

LeadingAge™

Maine & New Hampshire

Educate. Collaborate. Inspire.

2022 BUSINESS PARTNER PROGRAM

A program designed specifically for cutting-edge business firms serving the aging services field.



LeadingAge Maine & New Hampshire

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LeadingAge Maine & New Hampshire

LeadingAge Maine & New Hampshire is the association of not-for-profit providers of housing and services for older adults in Maine and New Hampshire. Our members touch the lives of thousands of individuals, families, employees, and volunteers every day. Our membership base includes senior housing, assisted living, skilled nursing, Life Plan Communities (continuing care retirement communities), and home and community-based services providers throughout Maine and New Hampshire.

LeadingAge Maine & New Hampshire members are diverse, but share a common focus on person-directed care and being mission driven.

What is the LeadingAge Maine & New Hampshire Business Partner Program

The Business Partner Program delivers a variety of strategies to showcase you as subject matter experts in the field of aging services. We connect you with your ideal audience — senior managers and other key decision-makers.

Partnership:

We highlight the expertise and intellectual capital of your organization as a means to open doors and build trust with provider members.

Year-Long Brand Exposure & Differentiation:

We provide a year-long schedule of benefits that include a variety of tactics month after month to help you create new relationships and enhance existing ones.

Flexible to Meet Your Needs:

We offer three levels to fit your budget and organizational goals. We'll work with you to maximize your plan benefits.

 **Gold Business Partner** \$5,500

 **Silver Business Partner** \$2,800

 **Bronze Business Partner** \$1,500

Business Affiliate \$750

Sign up at: <https://airtable.com/shrHRRdgKA0rwwCnL>

For more information contact:

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**LeadingAge™**
Maine & New Hampshire



"Being a Gold Business Partner with LeadingAge Maine & New Hampshire has been a very effective use of our sponsorship dollars with a very good return investment.

Members frequently use Ziegler's services and are always open to discussing ways we can work together. Association leadership always find ways to put us in front of members, encouraging them to use our services."

- Keith Robertson, Managing Director, Ziegler



LeadingAge Maine & New Hampshire 2022 Business Engagement Opportunities	YEAR-ROUND SPONSORS; BEST VALUE				
	\$5,500	\$2,800	\$1,500	\$750	
	GOLD BUSINESS PARTNER*	SILVER BUSINESS PARTNER	BRONZE BUSINESS PARTNER	BUSINESS AFFILIATE	
Engage With Members					
Participate in a Strategy Roundtable Discussion with our Board—2x/year	x				
Participate as a guest expert at a Peer Group meeting e.g. CFO, Senior Living CEO, Affordable Housing, Emerging Leaders	2/year	1/year			
Invitation to the Virtual Annual Membership Meeting: State of the Association (Q4)	3 attendees	2 attendees	1 attendee		
Invitation to the in-person Senior Leaders Retreat reception (Q3 or Q4)	1 attendee	1 attendee			
Attend all association educational programs	2 attendees	1 attendee	Member rate	Member rate	
Share & Receive Business Intelligence					
Assistance with marketing your webinars	Up to 4/year	Up to 2/year	1/year		
Social media post(s) upon request	3/year	2/year	1/year	1/year	
Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)	2/year	1/year			
Email introductions to association members of your choosing	4 introductions	2 introductions			
Inclusion in LeadingAge ME & NH speakers bureau	x	x	x	x	
Subscription to membership communications	x	x	x	x	
Maximize Brand Exposure					
Listing on our website by level of support	enhanced listing	enhanced listing	basic listing	basic listing	
Verbal recognition at all association events	x				
Opportunity to supply an article for our <i>Forward Thinking</i> newsletter series	x	x			
Masthead recognition on e-news alerts	x				
IN-PERSON CONFERENCE - April 5 & 6, 2022 Portsmouth, NH	GOLD BUSINESS PARTNER*	SILVER BUSINESS PARTNER	BRONZE BUSINESS PARTNER	BUSINESS AFFILIATE	
Active Participation					
Full conference/expo badges (Member rate of \$349 for each additional full reg or \$129 each for expo-only)	4	2	1	Member rate	FOR COMPARISON: Non-Affiliate/Non-Sponsor badges cost \$950 per person
Prominent speaking role (e.g. welcome/intro message)	x				
High Visibility					
"Sponsor" badge designation	x	x	x		
Expo Booth (30 available)	1st opportunity to reserve	2nd opportunity to reserve	3rd opportunity to reserve		
Logo recognition on mailed marketing pieces	x				
Company listing on conference app	enhanced listing	enhanced listing	basic listing		
Banner ad on conference app	x				
30 second self-introduction of your company during lunch program	x	x	x		
Direct Outreach					
Attendee roster for outreach within three-week window of conference	x	x	x	\$350 additional purchase following the purchase of at least one full conf/expo registration	FOR COMPARISON: Non-Affiliate/Non-Sponsors are not permitted access to the roster
Option to mail a marketing piece and/or branded item directly to attendees 1 week before conference	x	x	x	Requires roster purchase	
* GOLD LEVEL IS EXCLUSIVE. We will accept only one Gold Partner per category of business -- i.e. one insurance firm, one architectural firm, etc.					
Benefits year runs from January 1 - December 31, 2022. LeadingAge ME & NH reserves the right to revise benefits packages at any time.					