



LeadingAge®CA

**PREMIER
BUSINESS
PARTNER**
Opportunities

ABOUT LEADINGAGE CALIFORNIA

LeadingAge California represents nearly 700 providers of senior living and care – including affordable housing, continuing care retirement communities, assisted living, skilled nursing homes, and home & community-based care; as well as our business partners and residents.

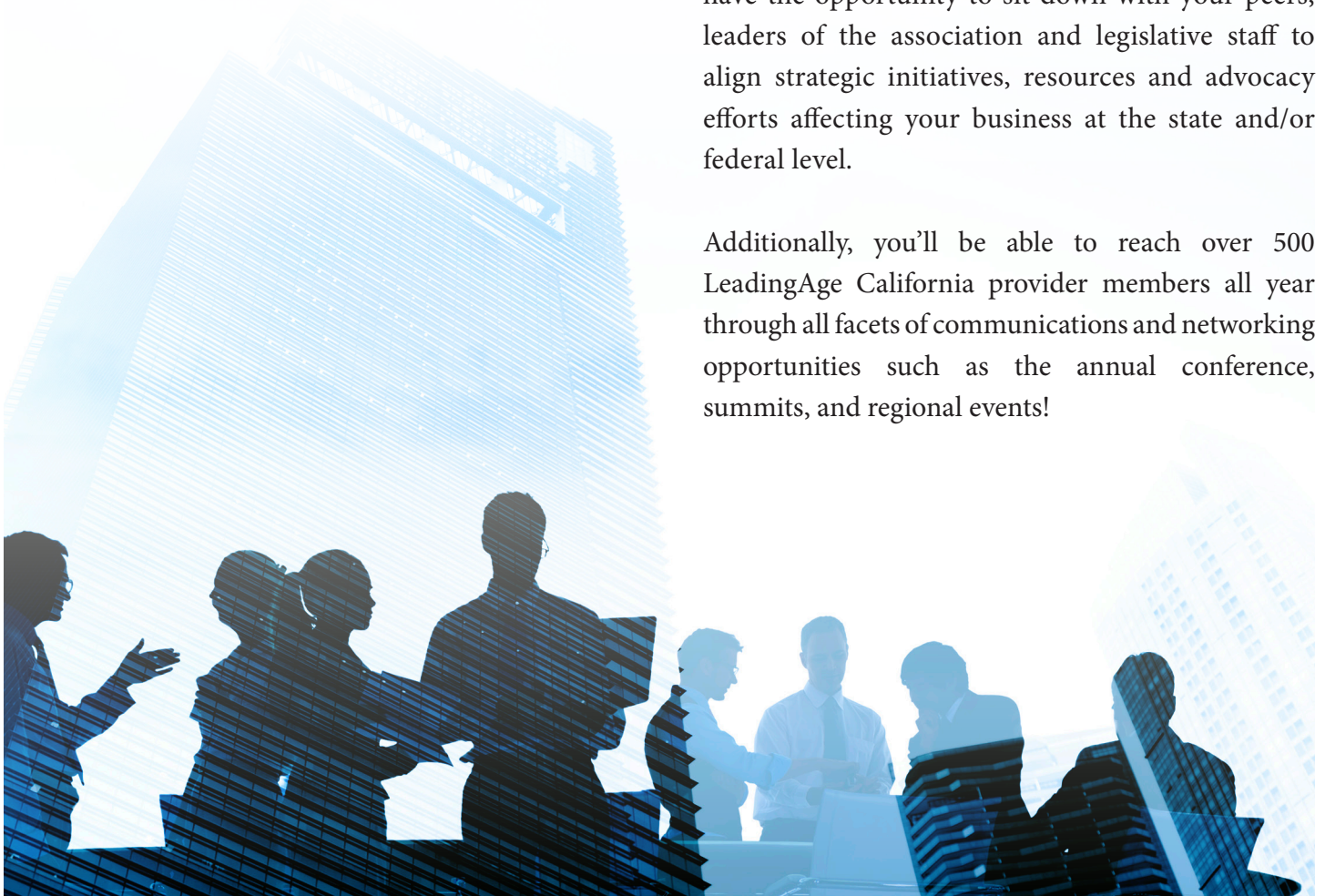
Our national organization, LeadingAge, is an association of 6,000 nonprofit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.

BECOME A PREMIER BUSINESS PARTNER

Being a premier business partner of LeadingAge California means becoming an ally for older adults. By affiliating your brand with the largest statewide association leader in advocacy for quality housing, care and services for older adults, it means your goals and missions link up for the benefit of the aging services communities.

As a Business Partner, you will receive two seats at the Business Partner Council (BPC) where you'll have the opportunity to sit down with your peers, leaders of the association and legislative staff to align strategic initiatives, resources and advocacy efforts affecting your business at the state and/or federal level.

Additionally, you'll be able to reach over 500 LeadingAge California provider members all year through all facets of communications and networking opportunities such as the annual conference, summits, and regional events!



PREMIER BUSINESS PARTNER **BENEFITS**

Premier Business Partners benefit from visibility among Aging service providers. Your company will be at the forefront of leaders who make purchasing decisions as well as legislative staff who advocates on behalf of older adults. As a Premier Business Partner and supporter of LeadingAge California, you'll enjoy the following benefits:

Business Partner Council (BPC)

- Two invitations to an annual BPC retreat
- Two seats at the Policy Round Table Discussions, which meets two times per year
- Access to networking receptions with other BPC members and Association leaders

Online Brand Exposure

- Recognition on LeadingAge California's website as a Business Partner (logo and link)
- Listing in online Membership Directory
- Link to your website in the LeadingAge California's Buyer's Guide
- Ability to provide up to three podcasts and one whitepaper for posting online

Communications with LeadingAge California

- Participation in LeadingAge California's online Engage Communities
- Access to *ENGAGE*, LeadingAge California's quarterly magazine
- Ability to attend up to 36 meetings in 9 regions
- Opportunity to develop educational programming for region meetings
- Electronic mailing list once a year (includes email addresses)
- Eligible to participate in LeadingAge California Committees

LeadingAge California Annual Conference & Expo

- Standard furnished booth at Annual Conference (More than \$2,000 value)
- Two complimentary full conference registrations (includes access to CE Sessions)
- Recognition on conference signage, on-site printed guide, and in mobile app

And there's more...

- Discounts on education event registration and sponsorship opportunities
- Access to exclusive networking events
- Reach over 3,500 aging services provider professionals with customized email messaging sent by LeadingAge California on your behalf (limited to one e-blast)

With these benefits, your brand will stay engaged with the aging services community. Don't miss the opportunity to make a difference in your brand and play an active role in enhancing care for older adults.

PREMIER BUSINESS PARTNER APPLICATION

Term: January - December 2022 • Fee: \$5,500

Council Member Benefits

Premier business partner members benefit from unique visibility among aging services providers who make purchasing decisions representing over 500 senior living and care facilities. Partners will be at the forefront of all public policy and legislative advocacy efforts with access to leaders of LeadingAge California and staff representatives at the State Capitol. Business partner council members also receive special recognition of your support as well as the following benefits:

- Membership in the Business Partner Council (BPC) includes seats at the table
- Invitation to exclusive Business Partner Council networking events
- Recognition on LeadingAge California website; includes logo and link to company landing page
- Recognition as BPC member at LeadingAge California Annual Conference; complimentary registration, recognition on conference badge, ribbon, signage, printed and electronic signage, onsite printed guide, and mobil app
- Standard furnished booth at LeadingAge California Annual Conference & Expo
- Discounts on education event registration and sponsorship opportunities
- Video and web link included in online Membership Directory
- One contact (dedicated staff liaison), one agreement (for all benefits), one streamline invoice

CONTACT INFORMATION

Company Name	Phone	Fax
Address, City, State, Zip		Website
Representative 1 Name	Title	
Phone	Email	
Representative 2 Name	Title	
Phone	Email	

Please tell us how your involvement with BPC will further either LeadingAge California's mission to advance housing, care and services for older adults or your mission?

Please briefly list topics you would like to discuss with members of the Business Partner Council?

PAYMENT INFORMATION

Payment type: Visa MasterCard American Express Discover Check# _____

Card number	Expiration date	CVV
Name on card	Cardholder's signature	

Mail to: LeadingAge California • 1315 I Street, Suite 100, Sacramento, CA 95814 • 916.392.5111 • ktuuaga@leadingageca.org

The applicant business and I agree to LeadingAge California's policies and to be bound by LeadingAge California's bylaws and by all applicable rules and regulations, as they may be amended from time to time by LeadingAge California (a copy of these policies are available by written request to LeadingAge California by mail at 1315 I Street, Sacramento, CA 95814.) All sales are final. No refunds on annual membership dues. 10% of your dues support LeadingAge California PAC (Political Action Committee ID#1371227) which promotes the nonprofit voice in the State Capitol by supporting public office candidates that advocate for nonprofit housing, care and service providers and the older Californians they serve. If you would like to opt-out of this contribution please submit a request in writing to info@leadingageca.org

Privacy Consent Language for LeadingAge California Communications: Whenever I provide e-mail address(es) and fax number(s) to LeadingAge California the business and I are consenting to receive LeadingAge California communications by email and fax, including, but not limited to, conference/hotel registration notices, legislative updates, exhibitors' communications, educational opportunities and membership reminders, as well as promotions of LeadingAge California's various programs and services provided as benefits of membership.

SPONSORSHIP OPPORTUNITIES

Whether you are looking to enhance existing relationships or build your current client base, sponsorship opportunities are the best way to stay front and center. Here are a few sponsorship opportunities available at a discounted rate to Premier Business Partner members.

ANNUAL CONFERENCE

The Annual Conference is LeadingAge California's largest educational event, attracting nearly 1,000 senior care professionals and providers to one location. With over 40 continuing education sessions, countless networking opportunities, and one of the largest expositions on the west coast held over the span of three days – this experience is definitely one not to miss.

- **Premier Sponsor**

As a Premier Sponsor, your brand will be front and center. Enjoy sponsorship recognition on all marketing and event materials.

- **CE Session Sponsor**

Choose from over 40 sessions of high quality, applicable topics affecting the aging services industry staff. Sponsor may provide video ad (up to 45 seconds) to be played before the session begins.

- **Rejuvenation Box Sponsor**

Everyone deserves a “time out” to rejuvenate themselves. Be a part of this “special” give away that will be sent to all attendees to help them recharge during the conference. Your branding will be recognized on the box and an item within the rejuvenation box.

- **Keynote Sponsor**

Enjoy having your brand recognized as your ad plays before the keynote speaker begins. Sponsor may supply up to 90 second video promotion to be played before the session begins.

- **Conference Website Sponsor**

Get premium exposure in the lobby of the virtual conference. Your brand will be visible to all attendees who enter the conference portal.

- **Ageucation Update Eblasts**

Enjoy special recognition on the education weekly email blast. Each week leading up to the conference, a sponsor will receive notable ad space.

LEADERSHIP PROGRAM, WEBINARS, MAGAZINE AND POLICY EVENTS

One of the biggest benefits of being a member of LeadingAge California is having a team solely dedicated to advocating on the behalf of our members. Each year, LeadingAge California's public policy team tracks and advocates more than 150 pieces of legislation. LeadingAge California engages members on grassroots advocacy campaigns on specific bills regarding LTSS funding, affordable housing and workforce through our Action Center. As a supporter of these events, you are advocating for California's older adults.

- **RISE Policy Summit Sponsor:** LeadingAge California's gateway event to champion our commitment to policy change and legislative action. Staff and members come together to walk the Capitol to advocate with policymakers to increase the visibility of important issues, improve the regulatory climate, and mold legislative proposals to advance the senior living and care environment for older Californians. This event is our "Call to Action", allowing you to be part of the movement for change.
- **EMERGE Leadership Development Program Sponsor:** LeadingAge California's leadership program, Emerge, is a comprehensive leadership development program specifically designed to better prepare its membership for the future. With your sponsorship, you can increase your visibility to member communities who spend millions on human resources, goods and services to care for older adults – PLUS, you will be in front of new and existing leaders in our industry!
- **Webinar Sponsor:** Get recognition for supporting existing webinar topics or work with LeadingAge California staff to identify speakers for webinars. Sponsors receive complimentary registrations as well as list of participants.
- **ENGAGE Magazine Sponsor:** Opportunity to contribute content to LeadingAge California's magazine that runs four issues a year. Reaches top management, presidents and C-suites.



SPONSORSHIP PACKAGES

Enhance your Premier Business Partner Membership by sponsoring a program/event. Premier Business Partner Membership fees are included with all sponsorship packages.

SELECT A SPONSOR LEVEL

PLATINUM - \$50,000

- TWO** options from Group A
- ONE** option from Group B
- TWO** options from Group C, D

DIAMOND - \$40,000

- ONE** option from Group A
- TWO** options from Group B
- TWO** options from Group C, D

GOLD - \$30,000

- ONE** option from Group B
- ONE** option from Group C
- TWO** options from Group D

SILVER - \$20,000

- ONE** option from Group C
- TWO** options from Group D

BRONZE - \$10,000

- TWO** options from Group D

RUBY - \$7,500

- ONE** option from Group D

SELECT YOUR PACKAGE OPTIONS

GROUP A

- Annual Conference Premier Sponsor
- Annual Conference Rejuvenation Box Sponsor
- Annual Conference Social Event Sponsor

GROUP B

- RISE Policy Summit Premier Sponsor
- RISE Policy Summit Keynote Sponsor
- EMERGE Leadership Development Premier Sponsor
- Annual Conference Keynote Sponsor
- Annual Conference EngAge Center

GROUP C

- RISE Policy Summit Lunch Sponsor
- EMERGE Leadership Development Lunch Sponsor
- EMERGE Leadership Development Session Sponsor
- RISE Policy Summit Breakfast Sponsor
- ENGAGE Magazine Article Sponsor

GROUP D

- RISE Policy Summit CE Session Sponsor
- Annual Conference CE Session Sponsor
- Webinar Session Sponsor
- ENGAGE Magazine Advertisement
- EMERGE Leadership Development Advertisement
- On-demand LMS Session Sponsor