdeertz@polsinelli.com and are available on a first come/first serve basis.

2. Please submit advertising information in accordance with the following guidelines:

Business Partner Logos

The resolution of all logos should be at least 200 dpi and emailed as a .jpg, TIF, EPS, BMP and PDF files are also accepted. Logos should be e-mailed to: info@ala-gateway.org.

3. Questions should be directed to any member of the Business Partner Relations Committee:

Kara M. Brostron
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Lashly & Baer, P.C.
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(314) 621-6844

Patricia L. Barbachem, CLM
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Brenda S. Deertz
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Polsinelli
<mailto:bdeertz@polsinelli.com>
Phone: (314) 622-6689 Fax:
(314) 231-1776

Donna L. Sobkoviak, MBA, CLM
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We recognize that our Business Partners are essential to our success. Thank you for your support of ALA Gateway.



2017 Participation Order Form

BILLING INFORMATION:

Name: _____

Company Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

NAME OF SALES REPRESENTATIVE (up to 2) THAT WILL BE LISTED ON WEBSITE AND BUSINESS PARTNER DIRECTORY:

(1) Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

(2) Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

The Gateway Chapter reserves the right to reject any and all advertising copy. If the Gateway Chapter omits any advertisements, its liability shall be limited to the charges for the advertisement which was omitted. Placement of advertising will be at the discretion of the Gateway Chapter.

RETURN THIS ORDER FORM AND PAYMENT OF \$2,000 TO:

Brenda S. Deertz, President Elect, c/o Polsinelli, 100 S. 4th Street, Suite 1000, St. Louis, Missouri 63102
Email: bdeertz@polsinelli.com | Phone: (314) 622-6689 | Fax: (314) 231-1776



2017 A LA Carte Opportunities

| OPPORTUNITIES | Who Participates/Attends | Price | Number of Opportunities |
|--|---|-----------------|--------------------------------------|
| <p>Gateway Chapter Website Ad in center-right column ALA-Gateway homepage. Ad will run 3 consecutive months. (Jan-March; April-June; July-Sept; Oct-Dec).</p> | Gateway Chapter Members and Business Partners | \$250 | 4 total 1 per quarter |
| <p>Gateway Chapter Business Partner Expo Sponsorship Event sponsor with company name/logo on event signage and bags/lanyards and attendance for 2 additional people. (August/September)</p> | Gateway Chapter Members, Guests, Strategic Alliance Members and Business Partners | \$2,000 | 1 |
| <p>Gateway Chapter Business Partner Expo Sponsorship includes an extra table at the Expo and attendance for 2 additional people. (August/September)</p> | Gateway Chapter Members, Guests, Strategic Alliance Members and Business Partners | \$500 | 4 |
| <p>Gateway Chapter Business Partner Expo Extra representatives in attendance (up to 2) without purchasing extra table. This includes your entire representation for the day. (August/September)</p> | Gateway Chapter Members, Guests, Strategic Alliance Members and Business Partners | \$50 per person | N/A |
| <p>Gateway Chapter Social Connections Event Sponsor and attendance at the event for 2 representatives, logo on invitation and website.</p> | Gateway Chapter Members along with your representatives. | \$750 | 2 reps per event; 2 events available |
| <p>Gateway Chapter Annual Holiday Luncheon Sponsor event with logo on invitation, and recognition by the Gateway Chapter President. (December)</p> | Gateway Chapter Members, Guests, and Business Partners | \$2,000 | 1 |

| OPPORTUNITIES | Who Participates/Attends | Price | Number of Opportunities |
|--|---|----------------|-------------------------|
| <p>Gateway Chapter Managing Partner Event Sponsor the event with logo on invitation, special recognition by Gateway Chapter President and attendance for two representatives. A sponsor representative will draw a Gateway Chapter (October)</p> | <p>Gateway Chapter Members, Managing Partners and Law Leaders from member firms</p> | <p>\$2,000</p> | <p>1</p> |
| <p>Gateway Chapter Attorney Business Skills Seminar This event is held in Partnership with the Saint Louis University Law School and the Bar Association of Metropolitan Saint Louis. Sponsor the event with logo on invitation, special recognition and attendance at event for three representatives. (September)</p> | <p>Gateway Chapter Members, 1-5 year Attorneys, SLU and BAMSL Members</p> | <p>\$500</p> | <p>4</p> |

To purchase an a la carte item or discuss barter opportunities, contact Brenda Deertz at (314) 622-6689 or bdeertz@polsinelli.com or Patty Barbachem at (314) 552-6436 or pbarbachem@thompsoncoburn.com.

All a la carte items are on a first come/first serve basis. You must be a 2017 Business Partner to purchase an a la carte item.