

## **Dear Current and Potential Business Partners:**

Welcome to the Calgary Association of Legal Administrators (CALA) Business Partner Program. We are a well-respected Canadian chapter of the Association of Legal Administrators (ALA) and have been recognized with ALA's President's Award of Excellence. CALA could not provide the educational and networking opportunities to our Members without the support of our Business Partners. Many of our Business Partners have supported our organization for several years. New Business Partners quickly recognize the opportunities available through active involvement and are anxious to become supporters. We look forward to working with you during the year ahead!

### **1. *What else is CALA about?***

**The Calgary Association of Legal Administrators ("CALA")** is a non-profit 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 over 100 members from approximately 55 law firms within the Calgary Legal Community.

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

CALA offers extensive educational and social programs to its Members, which are possible through the generous support of our Business Partners. These programs are designed to provide professional networking, career development opportunities and an open exchange of ideas and best practices that Members can take back to their respective firms. Business Partners are invited to a variety of these events; this provides priceless networking opportunities to our valued CALA members.

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

While the exact timing and content of the 2020/21 programs has not yet been established there are a number of annual traditional events that CALA hosts for its Members and some for both Members and Business Partners during the CALA year.

- Various educational events throughout the year (members & Platinum Business Partners)
- Stampede Breakfast (members & Business Partners)
- Golf Tournament (members & Business Partners)
- CALA Conference paired with Golf Tournament (members & Business Partners) – August/September (held every 2 – 3 years)
- Fall Business Member Networking Event (members & Business Partners)
- Holiday Social (members and Business Partners)
- Law Firm Leaders Luncheon (members & Platinum Business Partners)
- Business Partner Event (members & Business Partners)
- AGM / Half-day education retreat (members only)

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 bi-monthly or quarterly depending on their needs and their Members' availability.

**4. *What sponsorship opportunities are available to our Business Partners?***

Currently CALA has four 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.

Platinum sponsorship	\$5,000
Gold sponsorship	\$3,300
Silver sponsorship	\$2,200
Bronze sponsorship	\$1,200

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

We believe that our Business Partners should see a tremendous benefit in sponsoring CALA. We understand the importance of more face-time with our Members – not just to sell but to develop positive relationships so you will be thought of first when a need arises. 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. The residual value of the relationship building alone is the most coveted return on investment.

More specifically, the following benefits are provided to all levels (platinum, gold, silver, and bronze):

Sponsorship acknowledgement displaying the sponsors logo and website link on our CALA website ( <a href="http://www.calgaryala.com">www.calgaryala.com</a> )	✓	✓	✓	✓
CALA Membership Listing (CALA Member firms, individual CALA members & their contact details)	✓	✓	✓	✓
User level access to CALA website: <a href="http://www.calgaryala.com">www.calgaryala.com</a> (allows you access to up-to-date membership lists)	✓	✓	✓	✓
Opportunity to be a sponsor of the Golf Tournament and acknowledgement at the awards dinner	✓	✓	✓	✓
Ability to use the CALA logo on your business website	✓	✓	✓	✓
Recognition as a sponsor for 1 sub-section meeting each year	✓	✓	✓	
Social Media exposure through our CALA Linked-In Group; CALA Twitter and CALA Facebook	✓	✓	✓	
Opportunity for a 20-minute presentation at one of the HR/IT/Facilities or Financial subsections meetings	✓	✓		
Appearance on Spotlight section of CALA Website for 1 month	✓	✓		
Recognition as a sponsor at 1 Education Event	✓	✓		
Opportunity to address the membership at one major event each year i.e. Stampede event, Golf Tournament, BP Appreciation Event, Law Firm Leaders Lunch, CALA conference (not held annually)	✓			
• Annual Stampede Event	4 <i>reps</i>	3 <i>reps</i>	2 <i>reps</i>	1 <i>rep</i>
• Annual Business Partner Appreciation Social	4 <i>reps</i>	3 <i>reps</i>	2 <i>reps</i>	1 <i>rep</i>
• Annual Holiday Social	4 <i>reps</i>	3 <i>reps</i>	2 <i>reps</i>	1 <i>rep</i>
• Annual Golf Tournament (1 free registration and option to bring other associates subject to the CALA guest fee)	✓	✓	✓	✓
• Know your Members Lunch	1 <i>rep</i>	1 <i>rep</i>		
• Educational Events throughout the year as well as Law Firm Leaders Lunch	2 <i>reps</i>			
• CALA Conference Planning Committee, held every 2 – 3 years	1 <i>rep</i>			

Our goal is to ensure you have access to the CALA Membership as part of your sponsorship. As the VP of Sponsorships for the 2020/2021 CALA year I am available at any time to introduce you to anyone you would like to meet who is a Member of CALA at any of our events. We welcome feedback from returning Business Partners each year to ensure that we are working toward a mutually beneficial partnership.

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

Interested parties should contact Susan Taylor-Heward, VP - Sponsorships at 403-663-2861 or [susan.taylor-heward@blakes.com](mailto:susan.taylor-heward@blakes.com).

**The value of your CALA membership vs potential costs of doing business... Priceless**

