



Golden Gate

A Chapter of the Association of Legal Administrators

**GOLDEN GATE
CHAPTER –
ASSOCIATION OF
LEGAL
ADMINISTRATORS**

**2026-27 BUSINESS PARTNER
PROGRAM GUIDE**

A MESSAGE FROM OUR PRESIDENT

Dear Business Partners and Prospective Partners,

On behalf of the Golden Gate Chapter of the Association of Legal Administrators, I am delighted to welcome you to our Business Partner Program. Our chapter thrives because of the strong, meaningful relationships we build with our valued Business Partners who support our mission of connecting legal-management professionals, promoting professional development, and strengthening the business of law.

As a Business Partner, you not only gain exposure to our members; you become an integral part of our community – helping to elevate the legal-administration profession in the San Francisco Bay Area and beyond. This guide outlines how you can participate, what you receive, and new opportunities designed for meaningful engagement.

Thank you for your leadership, your investment, and your commitment to quality in the legal industry. We look forward to working with you and creating exceptional experiences together for our members.

Warm regards,

Ryan Hill

2026 – 2027 President

Golden Gate Chapter of the Association of Legal Administrators

ABOUT OUR CHAPTER & THE BUSINESS PARTNER PROGRAM

About the Chapter

The Golden Gate Chapter of the Association of Legal Administrators (GGALA) provides a forum for professionals in law firm administration, corporate legal departments, and government legal organizations in the Bay Area. Our mission is to connect leaders and managers within the legal industry, providing professional development, peer communities, and business partner connections that empower our members to lead in the legal industry.

The Business Partner Program is the primary way vendors, service providers, and allied organizations engage with our chapter. Business Partners contribute to our success by supporting member events, education, networking, and community initiatives, while gaining visibility and meaningful connections with decision makers in the legal community.

Why Get Involved?

- Align your organization with a respected legal administration network in the Bay Area
- Build relationships with law firm decision makers and administrators
- Showcase your services or products to a trusted professional community
- Support member development and help advance the legal administration profession

PROGRAM OFFERINGS & BENEFITS

Core Program Offerings

1. Recognition on Chapter website and in event materials
2. Logo placement in Business Partner directory
3. Opportunity to host or sponsor a chapter event
4. Complimentary attendance at selected chapter events
5. Networking opportunities with chapter leadership and members

NEW OPPORTUNITIES FOR 2026-2027

❖ Sponsorship Opportunities

Beyond the core benefits, Business Partners can enhance their engagement through providing membership scholarships, conference sponsorships (to a leadership conference and annual conference).

- Scholarship/Sponsorship for a new Member/College Student
- Sponsor a Future Leader to Chapter Leaders Institute
- Sponsor a Member to Annual Conference

❖ Apply to be part of a committee

Business Partners are invited to apply to join one of our committees. The level of engagement and time commitment will vary depending on the committee's needs. You'll be able to bring a unique perspective to the committee and help shape the future of our chapter. This is an advisory role, but may also include tactical execution of tasks.

❖ Create Engaging Member Events

Business Partners are encouraged to create and sponsor dynamic events to connect with members. You'll curate and coordinate the event, including inviting members to attend. The chapter can promote your event on our website, in the newsletter and via our social media accounts for an additional fee. Ideas include, but are not limited to:

- Sporting Event (Giants/Warriors/Valkaries/Sharks Game)
- Bowling
- Mini/Top Golf
- Wine Tasting
- Cooking or Cocktail Class
- Escape Room
- Virtual Reality Gaming
- Paint Night
- Pottery
- Scavenger Hunt
- Skating (Union Square during the holidays)
- Cable Car Ride
- Boat Cruise
- Charity Event (supplies/gifts for the community)
- Arts & Crafts

EXPLANATION OF CURRENT OFFERINGS CHART

For more information:



ALA Golden Gate Chapter Business Partner Program Full Year (April 2026 - March 2027) <i>*Early Bird discount if paid by 3/31/2026</i>	Titanium *\$11,550 / \$12,600 1 slot available	Platinum *\$8,400 / \$9,250 3 slots available	Diamond *\$5,800 / \$6,500 5 slots available	Gold *\$3,500 / \$3,900 No Limit	Silver *\$1,750 / \$1,900 No Limit
Contribute articles to semi-monthly e-newsletter	•	•	•	•	•
Recognition on Chapter's social media [Facebook, Instagram, LinkedIn] (1 max)	•	•	•	•	•
Receive semi-monthly e-newsletter	•	•	•	•	•
Business Partner Directory listing w/photo of primary rep on website	•	•	•	•	•
Membership directory in Excel (quarterly)	•	•	•	•	•
Business Partner Spotlight in semi-monthly newsletter (1 month/year)	•	•	•	•	•
Advertisement					
BP Listing (6x year) in newsletter - premium placement	•	•			
BP Listing (4x year) in newsletter - standard placement			•	•	
BP Listing (3x year) in newsletter - sidebar placement					•
Opportunity to advertise Business Partner's social event on Chapter website/social media	4x/yr	3x/yr	2x/yr	\$250	\$250
Opportunity to advertise Business Partner's own educational program on Chapter website/social media	4x/yr	3x/yr	2x/yr	\$250	\$250
Ability to add 2-3 minute video to BP Business Directory listing on website	•	•	•	•	•
Featured BP on website home page with company link (1x year)	•	•	•	•	•
Use of GG ALA BP Email Signature Logos	•	•	•	•	•
Rotating banner on website home page	6x/yr	2x/yr			
Business Partner Educational, Expo & K2L Participation					
Exclusive Sponsorship of Educational Section Meetings	1 session	1 session	1 session		
Opportunity to provide content and be a speaker at a chapter wide educational section meeting	•	•	•	\$500	\$500
Shared Sponsorship of Diversity and Inclusion Event			•		
Shared Sponsorship of Community Connection Events	2 events	2 events	1 event	1 event	
Booth at Expo (bi-annual: next in 2027)	1 booth	1 booth	1 booth	ala carte	ala carte
Booth at K2L (bi-annual: anticipated in 2028)	1 booth	1 booth	1 booth	ala carte	ala carte
Scholarship/Sponsorship for New Member	\$750	\$750	\$750	\$750	\$750
Sponsor a Future Leader to Chapter Leaders Institute	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Sponsor a Member to Annual Conference	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Invitation to Attend (In Person - Hybrid/Virtual options may be available for members)					
Chapter Installation Event (Q1)	3 tickets <i>See note below**</i>	2 tickets <i>See note below**</i>	2 tickets <i>See note below**</i>	2 tickets <i>See note below**</i>	2 tickets <i>See note below**</i>
Business Partner Welcome Event (Q1)	4 tickets	3 tickets	3 tickets	2 tickets	1 ticket
Business Partner Appreciation Event (Q1)	4 tickets	3 tickets	3 tickets	2 tickets	1 ticket
Chapter Game Night (Q2)	4 tickets	3 tickets	3 tickets	2 tickets	1 ticket
Business Partner Appreciation Event (Q3)	4 tickets	3 tickets	3 tickets	2 tickets	1 ticket
Business Partner Idea Exchange (Q3) or survey	2 tickets	2 tickets	2 tickets	2 tickets	1 ticket
Not so Quarterly Social Hours (Qs 1 - 4)	•	•	•	•	•
Educational Section Meetings (MAX 5 BP attendees total-NOT 5 attendees per BP)	•	•	•	•	•
Community Connection participation	•	•	•	•	•
Complimentary attendance at Holiday Event	3 tickets	2 tickets	2 tickets	2 tickets	N/A
Complimentary attendance at Labor Law Update (Q1)	3 tickets	2 tickets	2 tickets	N/A	N/A
Invitation to join a committee	By application	By application	By application	By application	By application
**Note: at additional cost, subject to capacity levels					

EXPLANATION OF CURRENT OFFERINGS

NOTE: NOT ALL OFFERINGS ARE AVAILABLE AT ALL LEVELS. REFER TO THE CHART FOR MORE INFORMATION REGARDING SPONSORSHIP LEVELS.

Media

- Contribute articles to our e-newsletter (*The Bridge*). *The Bridge* is published semi-monthly and emailed to all members and business partners, and posted on our website. All Business Partners are encouraged to submit articles of no more than 250 words to engage our members about trends in legal management or other topics such as leadership, management, self-development, etc. The content should be educational – this is not a sales opportunity.
- Recognition on Chapter's social media [Facebook, LinkedIn, Instagram] (1 max) - Our Social Media Manager will post appreciation posts for all of our Business Partners once a year.
- Business Partner Directory listing w/photo of primary rep on website – Your company is listed on our website's business partner directory. GGALA Business Partners are recommended by our members and our members want to support our Business Partners – don't be surprised when reaching out if our members confirm you are a Business Partner!
- Membership directory in Excel (quarterly) - Receive a current list of our members each quarter for your marketing efforts.
- Business Partner Spotlight in the Bridge (1 month/year)

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Advertisement

- Business Partner Listing in the Bridge - Your company can submit an ad to use, or we use your directory listing.
- Opportunity to advertise Business Partner's events on Chapter website/social media – For your independently sponsored events, we will post your advertisement on our website, in the newsletter, and social media outlets 30 days before the event. Business Partners are responsible for procuring a location for these events and promoting the event. The use of the Chapter logo for marketing purposes is not permitted. The Chapter reserves the right to refuse to promote an event or to limit the number of events each Business Partner can promote during the Board year.
- Ability to add 2-3 minute video to Business Partner Business Directory listing on website – Have a marketing video? We can include this as part of your directory listing.
- Featured Business Partner on website home page with company link (1x year) - Your Business Partner listing will be featured at the bottom of our homepage for one month.
- Use of GG ALA Business Partner Email Signature Logos – You can include our GGALA Medallion in your email signature line, which showcases your sponsorship level and support to our ALA members.
- Rotating banner on website home page – We will use your banner to feature your company on our website's homepage (Titanium and Platinum levels only).

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Business Partner Education Participation

The chapter hosts 8 educational sessions per year, spanning the topics of Human Resources, Finance, Leadership/Management, and Technology/Operations, as well as an annual labor law update.

- **Exclusive Sponsorship of Education Section Meetings.** Your Business Partner listing, including your company logo, will be included on our marketing of our educational sessions. Your representative(s) will also have the opportunity to attend the session, introduce the speaker, raffle off a Business Partner provided prize, and disseminate marketing material to attendees.

Opportunity to Provide Content and be a Speaker at a Chapter Wide Educational Section Meeting

A representative of your company can be considered as a speaker at one of the eight chapter education section meetings. Note that the chapter will approve the topic and materials. This is not a sales opportunity but educational.

Invitation to join a committee

Business Partners are invited to apply to join one of our committees. The level of engagement and time commitment will vary depending on the committee's needs. You'll be able to bring a unique perspective to the committee and help shape the future of our chapter. This is an advisory role, but may also include tactical execution of tasks. To apply, please reach out to bp@alASF.org.

EXPLANATION OF CURRENT OFFERINGS

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Additional Business Partner Sponsorship Opportunities

- **Shared Sponsorship of Diversity, Equity, Inclusion, and Accessibility Event.** Your Business Partner listing, including your company logo, will be included on our marketing of our DEIA event. Your representatives will attend the event, and may have the opportunity to introduce the speaker, raffle off a Business Partner provided prize, and disseminate marketing material to attendees. (Diamond level only)
- **Shared Sponsorship of Community Connection Events.** Your Business Partner listing, including your company logo, will be included on our marketing of our Community Connection events. Business Partner participation is encouraged for all Community Connection events. Past events include volunteering at the Food Bank, participating in the Coastal Clean Up event in September, and other opportunities as they arise.
- **Booth at Expo.** Our Expo occurs every other year. You will have the opportunity to connect with our members to explain the products & services that you provide. Note that up to 2 representatives may participate.
- **Booth at K2L.** Knowledge to Leadership (K2L) is our signature full day educational conference and exposition which is held every other year. You will have the opportunity to connect with our members at dedicated time slots in the afternoon to explain the products & services that you provide. Note that up to 2 representatives may participate. Other sponsorship opportunities may be available.

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Additional Business Partner Sponsorship Opportunities

- **Scholarship/Sponsorship for New Member.** Your company may sponsor a new member by paying for the membership costs of an ALA International and Golden Gate chapter membership. The sponsored member will write a brief article for our newsletter which will be shared via our social media channels. **Note this is an a la carte sponsorship.**
- **Sponsor a Future Leader to Chapter Leaders Institute (CLI).** Business Partners may sponsor an ALA member interested in becoming a future leader to attend CLI. Pricing includes registration, flight, and hotel. Any costs above the listed price to be covered by the participant. The sponsored participant will write an article about their experience to be published in the newsletter and shared via our social media accounts. **Note this is an a la carte sponsorship.**
- **Sponsor a Member to Annual Conference.** Business Partners may sponsor a GGALA member to attend the ALA Annual Conference. Pricing includes registration, flight, and hotel. Any costs above the listed price will be covered by the participant. The sponsored participant will write an article about their experience to be published in the newsletter and shared via our social media accounts. **Note this is an a la carte sponsorship.**

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Invitation to Attend *(In Person - Hybrid/Virtual options may be available)*

- **Chapter Installation Event.** A breakfast or lunch meeting to install our new Executive Committee and board members. This is a great opportunity to get to know the new leaders for the board year.
- **Business Partner Welcome Event.** A virtual information session for all Business Partners to learn more about the Business Partner program benefits. Hear from Executive Committee members and get a rundown on the events being planned for the year.
- **Business Partner Appreciation Lunch.** Typically held at a nice restaurant – free for all Business Partners and members. Always a hit! Usually held in June.
- **Chapter Game Night.** Feeling competitive? Do you like Family Feud? Jeopardy? Then this is your event! Super fun time had by all.
- **Business Partner Appreciation Reception.** Our second appreciation event – free for all Business Partners and members. Usually held in October.
- **Business Partner Idea Exchange or survey.** This is either a hybrid meeting or a survey to gather your feedback
- **Not so Quarterly Social Hours.** A casual no-host gathering. Drinks aren't free, but the good conversation and new connections won't cost you a thing!
- **Educational Section Meetings.** We limit attendance to 5 Business Partners (in addition to any sponsor Business Partners). Always a great networking experience. (MAX 5 Business Partner attendees total-NOT 5 attendees per Business Partner)
- **Community Connection participation.** Participate in our Community Connection events throughout the year – volunteer at Food Bank, Coastal Cleanup, etc.
- **Complimentary attendance at Holiday Event.** Held in the beginning of December. A highly anticipated event and a fan favorite! (Attendance not included for Silver level)
- **Complimentary attendance at Labor Law Update.**

HOW TO GET STARTED



Review offerings and select the option that aligns with your goals.



Contact the Chapter Manager (manager@alASF.org) and/or Business Partner Committee (bp@alASF.org) if you have any questions.



Complete your registration form and payment on StarChapter and submit your logo/materials to the Business Partner Committee (bp@alASF.org).



THANK YOU

We appreciate your partnership and support of the Golden Gate Chapter of the Association of Legal Administrators. Together, we strengthen our professional community and the business of law.

