



Premier Business Partner *Opportunities*



About LeadingAge California

LeadingAge California represents nearly 600 providers of senior living and care, including affordable housing, continuing care retirement communities, assisted living, skilled nursing and home- and community-based services. Our membership also includes business partners that support providers and the older adults they serve.

We are affiliated with LeadingAge, a national association of 6,000 nonprofit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote promising practices and conduct research that supports people in living fully as they age.

Become a Premier Business Partner

Becoming a Premier Business Partner provides year-round opportunities to connect with provider leaders and other influential voices in California's older adult services community. Through exclusive events, prominent visibility across our communication channels and valuable networking opportunities, your organization can reach key decision-makers, build meaningful relationships and demonstrate its commitment to the field.

Premier Business Partners can also engage with association leadership, fellow business partners and legislative staff, participate in educational programming and advocacy conversations, and maintain a strong presence at LeadingAge California events throughout the year. Position your organization as a trusted resource to providers throughout California while helping strengthen the field and advance shared priorities.



Discover new clients and untapped business opportunities



Build connections across the continuum of care



Expand your reach with provider decision-makers



Increase brand awareness among attendees and industry partners



Support older adults and the services they rely on



Premier Business Partner Benefits

Annual Membership Dues: \$7,820

Premier Business Partners receive year-round visibility, access and opportunities to connect with leaders throughout California's older adult services community. Membership runs January 1st through December 31st.

Executive & Industry Connections

- Two registrations and a tabletop at Executive Connect
- Invitations to exclusive Premier Business Partner networking events
- Quarterly Premier Business Council meetings, held virtually and in person
- Two invitations to the hosted State Night reception at the LeadingAge Annual Meeting
- Eligibility to participate in LeadingAge California committees
- Opportunity to develop educational programming

Year-Round Brand Visibility

- Recognition on the LeadingAge California website as a Premier Business Partner, including logo and website link
- Custom landing page hosted on the LeadingAge California website with regular promotion in e-newsletters

Additional Benefits

- Discounts on educational event registration and sponsorship opportunities
- Access to additional networking opportunities
- Dedicated LeadingAge California staff liaison
- One agreement and one invoice covering Premier Business Partner benefits

BOLD Annual Conference & Expo

- Standard furnished exhibit booth (\$3,000 value)
- Two complimentary full conference registrations, including access to CE sessions
- Recognition as a Premier Business Partner on conference signage, badge ribbon, on-site guide, mobile app and exhibitor floor decal



Ready to become a Premier Business Partner?

Complete the application on the following page to get started.

Premier Business Partner Membership Application



Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Target Audience: Life Plan Communities Skilled Nursing Facility Residential Care Facility for the Elderly (RCFE)
 Housing Home Care Hospice Assisted Living/RCFE Adult Day Senior Center

Provide a brief description of products or services: _____

Select Your Goods & Services Provided to Older Adult Housing, Care or Service Providers:

Accounting	Finance	Medical/Pharmaceutical
Architecture/Interior Design	Flooring	Personal Care Products
Building Maintenance	Food Service/Mgmt.	Property Management/Real Estate
Communication/Emergency Services	Fundraising	Public Relations
Computer Software	Furniture/Furnishings	Publications
Construction	Group Purchasing	Rehabilitation Services
Consulting	Health/Wellness	Safety Products
Education/Training	Housekeeping	Security/Crime Prevention
Emergency Call/Resident Monitoring Systems	Insurance	Staffing
Emergency/Disaster Management	Internet Services/Telephone	Technology
Employee Benefits	Legal	Television Services
Energy/Utilities	Marketing	Transportation
Facility Development/Mktg.	Medical Equipment	

Are you a member of LeadingAge (national) or any other LeadingAge state affiliate associations? Yes No

If so, which ones? _____

Do you provide goods and services in any of the following states? California Hawai'i Idaho Nevada

Annual Membership Dues

\$7,820 – Premier Business Partner Membership (January 1–December 31)

Payment Options

Submit your completed application to membership@leadingageca.org. Once your application has been processed, an invoice will be emailed to you with a link to LeadingAge California's secure payment portal.

Through the portal, you may pay by **bank account**, **ACH**, **Smart Check** (by uploading a check), or **credit/debit card**. A processing fee applies to credit and debit card payments and will be displayed before payment is submitted. No processing fee applies to bank account, ACH, or Smart Check payments.

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 is 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 supports LeadingAge California PAC (Political Action Committee ID#1371227) that supports candidates seeking public office who support nonprofit housing, care and services 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 email address(es) to LeadingAge California the business and I are consenting to receive LeadingAge California communications by email, 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.

Signature: _____ Date: _____

Questions? Contact the LeadingAge California membership team at membership@leadingageca.org.