

2024 BP Program Benefits Wisconsin Association of Legal Administrators		Diamond	Gold	Silver	Bronze	Notes
		\$6,000 2 (Industry Exclusivity)	\$2,500	\$1,500	\$750	
Maximum Number of Business partners at Each Level						
<b>Opportunity to Build Relationships with Members at Events</b>						
<b>WALA State Bar Conference Reception</b>						
Complimentary Invitations to Event	3	2	1	1		
Recognition as Sponsor at Event	X	X	X	X		
Recognition as Food/Beverage Sponsor at Reception	X					
Member attendee list for followup	X	X	X	X		
<b>Business Partner Extravaganza - Interactive with Members and Prospective Members</b>						
<b>2 Events - Luncheon in Madison and Happy Hour in Milwaukee</b>						
Complimentary Event Tickets	4	2	2	1		
Recognition of Food/Beverage Service Sponsorship	X					
Recognition as Sponsor at Event	X	X	X	X		
Member attendee list for followup	X	X	X	X		
<b>Summer Social by the Water (Event to be held in both Milwaukee and Madison)</b>						
Complimentary Event Tickets	3	2	1			
Recognition as Sponsor at Event	X	X	X			
Recognition as Food/Beverage Sponsor at Event		X				
Member attendee list for followup	X	X	X			
<b>WALA Fall Social</b>						
Complimentary Event Tickets	4	2	2	1		
Opportunity to Donate Item for Silent Auction	X	X	X	X		
Recognition as a Sponsor During Welcome Remarks	X	X	X	X		
Recognition as Food/Beverage Sponsor at Event		X				
Opportunity to Greet Members at the Registration Table	X					
Member attendee list for followup	X	X	X	X		
<b>Ask the Expert (That's You Business Partners!) Luncheon</b>						
<b>(Event to be held in both Milwaukee and Madison)</b>						
Complimentary Invitations to Event	2	1	1			
Recognition as Sponsor at Event	X	X	X			
Recognition as Food/Beverage Sponsor at Event	X					
Opportunity to Share Legal Industry-Related Update with Members	X	X				
<b>Community Connection Event</b>						
Sponsor Community Connection Event	X					
Opportunity to partner with members working on the cause	X	X	X	X		
Member attendee list for followup	X	X	X	X		
<b>Advertising and Marketing</b>						
<b>Email and Social Media</b>						
Opportunity to Send e-mail Blast Ad to Membership	2	1	1			
Opportunity to appear on WALA social media blasts	2	1	1			
<b>Class Action Newsletter - Monthly</b>						
Business Profile in One Issue per Year	X					
Company Ad in One Issue per Year	X					
Recognition in Each Issue of the Newsletter as a Sponsor	X	X	X	X		
Recognition and Hyperlink to your Company's Website in Each Issue	X	X				
Testimonial/Quote from WALA Member and BP Client in One Issue	X	X				
Complimentary Copy of e-newsletter	X	X	X	X		
Opportunity to Write an Educational Article for an Edition of the Newsletter	3	2	1	1		
<b>WALA Website (www.wi-ala.org)</b>						
Post video to WALA Website (subject to guidelines for length, etc.)	X	X				
Business Partner of the Month on WALA Website	X	X				
Premium Recognition on Homepage	X					
Hyperlink to your Company's Website	X	X	X	X		
Company Ad on Web Page	X					
Recognition on Website	X	X	X	X		
Business Description Paragraph on Website	X	X	X	X		
<b>Sponsorship of Educational Opportunity for Members</b>						
<b>Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)</b>						
Recognition in Flyer Distributed at Each Monthly Meeting	X	X	X	X		
Sponsorship & Invitation to Attend Educational Lunch Meeting to Introduce Speaker (either Madison or Milwaukee location)	2 programs					
Sponsorship of Educational Lunch Meeting		X				
Your Promotional Materials Available for Distribution to Members at Sponsored Meeting	2 programs	1 program				
Opportunity to Introduce Speaker	2 programs					
<b>Premium Scholarship to the National ALA Conference (for WALA Member)</b>						
Scholarship to be known and advertised as the "Diamond Scholarship Sponsored by _____" for a Premium Scholarship to Annual Conference	X					
<b>Share Your Expertise</b>						
<b>Business Partner to Present Seminar to WALA members and prospective members</b>						
Opportunity to present educational meeting (topic to be mutually agreed upon)	1	1	1			
Opportunity to provide SWAG, gift certificate to business partner's business and/or prize drawing.	1	1	1			
Appear in all marketing for event including email blasts, social media, website, newsletter	1	1	1			
Member attendee list for followup	1	1	1			
<b>Access to Member Contact Data</b>						
<b>WALA Membership List</b>						
Membership List Spreadsheet	X	X	X	X		
Use of Sponsor logo	X	X	X	X		
Note: Business Partners are responsible for contacting WALA to redeem each item associated with the chosen sponsorship level.						