

1. *What is CALA?*

The Calgary Association of Legal Administrators (“CALA”) is a professional association of law firm administrators, operating in the Calgary market. Members include Principal Administrators, plus functional department heads covering Human Resources, Finance, IT and Facilities. CALA provides educational and social events for its membership that allows them to improve their service delivery within their respective firms. CALA also has 4 sub groups (Subsections) that cater to the needs of specific disciplines (Finance, HR, IT and Facilities) that meet regularly to discuss common issues. Currently we have approximately 90 members from over 40 law firms within the CALA membership.

2. *What does CALA use its sponsorship money for?*

CALA offers an extensive educational and social program to its members, which are possible through the generous donations of our business partners. These programs are designed to provide professional networking and career development opportunities, and an open exchange of ideas and best practices that members can take back to their respective firms.

3. *What specific activities/events does CALA plan for its members?*

While the exact timing and content of the 2010/11 programs has not yet been established there are a number of traditional events that CALA hosts for its members

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|----------------------------------|------------------------------|
| Annual Golf Tournament | June 22 nd , 2010 |
| Charity Fundraising event | October |
| Fall Business Luncheon | November |
| Holiday Social | early December |
| Managing Partner’s Luncheon | February |
| Business Partner Event | March |
| AGM / Half-day education retreat | April |

CALA welcomes any suggestions that any of our business partners might have on other ideas to make our events win-win situations. Stay tuned for details as the year progresses!

Finally, the four CALA subsections (HR, IT, Finance, Facilities) meet monthly or quarterly depending on their needs and their members’ availability.

4. *What sponsorship opportunities are available to our business partners?*

Currently CALA has set up a number of different levels of sponsorship that allow business partners to tailor their contribution to balance their financial means with the profile they wish to attain/retain with the CALA membership. We would gladly discuss sponsorship options outside of these, if that would be of interest to you.

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|----------------------|---------|
| Platinum sponsorship | \$5,000 |
| Gold sponsorship | \$3,000 |
| Silver sponsorship | \$2,000 |
| Bronze sponsorship | \$1,000 |

5. *What do I, as a business partner, get in return for my CALA sponsorship?*

We believe that our business partners should all see tremendous benefit in sponsoring CALA. Sponsorship provides business partners the ability to access an extensive network of law firm administrators and functional department heads (HR, IT, Finance, Facilities), which allows our business partners to learn more about the market they are serving and the challenges their clients are facing, and allows the members to learn more about the services and solutions available to them from our CALA sponsors.

More specifically, the following benefits would be provided to platinum, gold, silver and bronze sponsors:

- Sponsorship acknowledgement displaying the sponsors logo and website link on our CALA website www.calgaryala.com
- Invitation to attend our annual Holiday Social (free registration limitation outlined on Page 4, and option to bring along others subject to the CALA guest fee)
- Invitation to attend our annual golf tournament (1 free registration, and option to bring along others subject to the CALA guest fee)
- Invitation to attend CALA's annual "Business Partner Event"
- A complete CALA membership listing showing all CALA member firms, individual CALA members and their contact details
- Sponsorship acknowledgement at our annual Golf Tournament and Holiday Social

For those business partners who come in as silver sponsors, the following additional benefits would be available:

- Opportunity for a 15-minute presentation to one of CALA's Sub-Section meetings throughout the year.
- Free registration for 2 people to attend CALA's Holiday Social

For those business partners who are able to come in as gold sponsors, the following additional benefits would also be available:

- Opportunity for a 15-minute presentation to one of CALA's Sub-Section meetings throughout the year.
- Business Card advertisement for CALA's newsletter

- Free registration for 3 people to attend CALA's Holiday Social
- CALA newsletter Spotlight

For those business partners who are able to come in as platinum sponsors, the following additional benefits would also be available:

- Opportunity for a 15-minute presentation to one of CALA's Sub-Section meetings throughout the year.
- Business Card advertisement for CALA's newsletter
- Free registration for 4 people to attend CALA's Holiday Social
- CALA newsletter Spotlight

A matrix summarizing these benefits is attached on Page 4.

If you have any other suggestions in terms of what CALA might do for you, please let us know, as we would gladly consider a customized package of benefits that suits your particular requirements.

6. *What / Who are the “Friends of CALA” that are shown on the Sponsors page of the CALA website?*

CALA's “friends” are those business partners that provide support to CALA throughout the year with gifts in kind as opposed to sponsorship dollars, or that provide monetary support not meeting the financial criteria to qualify as a bronze business partner.

7. *How is this sponsorship request related to the sponsorship of ALA national or regional conferences, such as the ALA Region 5 Conference held in Banff, in October 2009?*

The Association of Legal Administrators (“ALA”) is the international organization devoted to the advancement of law firm administration, with local chapters throughout North America, of which CALA is a member. ALA is split up into 6 regions, with Region 5 representing the ALA chapter members from throughout western Canada and the north-western USA. ALA and each of its regions hold annual educational conferences for its members.

Anyone interested in hearing more about ALA conference sponsorship opportunities in the future, can contact Laura McCambley, VP – CALA Sponsorships at 403-232-1765 or lmccambley@fieldlaw.com or go directly to the ALA website, www.alanet.org.

8. *How do I sign up for a CALA sponsorship?*

Interested parties should contact Laura McCambley, VP - Sponsorships at 403-232-1765 or lmccambley@fieldlaw.com.

| <u>Sponsorship Benefits</u> | <u>\$5,000 PLATINUM Sponsor</u> | <u>\$3,000 GOLD Sponsor</u> | <u>\$2,000 SILVER Sponsor</u> | <u>\$1,000 BRONZE Sponsor</u> | <u>FRIENDS OF CALA</u> |
|---|---|-------------------------------------|---------------------------------------|---------------------------------------|--------------------------------|
| Recognition on CALA Website (logo, website link, contact details) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Printed copy of CALA Membership Directory | ✓ | ✓ | ✓ | ✓ | |
| Free invite to CALA Golf Tournament <small>* option to purchase additional tickets</small> | 1* | 1* | 1* | 1* | |
| Free invite(s) to Holiday Social <small>* option to purchase additional tickets</small> | 4* | 3* | 2* | 1* | |
| Invite(s) to Business Partner Event <small>* option to purchase additional tickets</small> | 4* | 3* | 2* | 1* | |
| Presentation of sponsor's services (15-minutes) to Subsection Meeting | ✓ | ✓ | ✓ | | |
| Business Card Ad for CALA Newsletter | ✓ | ✓ | | | |
| Spotlight in CALA Newsletter | ✓ | ✓ | | | |