



January 21, 2012

Dear Potential Business Partner:

The South Carolina Chapter of the Association of Legal Administrators (SCALA) is pleased to present our 2012 Business Partner Program. SCALA's mission is to "promote and enhance the competence and professionalism of legal administrators and all members of the management team." The support that we receive from our Business Partners, allows us to meet our mission and to sponsor educational opportunities for our members. Once again, we are offering four main sponsorship levels:

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|----------|--|
| Platinum | One @ \$3,500 (sold out) |
| Gold | Seven @ \$2,500 (5 still available) |
| Silver | Nine @ \$1,500 (1 still available) |
| Bronze | Unlimited @ \$800 |

Becoming a SCALA business partner sponsor gives you a variety of opportunities to increase the visibility of your organization's services to key decision makers within South Carolina's law firms. Each level of sponsorship includes a booth at our annual Business Partner Showcase, an invitation to our annual business partner appreciation event, and recognition on our website, in our newsletter, and on all sponsor boards displayed at SCALA events. We have made several changes/additions to the 2012 Sponsorship Plan, so please review the 2012 Plan carefully. Here are some of the highlights:

- Our Platinum Sponsor will be the designated sponsor of our SCALA Law Firm Management Seminar at the SC Annual Bar Convention, to include:
 - Representatives of the Platinum sponsor will be invited to attend the seminar.
 - One representative will be provided the opportunity to address the seminar participants.
 - The Platinum sponsor will also be listed as a seminar sponsor on the SC Bar's website and other promotional material distributed by the Bar.
- Business Partner Sponsors will have the ability to choose their booth location at our Showcase based on their sponsorship level.
- All levels of Sponsors will receive our Business Partner Showcase Attendee List.
- In addition to our Business Partner Appreciation Event, all Sponsors will be invited to attend a Reception with our membership following our Annual Conference in Review Meeting.
- Exclusive Advertising opportunities will be available in our Membership newsletter, the SCALA Scoop, for Business Sponsors only.

Attached to the 2012 Business Partner Sponsorship Plan is our Commitment Form. Simply select the sponsorship level you prefer, complete the registration form, and mail it with payment to the address provided. **You may email your commitment form to hold a specific level. All commitments will be considered on a first-come, first-served basis. Checks made payable to SCALA must be received within 10 business days to finalize sponsorship; otherwise, the level will again become available to all potential sponsors.**

Thank you very much for your consideration. If you should have any questions or comments, please feel free to contact us.

Respectfully yours,

Heather Niemi
2012 Business Partner Chairperson
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(803) 253-8920

David Constantine
2012 Business Partner Co-Chairperson
dconstantine@gwblawfirm.com
(864) 271-5383

Please mail commitment form and payment to:
Heather Niemi
SCALA Treasurer
Parker Poe Adams & Bernstein LLP
PO Box 1509
Columbia, SC 29202

SCALA 2011-12 Officers

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2011-12 Committee Chairpersons

Angie Black, Program Chairperson
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2012 SCALA Business Partner Program

Platinum Sponsor

\$3,500 (1 slot available) Sold Out

First Right of Refusal to continue sponsorship level immediately following the current year for a maximum of two years concurrent sponsorship at the Platinum Sponsorship Level.

Media and outreach opportunities

- Full page ad on SCALA's website
- Hot Link on the homepage of the SCALA website
- Logo to prominently appear on every page of the SCALA website
- Recognition as Platinum Sponsor in the Business Partner section of the SCALA website
- Full Page Ad in one issue of the SCALA Scoop per year
- Business partner column in each SCALA Scoop Newsletter (one each quarter)
- Quarterly electronic updates of the SCALA member mailing list
- Exclusive banner recognition at the annual SCALA/SC Bar CLE
- Recognition on all invitations to SCALA events
- Platinum listing on all sponsor boards displayed at all SCALA events
- SCALA Business Partner Showcase Attendee mailing list provided electronically

Networking opportunities

- Designated Sponsor of the SCALA Law Firm Management Seminar at the SC Annual Bar Convention.
 - o Each year SCALA brings in a nationally recognized speaker for this 3 hour CLE, which is attended by approximately 150 attorneys. The seminar is usually held on the Saturday morning of the SC Bar Convention.
 - o Representatives of the Platinum sponsor will be invited to attend the seminar, and one representative will be provided the opportunity to address the seminar participants.
 - o The sponsor will also be listed as a seminar sponsor on the SC Bar's website and other promotional material distributed by the Bar
- Invitation for two representatives to attend all SCALA educational programs
- Invitation to co-host the SCALA/SC Bar Annual Combined CLE program
- Invitation for four representatives to attend SCALA Business Partner Appreciation event and the Business Partner Appreciation Reception following SCALA's National Conference in Review Meeting
- Invitation to have lunch and meet with the SCALA Board at the retreat
- First choice of booth location at the SCALA Business Partner Showcase at no charge
- Will be offered more "Face Time", will have a 15 minute slot to present on the topic of sponsors choice at SCALA's National Conference in Review Meeting

Gold Sponsor

\$2,500 (~~7 slots available~~) (5 slots available)

Media and outreach opportunities

- Half Page Ad in one issue of the SCALA Scoop per year
- Semi-annual electronic updates of the SCALA member mailing list
- Links on the homepage and vendor page of the SCALA website
- Recognition as Gold Sponsor in the Business Partner section of the SCALA website
- Recognition on all invitations to SCALA events
- Gold listing on all sponsor boards displayed at all SCALA events
- SCALA Business Partner Showcase Attendee mailing list provided electronically

Networking opportunities

- Invitation to host or co-host one SCALA program and introduce the speaker
- Invitation to attend one additional SCALA program
- Invitation for three representatives to attend SCALA Business Partner Appreciation Reception and the Business Partner Appreciation Reception following SCALA's National Conference in Review Meeting
- Second Choice of booth location at the SCALA Business Partner Showcase at no charge. Partners at this level will be provided the opportunity to choose their booth after the Platinum Partner has selected their booth. Selection order will be based on the date of payment for the Gold Level Sponsorship.

Silver Sponsor

\$1,500 (~~9 slots~~) (1 slot still available)

Media and outreach opportunities

- Quarter Page Ad in one issue of the SCALA Scoop per year
- Annual electronic updates of the SCALA member mailing list
- Recognition on all invitations to SCALA events
- Link on the vendor page of the SCALA website
- Recognition as Silver Sponsor in the Business Partner section of the SCALA website
- Silver listing on all sponsor boards displayed at all SCALA events
- SCALA Business Partner Showcase Attendee mailing list provided electronically

Networking opportunities

- Invitation for two representatives to attend SCALA Business Partner Appreciation Reception and the Business Partner Appreciation Reception following SCALA's National Conference in Review Meeting
- Invitation to attend one SCALA program
- Third Choice of booth location at the SCALA Educational Seminar and Exhibition (Business Partner Showcase) at no charge. Partners at this level will be provided the opportunity to choose their booth after the Gold Partners have selected their booths. Selection order will be based on the date of payment for the Silver Level Sponsorship.

Bronze Sponsor

\$800 (unlimited)

Media and outreach opportunities

- 1/8 Page (Business Card Size) Ad in one issue of the SCALA Scoop per year
- Recognition as Bronze Sponsor in the Business Partner section of the SCALA website (Please note that links back to sponsor websites are not supported at the Bronze level.)
- Bronze listing on all sponsor boards displayed at all SCALA events
- Recognition in our newsletter, SCALA Scoop
- SCALA Business Partner Showcase Attendee mailing list provided electronically

Networking opportunities

- Invitation for one representative to attend SCALA Business Partner Appreciation event and the Business Partner Appreciation Reception following SCALA's National Conference in Review Meeting
- Fourth Choice of booth location at the SCALA Educational Seminar and Exhibition (Business Partner Showcase) at no charge. Partners at this level will be provided the opportunity to choose their booth after the Silver Partners have selected their booths. Selection order will be based on the date of payment for the Bronze Level Sponsorship.

Additional Advertising Opportunity for All Business Partner Sponsors:

Business Partner Sponsors at any of the above levels will be able to purchase advertising in our SCALA Scoop Newsletter at the following rates:

- Quarter Page Ad in one issue of the SCALA Scoop - \$200 per issue
- 1/8 Page (Business Card Size) Ad in one issue of the SCALA Scoop - \$100 per issue

Business Partner Showcase

- Cost of a booth at the Business Partner Showcase for Non-Sponsors is \$500.
- Booth location for Non-Sponsors will be assigned by SCALA.
- The Business Partner Showcase will be held on Thursday, August 16, 2012, at the Columbia Metropolitan Convention Center.

SCALA 2012 Business Partner Sponsor's Commitment Form:

Company: _____

Primary Contact Name _____

Address: _____

City: _____ State: _____

Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

Check One

- ~~Platinum-\$3,500 (1 available)~~
 - ~~Gold-\$2,500 (7 available)~~ (5 available)
 - ~~Silver-\$1,500 (9 available)~~ (1 available)
 - Bronze-\$800 (unlimited)
- (Please make checks payable to SCALA)

Questions and Commitment Forms:

Heather Niemi
Business Partner Chairperson
Parker Poe Adams & Bernstein LLP
P.O. Box 1509
Columbia, SC 29202

P (803) 253-8920 F (803) 255-8017 heatherniemi@parkerpoe.com

Email/Fax commitments will hold requested Business Partner Sponsorship Level for 10 business days with receipt of payment finalizing the sponsorship. If payment is not received within 10 business days, the commitment will be forfeited. Opportunities are limited and are available on a first-come-first-serve basis!