



**ALFA International**  
THE GLOBAL LEGAL NETWORK

A large, stylized graphic of three interlocking rings in shades of blue, centered behind the text. The rings are thick and have rounded ends, creating a sense of connection and flow.

**DIRECTCONNECT 2025**  
**Corporate Sponsorship Program**



## **Are you looking to connect and build valuable relationships with key decision-makers in the legal industry?**

Look no further! ALFA International, the Global Legal Network, is delighted to introduce its **DIRECTCONNECT 2025 Corporate Sponsorship Program.**

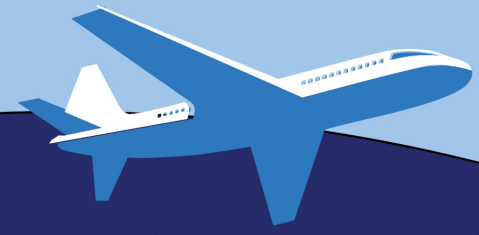
This unique opportunity allows sponsors to establish meaningful connections with distinguished professionals within the legal field while increasing awareness and visibility of the sponsor company's products and services.

## About ALFA International

ALFA International is a global legal network comprised of 140 independent law firms, with more than 10,000 attorneys. Our member firms span nearly all 50 United States, Canada, Latin America, Europe, Africa, Asia, Australia, the Middle East and the Pacific. ALFA International's primary mission is to enhance the quality and efficiency of legal services while ensuring a reasonable and value-oriented cost formula across jurisdictions worldwide.

## Why DIRECTCONNECT 2025?

Through its practice group structure, ALFA International hosts numerous one-, two- and three-day seminars and events that offer many relationship-building opportunities for ALFA International members, clients and prospects. These seminars and events serve as the perfect conduit for sponsors to showcase their products and services to anywhere from 150-400 pre-vetted in-house attorneys, executives and ALFA International member attorneys who attend our events. Moreover, ALFA International's relaxed and relationship-oriented approach ensures members connect to each other and to clients, prospects and sponsors based on the quality of legal services, not through pressured sales tactics.



## 2025 CONFIRMED SEMINARS

[www.ALFAInternational.com](http://www.ALFAInternational.com)



MARCH  
6-8  
2025

INTERNATIONAL  
CLIENT SEMINAR  
JW Marriott Tucson Starr  
Pass Resort & Spa  
Tucson, Arizona



APRIL  
2-4  
2025

WORKERS' COMPENSATION  
PRACTICE GROUP SEMINAR  
Omni Amelia Island  
Fernandina, Florida



APRIL 30 -  
MAY 2  
2025

TRANSPORTATION  
PRACTICE GROUP SEMINAR  
The Resort at Pelican Hill  
Newport Coast, California



JUNE  
4  
2025

INSURANCE  
ROUNDTABLE  
The Gwen  
Chicago, Illinois



JUNE  
11-13  
2025

LABOR & EMPLOYMENT  
PRACTICE GROUP SEMINAR  
Eau Palm Beach  
Resort & Spa  
Manalapan, Florida



JULY  
23-25  
2025

CONSTRUCTION  
PRACTICE GROUP SEMINAR  
Rancho Bernardo Inn  
San Diego, California



## Gold Sponsorship - \$27,500/year

- Participation in four (4) ALFA International PG client-focused seminars, including:
  - Two (2) full registrations per seminar include all networking meals and receptions.
  - An exhibitor table.
  - Placement of a one-page marketing flyer on the PG Seminar app.
  - Recognition from the podium.
  - Receipt of attendee registration lists, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
  - First selection to participate in content-specific panels where the sponsor company has recognized expertise in the topic. (Speaker selection is at the discretion of the PG Seminar Program Chair.)
- Sponsoring additional PG seminars over the selected four will cost an additional \$5,500 per seminar and will include the same options listed above.
- Right of first refusal to sponsor additional ALFA International events (either solo or in conjunction with a third-party organization) within the sponsorship time frame. The cost will vary.
- Opportunity to sponsor ALFA International regional seminars throughout the year for an additional \$825 per regional seminar. PLEASE NOTE: Sponsors will be required to cover their own travel costs to attend and will be charged the same pro-rata share of the regional seminar billback as the attending ALFA International attorneys. In some cases, the sponsorship fee may be higher for “specialty” events.

Since regional seminars are smaller events, sponsorship will be on a first-come, first-served basis with a two-sponsor limit per regional seminar. Furthermore, any sponsor involvement must be approved by the appropriate PG leadership.

Regional seminars are organized at various times throughout the year and will be posted on the ALFA International website once confirmed. Therefore, please check back often to see what opportunities are available, and contact ALFA International Headquarters if you want to get involved.

- Two (2) pre-approved email communications to ALFA International members per year on appropriate subject matter.
- Promotion of four (4) Gold Sponsor webinars per year to appropriate ALFA International members and clients.
- Opportunity to propose and present webinars, along with ALFA International attorneys, on content where the sponsor company has recognized expertise.
- Opportunity to present special offers/discounts to ALFA International member law firms.
- Two (2) full registrations at the 2025 Annual Business Meeting (ABM), including all networking meals and receptions, and an exhibitor table. “Sponsor Spotlight” on ALFA International’s social media platforms.
- “Sponsor Spotlight” in the ALFA International Advantage newsletter.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital and printed 2025 Member Directory. (Must have signed 2025 sponsorship agreement and be paid in full by January 1, 2025, to be included in the printed version.)

**\*If more than two people register for any of the four selected seminars or ABM, an additional \$825 sponsorship fee plus seminar registration fee will be assessed for each additional person. PLEASE NOTE registration fees vary by seminar.**

## Silver Sponsorship - \$22,000/year

- Participation in two (2) ALFA International PG client-focused seminars, including:
  - Two (2) full registrations per seminar, including all networking meals and receptions.
  - An exhibitor table.
  - Placement of one page of marketing material on the PG Seminar app.
  - Recognition from the podium.
  - Receipt of attendee registration lists, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
- Two (2) full registrations at the 2025 Annual Business Meeting, including all networking meals and receptions, and an exhibitor table.
- One pre-approved email communication per year on appropriate subject matter to ALFA International members.
- “Sponsor Spotlight” on ALFA International’s social media platforms.
- “Sponsor Spotlight” in the ALFA International Advantage newsletter.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital 2025 Member Directory.

**\*If more than two people register for either of the two selected seminars or ABM, an additional \$825 sponsorship fee plus seminar registration fee will be assessed for each additional person. PLEASE NOTE registration fees vary by seminar.**

## Bronze Sponsorship - \$7,700/year

- Participation in one (1) ALFA International PG Seminar, including:
  - Two (2) full registrations at seminar, including all networking meals and receptions.
  - An exhibitor table.
  - Placement of one page of marketing material on the PG Seminar app.
  - Recognition from the podium.
  - Receipt of attendee registration list, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital 2025 Member Directory.

**\*If more than two people register for the selected seminar, an additional \$825 sponsorship fee plus seminar registration fee will be assessed for each additional person. PLEASE NOTE registration fees vary by seminar.**



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## **ALFA International Partner - \$7,500/year**

- Participation in the ALFA International Annual Business Meeting or Managing Partner Forum Annual Meeting, including:
  - Two (2) full registrations at the selected event, including opening reception and dinner.
  - An exhibitor table.
  - Distribution of a one-page marketing flyer to each attendee.
  - Receipt of attendee registration list to help facilitate introductions to attendees.

**\*If more than two people register for either the Managing Partner Forum Annual Meeting or ABM, an additional \$825 sponsorship fee plus the seminar registration fee will be assessed for each additional person. PLEASE NOTE registration fees vary by seminar.**

**For more information or to  
secure a corporate sponsorship,  
contact Katie McCormack at**

**312.642.2215 or**

**[kmccormack@alfainternational.com](mailto:kmccormack@alfainternational.com)**

**or visit [www.ALFAInternational.com](http://www.ALFAInternational.com).**

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