



**ALABAMA LAWYERS  
ASSOCIATION**  
*An affiliate member of the National Bar Association*

# *Hall of Fame Gala*

THURSDAY, MARCH 7, 2024  
RSA ACTIVITY CENTER

210 Dexter Avenue, Montgomery, AL 36104

THE NEXT 50 YEARS AND BEYOND

2023 – 2024  
Sponsorship Package



Greetings!

I am Samuel K. Ford, President of the Alabama Lawyers Association. The Alabama Lawyers Association was established in 1971 as the Alabama Black Lawyers Association. The Alabama Lawyers Association (also known as “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 and political rights of underrepresented groups.

We would like to ask that you consider partnering with us and becoming one of our 2023-2024 sponsors. As a sponsor you will receive recognition on ALA event signage and promotional materials, company icon and hyperlink presence on the ALA Website, and opportunities for on-site promotion and exhibits at all ALA events, including ALA’s Hall of Fame Gala to be held on March 7, 2024, at the RSA Activity Center in Montgomery, Alabama. The theme for this year’s Gala is **“The Next 50 Years and Beyond.”**

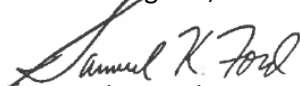
Your sponsorship will help generate funds to support ALA’s initiatives such as the Robert A.

Jones Law Student Reception and ALA’s Annual Economic Empowerment Summit which seeks to educate our members, and the public, about financial literacy in business and personal finances.

We are committed to minority law students in their quest to practice law and would love for you to partner with ALA and become a sponsor. Please find enclosed the sponsorship proposal for your review and please do not hesitate to contact us with any questions.

In closing, I invite you to join our association or to renew your membership. We have executive members, district representatives and committee chairs from all federal districts in Alabama that make up our board. There is an abundance of talent which allows for collaborative efforts and a consistent stream of resources. Our Annual Meeting, which will be held May 15 -18, 2024 at the Perdido Beach Resort in Orange Beach, Alabama, promises to be an exciting climax to what I predict to be a very productive year for ALA. I appreciate your membership and support of this association.

Kindest regards,



Samuel K. Ford, Esq.

President of Alabama Lawyers Association (2023 – 2024)

## **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 15-18, 2024, at the Perdido Beach Resort in Orange Beach, Alabama, and the Hall of Fame Gala will be held on March 7, 2024, at the RSA Activity Center in Montgomery, Alabama.

### **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.

#### **Sales Opportunity**

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 an interest 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.

#### **Complementary Tickets and Registration**

Attendance at the 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 HALL OF FAME ADVERTISING CATEGORIES

## SPONSORSHIP LEVELS:

### 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 the Hall of Fame Gala with priority reserved seating
- Two (2) registrations to Annual Meeting CLE sessions
- Company icon and/or hyperlink presence on the ALA website
- Opportunity for sponsor to speak at an event of choice
- Opportunities for on-site promotions and exhibits

### GOLD SPONSOR \$4,000.00

- Recognition on all ALA event signage and promotional materials (including program guide, banners, press releases and e-blasts)
- One (1) table at the Hall of Fame Gala with priority reserved seating
- One (1) registration for the Annual Meeting CLE sessions
- Advertisement and verbal recognition at ALA events
- Company icon and/or hyperlink presence on the ALA website
- Opportunities for on-site promotions and exhibits

### SILVER SPONSOR \$3,000.00

- Recognition on all ALA event signage and promotional materials (including program guide, banners, press releases and e-blasts)
- Verbal/signage recognition at the event
- One (1) registration for the Annual Meeting CLE sessions
- Four (4) tickets to the Hall of Fame Gala
- Opportunities for on-site promotions and exhibits
- Recognition on the ALA website

### BRONZE SPONSOR \$2,000.00

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

### PARTNER SPONSOR \$1,000.00

- Quarter-page ad placement in the Hall of Fame Gala Program
- Verbal/signage recognition at the event
- Two (2) tickets to the Hall of Game Gala
- Recognition on ALA website

# SPONSORSHIP AND FALL OF FAME ADVERTISER AND RESPONSE FORM

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COMPANY NAME AS IT WILL APPEAR IN PROGRAM AND ON SIGNAGE

## CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Telephone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP OPTIONS (please check)

Platinum Sponsorship	\$5,000.00
Gold Sponsorship	\$4,000.00
Silver Sponsorship	\$3,000.00
Bronze Sponsorship	\$2,000.00
Partner Sponsorship	\$1,000.00

I have an idea for a sponsorship that I would like to discuss.

I would like to be contacted to discuss sponsorship opportunities further.

## ADVERTISEMENT OPTIONS (please check)

Full-Page Ad	\$500.00
Half-Page Ad	\$250.00
Quarter-Page Ad	\$125.00
Front Inside Cover	\$300.00
Back Inside Cover	\$300.00

\*Is your ad included in your sponsorship package?      yes      no

**TOTAL SPONSORSHIP AMOUNT:** \$ \_\_\_\_\_ .00

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AUTHORIZED SIGNATURE

## FORMS OF PAYMENT

PAYPAL



**VIA CHECK MADE PAYABLE TO:**  
**Alabama Lawyers Association**  
**P.O. Box 242551**  
**Montgomery, Alabama 36124-2551**

# YOU ARE INVITED



Individual Tickets  
\$90.00

Table of 8  
\$700.00

Join us for Cocktails: 6:15p.m. – 7:00 p.m.  
Gala commences at 7:00 p.m.

Please remit payment for your ALA Hall of Fame Gala Tickets VIA PayPal at [info@ala-lawyers.org](mailto:info@ala-lawyers.org) or VIA check made payable to Alabama Lawyers Association and mail to P.O. Box 242551, Montgomery, AL 35124

RSVP: [INFO@ALA-LAWYERS.ORG](mailto:INFO@ALA-LAWYERS.ORG)

