



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.

We are affiliated with the 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

As a Premier Business Partner, you will be granted two seats to LeadingAge California's Executive Connect+, an exclusive networking and educational event with C-Suite level professionals and other influential industry leaders. In addition, you will 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.

But the benefits don't stop there. Prepare to be amazed as you gain unparalleled access to over 500 LeadingAge California provider members throughout the year. Your brand will shine brightly through various communication channels and networking opportunities, ensuring your message reaches its intended audience. Imagine the thrill of being present at the annual conference, summits, and regional events where you can forge connections, share insights, and build lasting relationships with key industry players.

Join LeadingAge California as a Premier Business Partner and embark on an exhilarating journey that will transform your business and elevate your impact in the aging services community. The future is full of excitement and possibilities—seize this opportunity today!



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:

Executive Connect+

- Two invitations to the exclusive Executive Connect+ Event
- Access to networking receptions with other Premier Business Partner members and Association leaders

Online Brand Exposure

- Recognition on LeadingAge California's website as a Premier Business Partner (logo and link)
- Listing in online Membership Directory and a free color advertisement in the printed membership directory and buyer's guide
- Ability to provide up to three podcasts and one white paper for posting online

Communications with LeadingAge California

- Opportunity to attend in-person regional meetings hosted at provider communities and properties.
- 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 (\$2,500 value)
- Two complimentary full conference registrations (includes access to CE Sessions)
- NEW! Two invitations to the Board of Directors/ Premier Business Partner mixer in conjunction with the LeadingAge California Annual Conference & Expo
- Recognition on conference signage, on-site printed guide, mobile app, and exhibitor floor decal

And there's more...

- Discounts on education event registration and sponsorship opportunities
- Access to exclusive networking events

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

Fee: \$5,665

Get ready for an electrifying experience as a Premier Business Partner with LeadingAge California! As a member, you'll enjoy unparalleled visibility among aging services providers, giving you a competitive edge in influencing purchasing decisions across more than 500 senior living and care facilities. You'll take center stage in all public policy and legislative advocacy efforts, working hand in hand with influential leaders of LeadingAge California and esteemed staff representatives at the State Capitol.

- Invitation to exclusive Premier Business Partner networking events: Executive Connect+, and Board of Director's/Premier Business Partner mixer
- Recognition on LeadingAge California website; includes logo and link to company landing page
- Recognition as Premier Business Partner member at the LeadingAge California BOLD Annual Conference & Expo, recognition on conference badge, ribbon, signage, printed and electronic signage, onsite printed guide, and mobile app
- Standard furnished booth at LeadingAge California Annual Conference & Expo
- Discounts on education event registration and sponsorship opportunities
- 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: Check# _____ (Payable to LeadingAge California)

Mail to:

LeadingAge California
1315 I Street, Suite 100
Sacramento, CA 95814

Questions? Please contact 916.392.5111 or membership@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 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

GROUP D

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

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 & EXPO

The BOLD Annual Conference & Expo 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, 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 on behalf of our members.

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.



VALUE	BASIC \$993	PREMIER \$5,665
Listing in Membership Directory	●	●
Ability to search all members in online directory	●	●
Member rates for education and meetings	●	●
Ability to attend meetings in 9 regions	●	●
Link to vendor's website in Buyer's Guide	●	●
Member pricing on booths for LeadingAgeCA Annual Conference & Expo	●	●
Standard Furnished Annual Conference Booth (\$2,500 value)		●
Special recognition in all conference marketing materials		●
Two (2) invites to Executive Connect+		●
Access to exclusive networking receptions		●
Opportunity to develop educational programming		●
Provide up to 3 podcasts and whitepapers for LeadingAgeCA website		●
Half page ad in Membership Directory		●
Recognition on LeadingAgeCA website with logo and link to your website		●
Electronic mailing list once a year (includes email addresses)		●
Eligible to participate in LeadingAgeCA Committees		●