

*LeadingAge*<sup>®</sup>  
*Minnesota*

# BUSINESS PARTNER MEMBERSHIP



# Reach Your Customers through LeadingAge Minnesota Business Partner Membership!

At LeadingAge Minnesota, our mission is to transform and enhance the experience of aging. As a membership organization, our work is accomplished through collaboration with our valued members. This includes our Business Partners - the many companies who provide essential products and services to providers of older adult services.

We invite you to partner with us to advance the mission of LeadingAge Minnesota, provide added value to providers of older adult services, and deepen your connections and conversations with top decision makers to market and sell your business.

When you become a LeadingAge Minnesota Business Partner member, you join a vast network of industry-leading companies that serve the fastest growing market segment in the country – older adults. Statistics show that 60,000 people in this country turn 65 each and every day, and Business Partner membership gives you the pathway to reach those that directly care for this growing population.

Membership creates a mutually beneficial relationship that provides you with the information and connections you desire to effectively market your business, while giving LeadingAge Minnesota and our members access to the knowledge and expertise that your organization has developed through the years.

## Why Become a Business Partner Member?

- Get direct access to the top decision makers in the field of older adult services.
- Be among the first to learn important information and trends that will inform your business strategy.
- Increase brand awareness and establish trust within the aging services community.
- Deliver solutions to aging services providers.
- Test market and/or launch a new product or service that serves this market.

# Exclusive Benefits of Business Partner Membership

Membership gives you exclusive access, visibility, and influence. See the many ways to maximize your membership investment.

## ACCESS

- Ensure you connect to the right people when you receive a quarterly list of current provider member top contacts, including email and phone numbers, and monthly updates of key leadership changes.
- Make face to face connections with key providers by participating in expos and education at discounted, members-only pricing.
- Visit with key decision makers at quarterly District Meetings.

## INFLUENCE

- Be on the short list of organizations LeadingAge Minnesota contacts for technical assistance and expertise on important issues that arise.
- Help advance the association's work and engage directly with key market contacts by serving on a committee.

## VISIBILITY

- Keep your company name in front of your target audience year-round on the online Business Partner Directory.
- Show your commitment to the field by co-branding the LeadingAge Minnesota Business Partner logo in your marketing materials.
- Showcase your expertise and increase name recognition by presenting educational webinars on timely issues.
- Be viewed as a content expert by submitting information and practical solutions for publication in LeadingAge Minnesota e-newsletters and website.



# Will you join us?

We invite you to join us in our work to shape, enhance, and elevate the aging services field. Connect with provider members throughout the year with affordable access to our membership and their collective buying power.

Contact Jenny Prosser at 651.603.3548 or [jprosser@leadingagemn.org](mailto:jprosser@leadingagemn.org) today to discuss how we can help you reach your target audience.

## Business Partner Membership Fees for the Calendar Year (prorated based on month joined)

- Sole Practitioner (consultant with no employees) - \$600
- Small Business (2-5 employees) - \$900
- Standard Membership (6 or more employees) - \$1,200

## Ready to Become a Business Partner?

Join the top leaders and decision makers in the aging services field by becoming a LeadingAge Minnesota Business Partner in three easy steps:

1. Contact Jenny Prosser at 651.603.3548 to discuss your organization's goals and interests in joining so we can better serve you.
2. Complete the Business Partner online application form at <https://tinyurl.com/y3kwfe67>.
3. Submit your application with dues payment in one of these ways: 1) Payment via check – Mail to LeadingAge Minnesota, Attention: Accounting, 3001 Broadway Street NE, Suite 300, Minneapolis, MN 55413. 2) Payment via credit card – Jenny Prosser will email you a payment link.

## Start receiving member benefits immediately!

Your full benefits begin the day LeadingAge Minnesota receives your application and payment. Once officially approved, your company profile will be listed among these Business Partner leaders: [https://www.leadingagemn.org/directory\\_bp](https://www.leadingagemn.org/directory_bp).

LeadingAge Minnesota staff are available to help you find answers to tough questions, connect you with resources, and assist you in any way possible. We are just a phone call or email away!

## Disclaimers and the small print

LeadingAge Minnesota reserves the right to determine whether a company meets the standards for membership determined by the LeadingAge Minnesota Board of Directors. Business Partner Membership is contingent upon an organization being in good standing. Business Partners that operate unethically or in a way that will reflect negatively upon the association and its members will be removed from membership and not allowed to participate in association events.

Business Partner Membership does not indicate endorsement or support of a particular product or service by LeadingAge Minnesota or its Board of Directors.

LeadingAge Minnesota is not responsible for the actions or information distributed by its Business Partners. We encourage provider members use due diligence when selecting any business firm.

The Business Partner category of membership excludes the ability to vote, hold office, or serve as a Director.

Membership dues to LeadingAge Minnesota are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.

Membership with LeadingAge Minnesota does not include business membership with other LeadingAge State Affiliates or LeadingAge National.