

LeadingAge™

Maine & New Hampshire

Educate. Collaborate. Inspire.

2023 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://lmnh.memberclicks.net/join-us>

For more information contact:

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"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 2023 Business Engagement Opportunities	SPONSOR PACKAGES; BEST VALUE			
	\$5,500	\$2,800	\$1,500	\$750
CONFERENCE & EXPO - April 4 & 5, 2023 South Portland, ME	GOLD BUSINESS PARTNER*	SILVER BUSINESS PARTNER	BRONZE BUSINESS PARTNER	BUSINESS AFFILIATE
Active Participation				
Full conference/expo badges	4	2	1	Member rate - \$349 each
Prominent speaking role (e.g. welcome/intro message)	x			
High Visibility				
"Sponsor" badge designation	x	x	x	
Prominent banner placement	x			
30 second self-introduction of your company during day 1 morning welcome	x	x	x	
Expo Booth (30 available - mix of high-top and 6 ft tables) - NEW! Expo hours 8-9am & 10:45am-noon on 4/4	Choice of booth type and location	Choice of booth type	x	NOT INCLUDED & NOT AVAILABLE FOR SEPARATE PURCHASE
Logo recognition on mailed marketing pieces	x			
Company listing on conference app	enhanced listing	enhanced listing	basic listing	
Banner ad on conference app	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
ADDITIONAL CONFERENCE OPPORTUNITIES (a la carte)				
Dinner sponsor (EXCLUSIVE) - Dine with LeadingAge ME & NH Board of Directors and Emerging Leaders Retreat Participants on 4/3 (evening before day 1 of conference)	\$1,500			
Emerging Leaders Retreat Sponsor (2): Provide welcoming remarks to our field's rising stars and enroll one of your own staff members in the 3-day program running concurrent with the conference (4/3-4/5)	\$1,500 (2)			
Transportation Sponsor (3): Welcome attendees aboard our Portland-bound shuttle for dinner options in the Old Port the evening of 4/4	\$1,000			
Year-Round Benefits	GOLD BUSINESS PARTNER*	SILVER BUSINESS PARTNER	BRONZE BUSINESS PARTNER	BUSINESS AFFILIATE
Engage With Members				
Participate in a Strategy Roundtable Discussion with our Board (Q2)	x			
Participate as a guest expert at a Peer Group meeting e.g. CEO, CFO, Dining, E.S., Sales & Marketing, Life Enrichment, etc.	2/year	1/year		
Invitation to summer reception for senior leaders & our Board (Q3)	1 attendee	1 attendee		
Invitation to the year-end virtual membership meeting (Q4)	x	x	x	x
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				
Home page logo placement on our website	x	x		
Listing on our website by level of support	enhanced listing	enhanced listing	basic listing	basic listing
Verbal recognition at all association events	x			
Masthead recognition on e-news alerts	x			
ADDITIONAL OPPORTUNITIES (a la carte)				
Summer Reception Sponsor (Exclusive) - An invite-only gathering of senior leaders of member communities and our Board. Sponsor receives promotional recognition, speaking opportunity, and 2 additional event tickets.	\$2,000			
New England States Member Reception Sponsor (3) - Mingle with 100+ members of the New England LeadingAge state associations at our annual reception at the LeadingAge Annual Meeting - 11/6/23 - Chicago, IL	\$750 (3)			
* 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, 2023. LeadingAge ME & NH reserves the right to revise benefits packages at any time.				