



ALABAMA LAWYERS ASSOCIATION



2013-2014
SPONSOR, ADVERTISER & EXHIBITOR
INFORMATION

P.O. BOX 242551
MONTGOMERY, ALABAMA
36124-2551

ABOUT THE ALABAMA LAWYERS ASSOCIATION

Established in 1971, as the Alabama Black Lawyers Association, the Alabama Lawyers Association (“ALA”) exists to enhance the integrity of the legal profession, to improve the quality of legal services provided to the public and to protect the civil rights of the citizens of the State of Alabama.

For ALA members, practicing law is more than just a career – it is an opportunity to serve their communities. United in this effort, lawyers, judges and law students from across the state of Alabama attend meetings and host programs and continuing legal education sessions (“CLEs”) in an effort to:

Assist in the educational advancement of legal professionals through the information shared at meetings and conferences.

Maintain a network and a directory of legal professionals to provide information about their specialties and areas of practice. The network is set up to facilitate job referrals, exchange lists of consultants and share other resources.

Generate funds to support **ALA’s Annual Law Student Program, Law Day Program and Robert A. Jones Law Student Reception**, which provide an informal setting for law students to meet practicing lawyers, as well as judges from federal, state and municipal courts, and discuss any issues facing law students.

Generate funds to support **ALA’s Law Student Summer Clerkship and Mentorship Program**, which provides stipends to qualified law students as partial funding for summer clerkships with various legal entities throughout the state of Alabama. Further, the Law Student Clerkship and Mentorship Program teaches law students and young lawyers what to expect as a summer law clerk or new associate, as well as interviewing skills, resume techniques and the dos and don’ts of being a good lawyer.

YOUR OPPORTUNITY TO SPONSOR AND ADVERTISE

The Alabama Lawyers Association’s meetings, seminars and retreats are attended by hundreds of lawyers, judges and law students. The ALA welcomes corporate, legal, business and individual sponsors and advertisers who are interested in forging solid relationships with ALA members and enhancing the ALA’s ability to contribute to the legal profession and our communities. **The ALA Annual Meeting and Hall of Fame Gala will be held May 29-June 1, 2014 in Sandestin, Florida.**

SPONSORSHIP BENEFITS

Educational Opportunities

Meeting attendees will have the opportunity to participate in interactive seminars that will sharpen their skills and take them to the leading edge of current legal thinking. Seminars will explore those topics and issues facing the legal community today. Whether in the public or private sector, ALA members are constantly seeking opportunities for professional and personal growth.

Sale Opportunities

Advertising or exhibiting at a conference or meeting can be a productive part of your marketing program. ALA members work in various corporations, governmental agencies, as well as large-, mid- and small-sized law firms. They have interests in a wide variety of products and services. Convention advertisements and exhibits allow small and major companies to target their products and services to this lucrative market.

Company Identification and Visibility

ALA's conferences offer you the opportunity to demonstrate products and services while enhancing your company's image through increased visibility. All sponsors will be acknowledged via:

- Official conference programs, including ALA's Minority Law Student Golf Tournament

- On-site conference materials

- Platinum, Gold and Silver Level sponsors will receive recognition on ALA's website

- Platinum, Gold and Silver Level sponsors will receive preferred seating at Annual Meetings and Hall of Fame Gala

Complimentary Tickets and Registrations

Attendance at ALA receptions, galas, banquets and other events will maximize your exposure to convention attendees. These events will serve as an opportunity for face-to-face interaction with hundreds of ALA members and supporters.

Networking

The conferences offer you the opportunity to build relationships with leading legal professionals and decision-makers.

SPONSORSHIP AND ADVERTISING CATEGORIES

SPONSORSHIP LEVELS:

1. PLATINUM SPONSOR

\$7,500.00

Full-page ad placement in Annual Meeting & Hall of Fame Gala Program
(Back, Inside front or Inside Back Cover of Program)
Two (2) tables at Hall of Fame Gala with priority reserved seating
Company icon and/or hyperlink presence on ALA website
Advertisements and verbal recognition at ALA events and press releases
Five (5) registrations to Annual Meeting CLE sessions
Plaque or similar token of appreciation

Four-Four person teams in the ALA Golf Tournament

2. GOLD SPONSOR

\$5,000.00

Full-page ad placement in Annual Meeting & Hall of Fame Gala Program
One (1) table at Hall of Fame Gala with priority reserved seating
Three (3) registrations to Annual Meeting CLE sessions
Advertisements and verbal recognition at ALA events
Three-Four person teams in the ALA Golf Tournament

Recognition on ALA website

3. SILVER SPONSOR

\$3,000.00

Half-page ad placement in Annual Meeting & Hall of Fame Gala Program
Two (2) registrations to Annual Meeting CLE sessions
Verbal/signage recognition at event
Four (4) tickets to the Hall of Fame Gala
Recognition on ALA website

4. BRONZE SPONSOR

\$1,500.00

Quarter-page ad placement in Annual Meeting & Hall of Fame Gala Program
One (1) registration to Annual Meeting CLE sessions
Verbal/signage recognition at event
Two (2) tickets to Hall of Fame Gala
Recognition on ALA website

OTHER SPONSORSHIP OPPORTUNITIES

Benefactor Sponsor for Specific Events (Sponsor will receive recognition in event program, as well as signage at the specific event)

1. 2014 ALA Golf Tournament

- a. () **ALA Golf Tournament Luncheon Sponsor** **\$1,500.00**
(2 Sponsor Opportunities Available @ \$1,500 each)

Half page ad placement in Annual Meeting & Hall of Fame Gala Program
Verbal/signage recognition at event
One (1) registration to Annual Meeting CLE sessions
Two-Four person teams in the ALA Golf Tournament
Recognition on ALA website

- b. () **2014 ALA Golf Tournament Hole Sponsor** **\$ 500.00**

One Four person team in the ALA Golf Tournament
Sign recognition on course
Picture with your team

- c. () **2014 ALA Golf Tournament Cart Sponsor** **\$ 300.00**

Two Golfers in the ALA Golf Tournament
Sign recognition on course
Picture with your team

2. () **2014 Annual Meeting Welcome Reception** **\$2,500.00**
(2 Sponsor Opportunities Available @ \$2,500 each)

Half-page ad placement in Annual Meeting & Hall of Fame Gala Program
Three (3) registrations to Annual Meeting CLE sessions
Verbal/signage recognition at event
Recognition on ALA website

3. () **2014 Annual Meeting Continental Breakfast** **\$1,500.00**
(2 Sponsor Opportunities Available @ \$1,500 each)

One (1) registration to Annual Meeting CLE sessions
Verbal/signage recognition at event
Recognition on ALA website

4. () **2014 Annual Meeting Refreshment Breaks** **\$600.00**
(4 Sponsor Opportunities Available @ \$600 each)

Verbal/signage recognition at event
Recognition on ALA website

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|--------|---|-------------------|
| 5. () | 2014 Annual Meeting Business Luncheon
(2 Sponsor Opportunities Available @ \$1,500 each)
One (1) registration to Annual Meeting CLE sessions
Verbal/signage recognition at event
Recognition on ALA website | \$1,500.00 |
| 6. () | 2014 Annual Meeting Pre-Gala Cocktail Hour
(2 Sponsor Opportunities Available @ \$2,500 each)
Half-page ad placement in Annual Meeting & Hall of Fame Gala Program
Three (3) registrations to Annual Meeting CLE sessions
Verbal/signage recognition at event
Recognition on ALA website | \$2,500.00 |
| 7. () | 2014 Annual Meeting Hospitality Suite
(2 Sponsor Opportunities available)
Verbal/signage recognition at event
Recognition on ALA website | \$ 500.00 |
| 8. () | 2013-2014 Meeting Vendor Table
Verbal/signage recognition at event
One (1) table for information display at one Quarterly Meeting or Annual Meeting | \$500.00 |

ADVERTISING OPPORTUNITIES

The 2014 Annual Meeting & Hall of Fame Gala Program, which is a comprehensive guide to the conference, complete with agendas, highlights, honorees' biographies, sponsors' information, etc., is distributed to all registered conference attendees and Hall of Fame Gala ticket holders.

Deadline

All advertising material must be camera-ready and received by **Friday, April 25, 2014**. Material must be shipped to the Alabama Lawyers Association, P.O. Box 242551, Montgomery, Alabama 36124-2551.

Advertising Specifications & Program Trim Sizes

Full Page – 7 3/8 x 10 7/8

Full Page Bleeds – 8 3/4 x 11 1/4

Half Page Horizontal – 7 1/2 x 4 4/8

Quarter Page – 3 1/8 x 4 7/8

Black & White: Camera-ready artwork or film negative (right-reading, emulsion down) required. 85-line screen required.

Ad Placement: ALA reserves the right to determine final ad placement. Conference sponsor ads will receive priority placement.

SPONSORSHIP AND ADVERTISER RESPONSE FORM

1. _____
COMPANY NAME AS IT WILL APPEAR IN PROGRAM AND ON SIGNAGE

2. **CONTACT INFORMATION**

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Telephone: () _____ - _____ **Fax:** () _____ - _____
E-mail: _____

3. **SPONSORSHIP OPTIONS (please check)**

- Platinum Sponsorship** **\$7,500.00**
- Gold Sponsorship** **\$5,000.00**
- Silver Sponsorship** **\$3,000.00**
- Bronze Sponsorship** **\$1,500.00**

Other Sponsorship Opportunities _____
See the sponsorship package

Name of Sponsorship	Amount Due
_____	\$ _____

- I have an idea for a sponsorship that I would like to discuss.
- I would like to be contacted to discuss sponsorship opportunities further.

4. **ADVERTISEMENT OPTIONS (please check)**

- Full-page ad** **\$ 500.00**
- Half-page ad** **\$ 250.00**
- Quarter-page ad** **\$ 125.00**

***IS YOUR AD INCLUDED IN YOUR SPONSORSHIP PACKAGE? () YES () NO**

TOTAL AMOUNT DUE: **\$ _____ .00**

AUTHORIZED SIGNATURE

IS YOUR PAYMENT ENCLOSED? **() YES () NO**

**MAIL COMPLETED CONTRACT, ALONG WITH CHECK OR MONEY ORDER
MADE PAYABLE TO:** Alabama Lawyers Association, P.O. Box 242551, Montgomery,
Alabama 36124-2551