

2025 - 2026

SVALA BUSINESS PARTNER PROGRAM



DEAR FRIENDS OF THE SACRAMENTO VALLEY ALA,

We are excited to invite you to participate in the **2025–2026 Business Partnership Program with the Sacramento Valley Association of Legal Administrators (SVALA)**.

At SVALA, we recognize the immense value of collaboration between legal administrators and our business community. Through our Business Partnership Program, we aim to build meaningful connections that bring awareness to your products and services while enriching our members' professional experiences.

By partnering with us, your organization will have the opportunity to network with our members through chapter meetings, educational programs, and social events throughout the year. These touchpoints offer direct and consistent engagement with decision-makers in the Sacramento legal industry.

We are proud of the strong relationships we've built with our Business Partners and look forward to continuing these connections—and welcoming new ones—in the year ahead. Your support is essential in helping us deliver high-quality education, leadership development, and resources for our members.

A TAILORED APPROACH TO PARTNERSHIP

Instead of seeking sponsorships on an event-by-event basis, our chapter offers an **annual sponsorship** model with tiered partnership levels and carefully curated benefits. This approach allows you to align your participation with your marketing goals while receiving consistent exposure and value throughout the partnership year.

Inside this packet, you'll find:

- A comprehensive overview of the **2025–2026 partnership levels**
- A detailed benefits chart
- A registration form to secure your preferred sponsorship

We kindly ask that completed registration forms be submitted by **June 1, 2025**.

Please note:

- **Platinum and Gold sponsorships** are limited to **one partner per industry**, and are secured on a **first come, first served basis**.
- Monthly luncheon presentation slots for Platinum-level sponsors are also first come, first served.
- If your preferred sponsorship level is no longer available, your registration will automatically be applied to the next available tier, and any excess payment will be refunded.

We truly appreciate your support and look forward to building strong, rewarding relationships in the coming year.

Sincerely,

Joelle Stone

Business Partner Relations Chair

js@pollara-law.com

916-548-2321



BUSINESS PARTNER PLANS

PLATINUM SPONSOR

\$3,500

EXCLUSIVE: ONE PARTNER PER INDUSTRY

TOP-TIER ACCESS, VISIBILITY, AND RECOGNITION ALL YEAR LONG

● Event Access

- Present at one **Monthly Educational Luncheon**
- Attend ***all*** major events:
 - **Law Firm Leadership Event** (3 reps + table)
 - **Winter Labor Law Update** (3 reps + table)
 - **Community Connection Event** (3 reps)
 - **Spring & Fall Mixers** (2 reps)
 - **Holiday Luncheon** (2 reps at member rate)
 - **Private Meet-the-Board Lunch** (2 reps)

● Marketing & Recognition

- One **Spotlight Article** + one business feature on social media
- Frequent social media mentions and event highlights
- **Logo on SVALA homepage** + listing on partner webpage
- Inclusion on signage and in the **Business Partner Directory**
- **Full access** to the SVALA Membership Directory



BUSINESS PARTNER PLANS

GOLD SPONSOR

\$2,850

EXCLUSIVE: ONE PARTNER PER INDUSTRY

HIGH-IMPACT VISIBILITY AND ENGAGEMENT ACROSS SVALA EVENTS

● Event Access

- Attend key events:
 - **Law Firm Leadership Event** (2 reps + table)
 - **Winter Labor Law Update** (2 reps + table)
 - **Community Connection Event** (3 reps)
 - **Spring & Fall Mixers** (2 reps)
 - **Holiday Luncheon** (2 reps at member rate)

● Marketing & Recognition

- One **Spotlight Article** on social media
- Regular social media mentions and event tags
- **Logo on homepage** + listing on partner webpage
- Inclusion on signage and in the **Business Partner Directory**
- **Access** to the SVALA Membership Directory



BUSINESS PARTNER PLANS

SILVER SPONSOR

\$1,750

UNLIMITED PER INDUSTRY

● Event Access

- Attend key events:
 - **Law Firm Leadership Event** (1 rep + table)
 - **Winter Labor Law Update** (1 rep)
 - **Community Connection Event** (2 reps)
 - **Spring & Fall Mixers** (2 reps)

● Marketing & Recognition

- Monthly social media mentions
- Listing in the **Business Partner Directory**
- Contact info + link on partner webpage
- Recognition signage at chapter meetings
- **Access** to the SVALA Membership Directory

BRONZE SPONSOR

\$1,000

UNLIMITED PER INDUSTRY

● Event Access

- Attend:
 - **Winter Labor Law Update** (1 rep)
 - **Community Connection Event** (1 reps)
 - **Spring & Fall Mixers** (2 reps)

● Marketing & Recognition

- Monthly social media mentions
- Contact info + link on partner webpage
- Listing in the **Business Partner Directory**
- Recognition signage at chapter meetings

SPONSORSHIP LEVEL & SPOTS AVAILABLE	PLATINUM	GOLD	SILVER	BRONZE
	\$3,500.00	\$2,850.00	\$1,750.00	\$1,000.00
	1	1	Unlimited	Unlimited
MEETINGS, NETWORKING & SOCIAL EVENTS				
Meet the Board Lunch • Complimentary Meal	2 Attendees ✓			
Annual Law Firm Leadership • Complimentary Meals • Display table at event • Exclusive recognition in advance notices • Podium acknowledgment as top-level Partner • Recognition in event program	3 Attendees ✓ ✓ ✓ ✓ ✓	2 Attendees ✓ ✓ ✓	1 Attendee ✓ ✓ ✓	
Monthly Educational Luncheons • Complimentary Meals • Invitation to host/present • Display table at luncheon	2 Attendees ✓ ✓ ✓			
Board & Membership Mixers • Spring Mixer • Virtual Business Partner Scavenger Hunt • Fall Mixer	2 Attendees ✓ ✓ ✓	2 Attendees ✓ ✓ ✓	2 Attendees ✓ ✓ ✓	2 Attendees ✓ ✓ ✓
Employment Law Update Event • Complimentary Meals • Display table at luncheon • Exclusive recognition in advance notices • Podium acknowledgment as top-level Partner • Recognition in event program	2 Attendees ✓ ✓ ✓ ✓ ✓	2 Attendees ✓ ✓ ✓	1 Attendee ✓ ✓ ✓	
Holiday Luncheon	2 Attendees	2 Attendees		
Community Connection Event	3 Attendees	3 Attendees	2 Attendees	1 Attendee
ADVERTISING EXPOSURE				
"Spotlight Article" on SVALA Facebook page (linked to Twitter & LinkedIn)	✓	✓		
Opportunity to write 1 business-related feature article for Facebook (linked to Twitter & LinkedIn)	✓			
Monthly reminder to members of social media links	✓	✓	✓	✓
Recognition in social media posts during luncheons and events	✓	✓	✓	✓
Recognition and event photos on SVALA Instagram page	✓	✓	✓	
Logo with hyperlink on homepage of SVALA website	✓	✓		
Contact info and hyperlink in Business Partner section of website	✓	✓	✓	✓
Listing on the Business Partner Recognition Sign at all Chapter meetings	✓	✓	✓	✓
Listing in the SVALA Business Partner Directory	✓	✓	✓	✓

BUSINESS PARTNERSHIP & SPONSORSHIP REGISTRATION

2025 - 2026

■ BUSINESS PARTNER INFORMATION

Company Name :	
Contact Name :	
Industry :	
Phone Number :	
Address :	
City :	
ZIP/Postal Code :	
State/Province :	
Website :	



The Sacramento Valley Association of Legal Administrators (SVALA) appreciates your support.

We are committed to delivering the benefits outlined in our Business Partner package and fostering a rewarding partnership.

At SVALA, we recognize that strong relationships, thoughtful development, and exceptional service are the foundation of success in the legal industry. We are confident that your involvement with Sacramento Valley ALA will bring value to your organization and to the many ALA members who engage with our programs throughout the year.

■ PARTNERSHIP LEVELS

☐ Platinum \$3,500

☐ Silver \$1,750

☐ Gold \$2,850

☐ Bronze \$1,000





**THANK
YOU**

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