



COMMIT • SUPPORT • ENCOURAGE



2022

SPONSORSHIP PACKAGE



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 in and out of the courtroom. 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

The ALA'S meetings, seminars and retreats are attended by hundreds of lawyers, judges and law students. ALA welcomes corporate and individual sponsors 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 will be held on May 19-21, 2022, and Hall of Fame Gala will be held on May 21, 2022.**

SPONSORSHIP BENEFITS

Educational Opportunities

Meeting attendees will have the opportunity to participate in interactive seminars that will sharpen their skills and put them at the forefront of innovation. 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 and 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 and on-site conference materials.

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** **\$5,000.00**
 - Recognition on all ALA event signage and promotional materials (including program guide, banners, press releases and e-blasts)
 - Two (2) tables at Hall of Fame Gala with priority reserved seating
 - Full-page ad placement in Hall of Fame Gala Program
 - Two (2) registrations to Annual Meeting CLE sessions
 - Company icon and/or hyperlink presence on ALA website
 - Opportunity for sponsor to speak at event of choice
 - Opportunities for on-site promotions and exhibits

- 2. GOLD SPONSOR** **\$3,500.00**
 - Recognition on all ALA event signage and promotional materials (including program guide, banners, press releases and e-blasts)
 - One (1) table at Hall of Fame Gala with priority reserved seating
 - Half-page ad placement in Hall of Fame Gala Program
 - One (1) registration to Annual Meeting CLE sessions
 - Advertisements and verbal recognition at ALA events
 - Company icon and/or hyperlink presence on ALA website
 - Opportunities for on-site promotions and exhibits

- 3. SILVER SPONSOR** **\$2,500.00**
 - Recognition on all ALA event signage and promotional materials (including program guide, banners, press releases and e-blasts)
 - Verbal/signage recognition at event
 - Half-page ad placement in Hall of Fame Gala Program
 - Four (4) tickets to the Hall of Fame Gala
 - Opportunities for on-site promotions and exhibits
 - Recognition on ALA website

- 4. BRONZE SPONSOR** **\$1,500.00**
 - Quarter-page ad placement in Hall of Fame Gala Program
 - Opportunities for on-site promotions and exhibits
 - Verbal/signage recognition at event
 - Two (2) tickets to Hall of Fame Gala
 - Recognition on ALA website

- 5. PARTNER SPONSOR** **\$1,000.00**
 - Quarter-page ad placement in Hall of Fame Gala Program
 - Verbal/signage recognition at event
 - Two (2) tickets to Hall of Fame Gala
 - Recognition on ALA website



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| 6. SUPPORTING SPONSOR | \$ 500.00 |
| <ul style="list-style-type: none">• One (1) ticket to Hall of Fame Gala• Recognition on ALA website | |
| 7. 2022 ANNUAL MEETING VENDOR TABLE | \$ 500.00 |
| <ul style="list-style-type: none">• Verbal/signage recognition at event• One (1) table for information display at Annual Meeting | |
| 8. 2022 ANNUAL MEETING HOSPITALITY SUITE | \$ 500.00 |
| <ul style="list-style-type: none">• Verbal/signage recognition at event• One (1) ticket to Hall of Fame Gala• Recognition on ALA website | |

Send Sponsorship Communication / Questions

Stephanie Hunter, Sponsorship Coordinator
Email: hunt939@aol.com

Send Company Log / Link to:

Angeline Jackson Sperling, President
Email: ajs@sperlingmoore.com

Send Hall of Fame ads to:

Tamika Miller, Hall of Fame Chair
Email: tamika@millersmithllc.com