Puget Sound Chapter Est.1974

Association of Legal Administrators

THE PSALA BUSINESS PARTNER PROGRAM

2025

2025 Business Partner

Welcome to the Puget Sound Chapter of the Association of Legal Administrators (PSALA)

What is a PSALA Business Partner?

Business Partners are individuals and companies that support PSALA by providing cutting edge legal products and services to our firms. Business Partners also support the decision makers within those firms through sponsorship in PSALA.

PSALA provides direct access to the leaders and decision makers of over 120 law firms, corporate legal departments, and government agencies across the Puget Sound Region.

When evaluating needs for products and services, members are encouraged to consider Business Partners who have developed relationships with our chapter through the Business Partner program.

PSALA has over 175 members throughout Washington State. It is one of the premier chapters within the international organization of the Association of Legal Administrators (ALA), consistently winning the President's Award of Excellence. This award recognizes those chapters with proven commitment to community service, education, diversity and strong business partner relationships.

PSALA's mission is to lead and inspire innovation in the legal workplace through the pursuit and exchange of professional knowledge. Business Partner support helps our chapter provide legal industry information; education; leadership training; scholarships to attend national and regional education conferences; and contribute to and participate in charitable events and programs so vital to our communities.

We welcome new and returning Business Partners to PSALA.
We value the expertise, participation, commitment and support you provide and are confident you will find it a rewarding partnership.

VP Business Partner Relations 2025
Jeannie Peck

PSALA Business Partner Benefits

PSALA Business Partners benefit from access to members through—

Face Time:

Opportunities to directly interact with PSALA members at social and networking events, chapter meet-ups, community service and happy hours while developing long term relationships.

Online Visibility:

Online yearly Business Partner Directory, use of the PSALA Business Partner logo, plus opportunities for blog features and for logo and advertisement space on the PSALA website (based on sponsorship level).

From the President of PSALA:

Business Partners are a huge part of PSALA. They allow us to provide top tier education and great events for our members! PSALA is such a great Chapter because of our Business Partners. We appreciate all of their support! *~Meredith Taylor*

Platinum Business Partner $16,000 (Early Bird Rate $14,400)

GENERAL BENEFITS

- Primary industry exclusivity at the level (non-compete)
- Access to PSALA online membership directory
- Uniquely designed PSALA BP logo reflecting BP sponsorship level
- Copy of the PSALA Education and Events calendar
- "News You Can Use" informational emails
- An opportunity for the Business Partner's business to participate in the Business Partner Advisory Board

ADVERTISING

Website – www.psala.org

Business Partner rolling logo on website homepage

Logo and website hotlink to Business Partner company on Business Partner Directory page

Business partner company bio on Business Partner Directory page

Opportunity to advertise internal Business Partner company event(s) on PSALA website calendar – four times per year

Opportunity to submit testimonial four times per year (featured on the blog and in a stand-alone email blast)

Blog

Opportunity to contribute articles to our Soundings blog

Picture and "Business Partner Bio" feature once per year

Listing in annual "Thank You Business Partners" blog posts in February

Social Media

PSALA Facebook advertising post - four times per year

Other Advertisements

Company logo on the Education and Events Calendar

Opportunity to submit testimonial four times per year (featured on the blog and in a stand-alone email blast)

Platinum Business Partner $16,000 (Early Bird Rate $14,400)

EDUCATIONAL EVENTS:
Chapter Meet-ups: Opportunity to attend.

Annual Passing of the Gavel: Opportunity to Attend – Exclusive to Platinum Sponsorship
Opportunity to provide marketing collateral on tables.

Annual Diversity and Inclusion Event: Opportunity to attend.

Education Summit: Opportunity to attend

NETWORKING EVENTS: PSALA will provide an attendance list within 24 hours of a networking event.

- **PSALA Retreat:** Opportunity to attend in the years that the retreat is held – Exclusive to Platinum and Gold Sponsorship. Opportunity to participate in all sessions, meals, etc. Opportunity to introduce a speaker as well as “Fifteen Minutes of Fame” for sponsor.
- **PSALA Board Dinner:** Opportunity to attend with Board – Exclusive to Platinum Sponsorship.
- **New Business Partner Orientation:** Opportunity to attend.
- **Spring Fling:** Opportunity to attend. Three complimentary tickets.
- **Business Partner Annual Exposition:** Two complimentary booths.
- **End of Summer Social:** Opportunity to attend. Three complimentary tickets.
- **Law Firm Leaders Dinner, Reception and Silent Auction:** Four complimentary attendees. Acknowledgement as top-level BP’s from podium.
- **Holiday Celebration Lunch:** Opportunity for four individuals to attend. Two complimentary tickets.
- **Business Partner Appreciation Cocktail Reception:** Complimentary attendance.

COMMUNITY SERVICE: Opportunity to join Community Service Committee.

Gold Business Partner $12,000 (Early Bird Rate $10,800)

GENERAL BENEFITS

- Access to PSALA membership directory
- Uniquely designed PSALA BP logo reflecting BP sponsorship level
- Copy of the PSALA Education and Events calendar
- "News You Can Use" informational emails
- An opportunity for one member of the Business Partner's business to participate in the Business Partner Advisory Board
- Individual member meet-up benefit (SPARK program)

ADVERTISING

Website – www.psala.org

Business Partner rolling logo on website homepage

Logo of and website hotlink to Business Partner company on Business Partner Directory page

Business partner company bio on Business Partner Directory page

Opportunity to advertise internal Business Partner company event(s) on PSALA website calendar – three times per year

Opportunity to submit a testimonial two times per year (featured on the blog and stand-alone email blast)

Blog

Opportunity to contribute articles to our Soundings blog

Picture and "Business Partner Bio" feature once per year

Listing in annual "Thank You Business Partners" blog posts in February

Social Media

PSALA Facebook advertising post - two times per year

Other Advertisements

Company logo on the Education and Events Calendar Opportunity to submit a testimonial two times per year (featured on the blog and stand-alone email blast)

EDUCATIONAL EVENTS:

Chapter Meet-ups: Opportunity to attend.

Annual Diversity and Inclusion Event: Opportunity to attend. Acknowledgement as sponsor of meeting from podium, complimentary attendance for two attendees, opportunity to provide marketing collateral on tables

Education Summit: Opportunity to attend.

Gold Business Partner $12,000 (Early Bird Rate $10,800)

NETWORKING EVENTS: PSALA will provide an attendance list within 24 hours of a networking event.

PSALA Retreat: Opportunity to attend in the years retreat is held – Exclusive to Platinum and Gold Sponsorship. Opportunity to participate in all sessions, meals, etc. Opportunity to introduce a speaker as well as "Fifteen Minutes of Fame" for sponsor.

New Business Partner Orientation: Opportunity to attend.

Spring Fling: Opportunity to attend. Two complimentary tickets.

Business Partner Annual Exposition: One complimentary booth.

End of Summer Social: Opportunity to attend. Two complimentary tickets.

Law Firm Leaders Dinner, Reception and Silent Auction: Two complimentary attendees.

Holiday Celebration Lunch: Opportunity for three individuals to attend. Two complimentary tickets.

Business Partner Appreciation Cocktail Reception: Complimentary attendance.

COMMUNITY SERVICE: Opportunity to join Community Service Committee.

Silver Business Partner $8,000 (Early Bird Rate $7,200)

GENERAL BENEFITS

- Access to PSALA online membership directory
- Uniquely designed PSALA BP logo reflecting BP sponsorship level
- Copy of the PSALA Education and Events calendar
- "News You Can Use" informational emails
- An opportunity for one member of the Business Partner's business to participate in the Business Partner Advisory Board (by invitation)

ADVERTISING:

Website – www.psala.org

Logo and website hotlink to Business Partner company on Business Partner Directory page

Business partner company bio on Business Partner Directory page

Opportunity to advertise internal Business Partner company event(s) on PSALA website calendar – two times per year

Opportunity to submit a testimonial one time per year (featured on the blog and stand-alone email blast)

Blog

Opportunity to contribute articles to our Soundings blog

Picture and "Business Partner Bio" feature once per year

Listing in annual "Thank You Business Partners" blog posts in February

Other Advertisements

Company logo on the Education and Events Calendar

Opportunity to submit a testimonial two times per year (featured on the blog and stand-alone email blast)

EDUCATIONAL EVENTS:

Chapter Meet-ups: Opportunity to attend.

Annual Diversity and Inclusion Event: Opportunity to attend.

NETWORKING EVENTS: PSALA will provide an attendance list within 24 hours of a networking event.

New Business Partner Orientation: Opportunity to attend.

Spring Fling: Opportunity to attend. One complimentary ticket.

Business Partner Annual Exposition: Opportunity to attend.

End of Summer Social: Opportunity to attend. One complimentary ticket.

Holiday Celebration Lunch: Opportunity for two individuals to attend. One complimentary ticket.

Business Partner Appreciation Cocktail Reception: Complimentary attendance

COMMUNITY SERVICE: Opportunity to join Community Service Committee.

Bronze Business Partner $4,000 (Early Bird Rate $3,600)

GENERAL BENEFITS

- Access to PSALA membership directory
- Uniquely designed PSALA BP logo reflecting BP sponsorship level
- Copy of the PSALA Education and Events calendar
- "News You Can Use" informational emails
- An opportunity for one member of the Business Partner's business to participate in the Business Partner Advisory Board – by invitation only

ADVERTISING

Website – www.psala.org

Logo of and website hotlink to Business Partner company on Business Partner Directory page

Opportunity to advertise internal Business Partner company event on PSALA website calendar – one time per year

Opportunity to submit a testimonial one time per year (featured on the blog)

Blog

Opportunity to contribute articles to our Soundings blog

Picture and "Business Partner Bio" feature once per year

Listing in annual "Thank You Business Partners" blog posts in February

Opportunity to submit a testimonial one time per year (featured on the blog)

Other Advertisements

Company logo on the Education and Events Calendar

EDUCATIONAL EVENTS:

Chapter Meet-ups: Opportunity to attend.

Annual Diversity and Inclusion Event: Opportunity to attend.

NETWORKING EVENTS: PSALA will provide an attendance list within 24 hours of a networking event.

New Business Partner Orientation: Opportunity to attend.

Spring Fling: Opportunity to attend.

Business Partner Annual Exposition: Opportunity to attend.

End of Summer Social: Opportunity to attend.

Holiday Celebration Lunch: Opportunity for one individual to attend.

Business Partner Appreciation Cocktail Reception: Complimentary attendance .

COMMUNITY SERVICE: Opportunity to join Community Service Committee.

PSALA Business Partner Sponsorship Levels

Platinum $16,000 (1 Available) Early Bird Rate $14,400

Gold $12,000 (3 Available) Early Bird Rate $10,800

Silver $8,000 (5 Available) Early Bird Rate $7,200

Bronze $4,000 (Unlimited Availability) Early Bird Rate $3,600

ALL PAYMENTS DUE BY: 4/1/25

Note: Early bird discount is 10%

Business Partner Benefit	Platinum (1)	Gold (3)	Silver (5)	Bronze (unl.)
ADVERTISING OPPORTUNITIES				
Soundings Blog	X	X	X	X
Opportunity to contribute articles	X	X	X	X
Listing in annual "Thank You Business Partners" blog posts in February	X	X	X	X
Chapter Website				
Designated space to advertise internal Business Partner company event(s) on PSALA website home page	4	3	2	1
Rolling logo of Business Partner company on website homepage	X	X		
Logo of and website hotlink to Business Partner company in website Business Partner section	X	X	X	X
Use of PSALA Business Partner Logo				
Uniquely designed PSALA BP logo reflecting BP sponsorship level	X	X	X	X
Business Partner Directory Online				
Business Partner company and representative bio	X	X	X	
Chapter Education and Events Calendar				
Company logo acknowledgement	X	X	X	X
Member Testimonial				
Blog	4	2	1	1
Standalone Email	4	2	1	0
MORE OPPORTUNITIES				
CHAPTER MEMBER DIRECTORY (Electronic Access)	X	X	X	X
Education Summit: Opportunity to attend	X	X		
Community Service				
Opportunity to participate in events	X	X	X	X
Opportunity to serve on Community Service Committee	X	X	X	X
"News You Can Use" Informational Emails	X	X	X	X
Business Partner Advisory Council Membership (by invitation)	X	X	X	X

*Varies depending on sponsorship level

Face Time Opportunities

Business Partner Benefit				
Puget Sound Chapter Association of Legal Administrators	Platinum (1)	Gold (3)	Silver (5)	Bronze (unl.)
FACE-TIME OPPORTUNITIES	$16K	$12K	$8K	$4K
APRIL				
PSALA Board Dinner (for incoming PSALA President and Board) - Opportunity to attend with Board	X			
New Business Partner Welcome Reception and Orientation (Complimentary attendance)	X	X	X	X
MAY				
Spring Business Partner Networking Extravaganza: (Opportunity to attend)	X	X	X	X
Complimentary attendance	3	2	1	
Chapter Meet-Up	X	X	X	X
JUNE				
SPECIAL EVENT: Business Partner Annual Exposition	X	X	X	X
Complimentary booth space	2	1		
SPECIAL EVENT: Annual Diversity Presentation Breakfast				
Opportunity to attend	X	X	X	X
Acknowledgement as sponsor of meeting from podium, complimentary attendance for two attendees, opportunity to provide marketing collateral on tables		X		
JULY				
AUGUST				
SEPTEMBER				
SPECIAL EVENT: PSALA End of Summer Social—Opportunity to attend	X	X	X	X
Complimentary attendance to event	3	2	1	
Chapter Meet-Up	X	X	X	X
OCTOBER				
Law Firm Leaders Dinner, Reception and Silent Auction – Opportunity to attend	X	X		
Complimentary attendance to Event	4	2		
Acknowledgement as top-level BPs from podium and speaker introduction	X	X		
Chapter Meet-Up	X	X	X	X
NOVEMBER				
Education Summit: Opportunity to attend	X	X		
DECEMBER				
SPECIAL EVENT: Chapter Holiday Celebration Lunch – Opportunity to attend	4	3	2	1
Complimentary Attendance	2	2	1	
JANUARY				
FEBRUARY				
SPECIAL EVENT: Business Partner Appreciation Cocktail Reception (complimentary attendance)	X	X	X	X
MARCH				
Chapter Meeting Event – PASSING OF THE GAVEL: Acknowledgement as sponsor from podium; 1 complimentary attendee; opportunity to provide marketing collateral on tables	X			

* Chapter meet-ups are an opportunity to further explore issues facing law firms. In addition to the above opportunities, Business Partners can present at additional Chapter meet-ups or sponsor a Happy Hour anytime

PSALA Diversity & Inclusion SCORECARD We Participate

ALA Association of Legal Administrators

Important Dates!

FEBRUARY—JANUARY

Registration for 2025 Sponsorship begins. Registration form and payment (including company logo), is to be submitted to the Chapter Manager at PSALA.org

Deadline for company information to be included in Business Partner directory and PSALA event calendar.

Full payment for discount price due.

PSALA Tax ID No. 94-3103508

New Business Partner orientation presentation and networking

Business Partner Exhibit Hall

Business Partner Relations Committee:

Tara Ghannam Binge—Ryan Swanson
binge@ryanlaw.com

Lisa Giangreco– Veris Law Group PLLC
lisa@verislawgroup.com

Denny Krantz—Stritmatter Kessler
Denny@stritmatter.com

Suzanne Tran— Kantor Taylor PC
stran@kantortaylor.com

Veronica Sutton—Hillis Clark Martin & Peterson P.S.
veronica.sutton@hcmp.com

2025 PSALA Business Partner Program Registration Form

FORM MUST BE COMPLETED IN ITS ENTIRETY OR IT WILL BE RETURNED UNPROCESSED

Company Name/Website: _____

Company Address/Phone: _____

_____

Company Representative(s) **UP TO FOUR INDIVIDUALS MAXIMUM**

Name: _____ **Direct:** _____ **Email:** _____

Name: _____ **Direct:** _____ **Email:** _____

Name: _____ **Direct:** _____ **Email:** _____

Name: _____ **Direct:** _____ **Email:** _____

□ **Platinum $16,000 (1 Available)**

□ **Gold $12,000 (3 Available)**

□ **Silver $8,000 (5 Available)**

□ **Bronze $4,000 (Unlimited Availability)**

Payment Instructions:

Make check payable to ALA Puget Sound Chapter and mail to:

PSALA
5727 Baker Way NW, Suite 200
Gig Harbor, WA 98332

Company Informaton:

Three key product/service categories: _____

DIRECTORY BIO INSTRUCTIONS

Email company logo (landscape 1" x 2.5") Send to: Melissa@AMInc.org. Minimum dpi resolution 300 DPI

Disclaimer: PSALA does not gurantee business to Business Partners. In the event it is determined the Business Partner relationship is no longer a good fit, no refunds or reductions in sponsorship level will be granted.