



2018 Annual Sponsorship Packages



The Power of Partnerships





LeadingAge™ Minnesota

LEADINGAGE MINNESOTA MEMBERSHIP

- 188 freestanding care centers
- 50 hospital-attached care centers
- 589 senior housing providers
- 94 adult day providers
- 116 multi-site organizations
- 191 business partners
- 48 associate member companies
- 38 honorary members
- 22 individual professional members
- 124 individual faculty/student members

WORKING TOGETHER TO TRANSFORM AND ENHANCE THE EXPERIENCE OF AGING

We invite you to partner with us in support of the good work our members do.

LeadingAge Minnesota is the state's largest association of aging services organizations. Our 1,000+ member organizations serve over 70,000 older adults every day in settings across the continuum from their homes to independent housing, assisted living, care centers and adult day programs. LeadingAge Minnesota members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services. LeadingAge Minnesota is the state partner of LeadingAge and state affiliate of Argentum.

LEADINGAGE MINNESOTA MEMBERS ARE COMMITTED

- to the older adults they serve
- to their mission
- to their communities
- and to their Business Partners, LeadingAge MN Savings & Solutions Center vendors, and Annual Sponsors – the companies who help them accomplish their mission-driven work.



LEADINGAGE MINNESOTA'S ANNUAL SPONSORSHIP PACKAGES

Many of our valued Business Partner members have told us they value the opportunity to sponsor events and meet with provider members face-to-face. But often by the time the invitation comes their budget is already allocated for the year and they are unable to participate. Annual Sponsorship is the solution.

BUILD YOUR OWN ANNUAL SPONSORSHIP PACKAGE!

This tool is designed to personalize your organization's visibility and connections. With **LeadingAge Minnesota Annual Sponsorship**, you set your sponsorship budget for the year and customize the benefits to suit your promotion goals. We offer a number of opportunities in the areas of education, sponsorship, networking, and print and web recognition that can help you increase your exposure and access to LeadingAge Minnesota members.

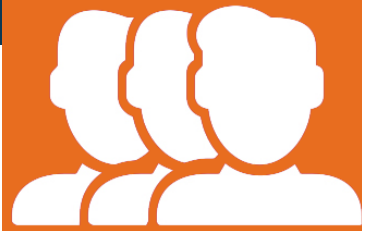
THE ADVANTAGES OF ANNUAL SPONSORSHIP

- LeadingAge Minnesota member organizations spend over \$1.5 billion on human resources, goods and services to care for older adults. Put your company name and your representatives in front of the people who make the decisions on where their money is spent.
- Elevate your visibility within the LeadingAge Minnesota membership.
- No surprises – set your annual budget and customize your sponsorship to get the most value for your investment – all year long.
- Position your company as a true industry leader and strategic partner for the future.
- Support the fine work your association does to advance the missions of older adult services providers.

ABOUT THE ANNUAL SPONSORSHIP PACKAGES

Become a 2018 Annual Sponsor and enhance your exposure to over 1,000 LeadingAge Minnesota provider member organizations. Simply choose your sponsorship level for the year. All packages have a predetermined set of benefits. *Then, you decide how to customize your sponsorship by choosing the additional events and programs you wish to sponsor throughout the year that equal up to the amount of your sponsorship level.* You will see that each selection has a dollar value – the higher the value, the more visibility and prestige you will receive.

Return the enclosed commitment form to Jenny Prosser at LeadingAge Minnesota and she'll handle the details!



**LeadingAge
Minnesota
member
organizations
spend over
\$1.5 billion
on human
resources,
goods and
services to
care for older
adults. Put
your company
name and your
representatives
in front of
the people
who make
the decisions
on where
their money
is spent.**



PACKAGE BENEFITS CHOOSE YOUR LEVEL OF SUPPORT

Diamond Sponsorship \$40,000+

Diamond level sponsors are recognized at the highest level of sponsorship. In addition to the standard benefits, your Diamond sponsorship includes:

- 2018 Business Partner membership
- Seat on LeadingAge Minnesota's new Business Intelligence Advisory Group with association leadership
- Opportunity to engage with LeadingAge Minnesota Board of Directors at least once a year to showcase your expertise while building Board knowledge
- Help shape the association's annual environmental scanning and direction-setting via focus group participation
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for six representatives (lodging not included)
- Full-page sponsorship recognition in the Institute registration brochure
- Full-page sponsorship recognition in the Institute onsite materials
- Recognition at an Institute general session
- An electronic mailing list that includes all Institute attendees (for one-time use)
- One complimentary prime booth location at the 2019 Institute
- Annual Meeting registration for five representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Full-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Diamond Sponsor to use in your marketing materials
- Electronic tailored provider member list
- Banner featured in *Advantage* newsletter for three months in 2018
- An attractive sponsorship plaque for display in your company's office

Platinum Sponsorship \$30,000

In addition to the standard benefits, the Platinum Sponsorship Package includes:

- 2018 Business Partner membership
- Seat on LeadingAge Minnesota's new Business Intelligence Advisory Group with association leadership
- Opportunity to engage with LeadingAge Minnesota Board of Directors at least once a year to showcase your expertise while building Board knowledge
- Help shape the association's annual environmental scanning and direction-setting via focus group participation
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for four representatives (lodging not included)
- Full-page sponsorship recognition in the Institute registration brochure
- Full-page sponsorship recognition in the Institute onsite materials
- Recognition at an Institute general session
- An electronic mailing list that includes all Institute attendees (for one-time use)
- One complimentary prime booth location at the 2019 Institute
- Annual Meeting registration for four representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Full-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Platinum Sponsor to use in your marketing materials
- Electronic tailored provider member list
- Banner featured in *Advantage* newsletter for two months in 2018
- An attractive sponsorship plaque for display in your company's office

STANDARD BENEFITS

All sponsorship packages include:

- Recognition in all LeadingAge Minnesota signature event brochures.
- Signage identifying you as an Annual Sponsor at the sponsored event or activity.
- Sponsor ribbon for company representatives attending LeadingAge Minnesota signature events.
- Recognition in LeadingAge Minnesota Advantage newsletter throughout the year.

Gold Sponsorship \$20,000

In addition to the standard benefits, the Gold Sponsorship Package includes the following benefits:

- **2018 Business Partner membership**
- **Seat on LeadingAge Minnesota's new Business Intelligence Advisory Group with association leadership**
- **Opportunity to engage with LeadingAge Minnesota Board of Directors at least once a year to showcase your expertise while building Board knowledge**
- **Help shape the association's annual environmental scanning and direction-setting via focus group participation**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for three representatives (lodging not included)
- Half-page sponsorship recognition in the Institute registration brochure
- Half-page sponsorship recognition in the Institute onsite materials
- Recognition at an Institute general session
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **One complimentary prime booth location at the 2019 Institute**
- Annual Meeting registration for three representatives (lodging and meal package not included)
- Annual meeting golf tournament for one person
- Half-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Gold Sponsor to use in your marketing materials
- Banner featured in *Advantage* newsletter for one month in 2018
- An attractive sponsorship plaque for display in your company's office

Silver Sponsorship \$10,000+

Your Silver Sponsorship Package includes the following benefits:

- **Seat on LeadingAge Minnesota's new Business Intelligence Advisory Group with association leadership**
- **Help shape the association's annual environmental scanning and direction-setting via focus group participation**
- Institute registration for two representatives (lodging not included)
- Quarter-page sponsorship recognition in the Institute registration brochure
- Quarter-page sponsorship recognition in the Institute onsite materials
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **Prime booth location at the 2019 Institute** (booth fee not included)
- Annual Meeting registration for two representatives (lodging and meal package not included)
- Quarter-page sponsorship recognition in the Annual Meeting onsite materials
- Prestigious logo identifying your company as a Silver Sponsor to use in your marketing materials
- Banner featured in *Advantage* newsletter for two issues in 2018
- An attractive sponsorship plaque for display in your company's office

Bronze Sponsorship \$5,000+

The Bronze Sponsorship Package includes these benefits:

- Institute registration for one representative (lodging not included)
- **Prime booth location at the 2019 Institute** (booth fee not included)
- Annual meeting registration for one representative (lodging and meal package not included)
- Prestigious logo identifying your company as a Bronze Sponsor to use in your marketing
- An attractive sponsorship plaque for display in your company's office



BONUS FOR ACTING FAST

Submit your 2018 sponsorship commitment by Oct. 27, 2017 to ensure your company's name is highlighted as an Annual Sponsor in the 2018 Institute registration brochure.

FINAL DEADLINE

LeadingAge Minnesota must receive your sponsorship commitment by Friday, Dec. 22, 2017, to ensure your company's name is included in the 2018 Institute onsite materials, and to receive full benefits of sponsorship.



2018 Institute February 7-9



2018 MENU CHOICES

DESIGN YOUR PACKAGE...

Now, the fun part! After you've selected your Annual Sponsorship level, build your customized recognition program by selecting specific events and activities from the menu items listed. Combine as few or as many as you like up to at least the total dollar value of your sponsorship package. Remember, these benefits are in addition to the standard and package benefits that are included with every sponsorship level. Unless otherwise noted, all sponsorship items are exclusive, so you'll have prime recognition.

Institute

The LeadingAge Minnesota Institute is the largest conference of its kind in the country. This signature event is held each February and draws nearly 1,000 key decision-makers with an average overall attendance over 4,000. The Institute attracts all disciplines within the aging services field from all over the state of Minnesota. This three-day event features a two-day expo and around 100 educational programs.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Governance Intensive (Feb. 7) – \$10,000
- Attendee Name Badges – \$10,000
- Keynote/General Session Speakers – \$7,500 (select one)
 - o Wednesday
 - o Thursday
- Governance Intensive Meal (Feb. 7) – \$5,000

AVAILABLE TO ALL SPONSOR LEVELS:

- Faith & Inspiration Breakfast on Friday – \$5,000
- Registration Brochure – \$5,000
- Onsite Learning Journal – \$5,000
- Interactive Lounges in Expo Hall – \$5,000
- Awards Reception on Wednesday
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- Shuttle Buses from Hotels to RiverCentre
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- Snacks on the Exhibit Floor on Thursday
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- R Factor Band on Wednesday Evening
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- Water Stations – \$3,000

- Registration Kiosks – \$3,000
- Skype Concurrent Session Room – \$2,500
- Association Resource Room – \$2,500
- Discussion Den Room – \$2,500
- Lanyards – \$2,500 (sponsor supplies 3,400 lanyards)
- Pens – \$2,500 (sponsor supplies 3,400 pens)
- Full-page Sponsorship Recognition in Learning Journal – \$2,000 (limited to three sponsors)
- Web Site Sponsorship (logo with link) on Institute Home Page (Dec.-Feb.) – \$1,500 (unlimited)
- Event Confirmations – \$1,500
- CEU Scorecards – \$1,500
- Attendee Electronic Evaluations – \$1,500
- Institute Provider Member Scholarship – \$1,500 (unlimited)
- Tuesday Pre-Conference Intensive (choose one) – \$1,500
 - o Behavioral Health
 - o Board Basics
 - o Financial Basics
 - o Home Care Basics
 - o Leadership
 - o Marketing
- Three electronic event sponsorship promotions sent to 4,000+ members (limited to two sponsors) – \$1,500
- Mobile App – \$1,500 (limited to five sponsors)



2018 MENU CHOICES (continued)



2018
Annual Meeting
September 18-21



Annual Meeting & Leadership Forum

Each September LeadingAge Minnesota members gather for four days of education, networking, relaxation, and to conduct the association's annual business meeting. Over 350 business leaders attend this annual signature event; primarily corporate office executives, administrators of not-for-profit care centers and managers of senior housing in Minnesota.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Keynote Speaker on Wednesday – \$5,000
- Wednesday Evening Dinner Event – \$5,000
- Golf Awards and Welcome Reception Host – \$5,000
- Attendee Name Badges – \$5,000
- Drive Beverage Cart in Golf Tournament – \$3,000 (limited to three sponsors)

AVAILABLE TO ALL SPONSOR LEVELS:

- Learning Journal – \$3,000
- Lunch for Golfers – \$3,000
- Registration Brochure – \$3,000
- Madden's Welcome Letter – \$2,000
- First Timer Gathering – \$1,500
- Web Site Sponsorship (logo with link) on Annual Meeting Home Page (July-Sept.) – \$1,500 (unlimited)
- Golf Hole Sponsor – \$1,500 (limited to 18 sponsors)
- Networking Break – \$1,500
 - o Wednesday Morning
 - o Thursday Morning
 - o Wednesday Afternoon
 - o Thursday Afternoon
- Event Confirmations – \$1,500
- CEU Scorecards – \$1,500



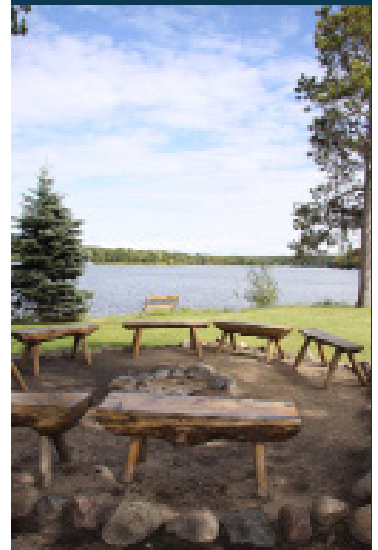
- Attendee Electronic Evaluations – \$1,500
- Three electronic event sponsorship promotions sent to 4,000 members (limited to two sponsors) – \$1,500
- Registration Gift – \$1,000 (unlimited; sponsor supplies 350 gifts)
- Golf Tournament for One Person – \$500 (unlimited)
NOTE: The Diamond, Platinum and Gold packages include golf.
- Annual Meeting Provider Member Scholarship – \$500 (unlimited)

Annual Education Events

LeadingAge Minnesota is at the forefront in developing leadership among providers of older adult services. We build leadership through our Certificate Programs – extended training for housing managers, nurse managers in home care and marketing professionals. Participants earn professional certificates and are distinguished as leaders among their peers. In addition to these hallmark series, we offer 40+ freestanding educational programs to our members each year on a wide range of topics.

AVAILABLE TO ALL SPONSOR LEVELS:

- Nursing Leadership Symposium – \$4,000
- Senior Housing and Home Care Conference – \$3,000 (select one)
 - o Keynote
 - o 1st Day Meals
 - o Evening Event on 1st Day
 - o 2nd Day Meals
- Workforce Solutions Conference – \$3,000 (select one)
 - o Meals & Breaks
 - o Keynote
- Adult Day Conference – \$2,500
- Quality Conference – \$2,500 (select one)
 - o Event Sponsorship
 - o ICan Quality Recognition Program
- Certificate Programs – \$2,500 (select one)
 - o Housing-with-Services Management
 - o Sales and Marketing for Senior Living Communities
 - o Nurse Managers in Home Care Settings
 - o Billing University
- Day at the Capitol on March 28 (select one)
 - o Collateral – \$1,000
 - o Transportation – \$1,000
 - o Meals – \$3,000
 - o \$5,000 for exclusive sponsorship



NOTE: For educational events, signature events and webinars, sponsorship includes logo on brochure, name/logo on agenda and recognition at event. Sponsorship does not include input into program content or faculty.

2018 MENU CHOICES (continued)



Executive Events

Each year a handful of special events provide a unique opportunity to network closely with an elite group of LeadingAge Minnesota leaders and key decision-makers in the provider community. Sponsorship is restricted to a very limited number of participants.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Leadership Academy
 - o \$5,000 – limited to four sponsors OR
 - o \$16,000 for exclusive sponsorship
- Summer Board Retreat – \$5,000 (limited to five sponsors: one rep per sponsor)
 - o Meals and Breaks Day 1
 - o Meals and Breaks Day 2
 - o Meals and Breaks Day 3
 - o Reception Day 1
 - o Reception Day 2
- Minnesota Night Drink Tickets (at LeadingAge National Annual Meeting)
 - o \$3,000 – limited to two sponsors (includes admission to the event for two people) OR
 - o \$5,000 for exclusive sponsorship (includes admission to the event for four people)
- February Institute Opinion Leaders Meeting on Feb. 6 (limited to 10 people)
 - o \$1,500 for one person OR
 - o \$2,500 for two people
- Cabinets, Councils, Committees and Task Forces – \$1,000 (Contact LeadingAge Minnesota for information on options.)



Web Sponsorship

Provider members visit leadingagemn.org for the latest information, educational offerings and help in finding suppliers of the products and services they purchase. Get your company's name in front of them through this exceptional opportunity.

AVAILABLE TO ALL SPONSOR LEVELS:

- Board Resource Center – \$2,500
 - Your company's logo on LeadingAge Minnesota Online Buyer's Guide webpage for one year – \$1,200 (unlimited)
- NOTE: The Diamond, Platinum and Gold packages include this benefit.**

Electronic Recognition via Technology

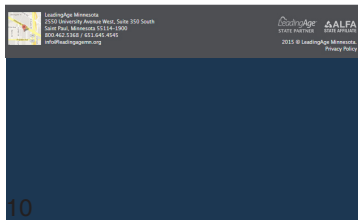
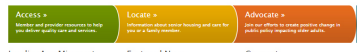
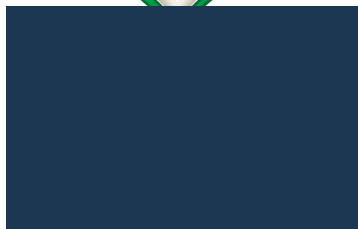
AVAILABLE TO ALL SPONSOR LEVELS:

- Banner in Advantage Weekly Email Newsletter – \$300/month (4 issues)
- NOTE: The Diamond, Platinum, Gold and Silver packages include this benefit.**

Publications

AVAILABLE TO ALL SPONSOR LEVELS:

- June Legislative Report – \$1,000 (limited to five sponsors)



ADDITIONAL RECOGNITION OPPORTUNITIES THAT ARE NOT INCLUDED IN THE ANNUAL SPONSORSHIP CAMPAIGN



Minnesota Night in Philadelphia in 2018

LeadingAge Minnesota Night at LeadingAge's Annual Meeting is \$250 per person. Don't miss this unique opportunity for face-to-face networking and relationship building. Join over 100 provider member leaders for Minnesota Night at LeadingAge. For more information, contact Jenny Prosser.



Foundation Related Events/Activities

Contact Lori Meyer at LeadingAge Minnesota for more information on Foundation events at 651.645.4545 or lmeyer@leadingagemn.org.



BONUS FOR ACTING FAST

Submit your 2018 sponsorship commitment by Friday, Oct. 27 2017 to ensure your company's name is highlighted as an Annual Sponsor in the 2018 Institute registration brochure.

FINAL DEADLINE

LeadingAge Minnesota must receive your sponsorship commitment by Friday, Dec. 22, 2017, to ensure your company's name is included in the 2018 Institute onsite materials, and to receive full benefits of sponsorship.

INFORMATION:

For further information on Annual Sponsorship, contact Jenny Prosser, Vice President of Conferences & Sales, at 651.603.3548, 800.462.5368 or jprosser@leadingagemn.org; Fax: 651.645.0002.



LeadingAge[™]
Minnesota

2550 University Avenue West, Suite 350 South
St. Paul, Minnesota 55114-1900
651.645.4545 • 800.462.5368 • Fax: 651.645.0002
www.leadingagemn.org

2018 LeadingAge Minnesota ANNUAL SPONSORSHIP PACKAGES

The Power of Partnerships

2018 Application and Agreement

INSTRUCTIONS:

Please read the sponsorship agreement and terms. Full payment or one fourth of the total amount is due with application. Checks should be made payable to LeadingAge Minnesota. Sponsorships may be charged to Visa, MasterCard, American Express or Discover. Return payment with application to: LeadingAge Minnesota, Attention: Jenny Prosser, 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900.

SPONSORSHIP AGREEMENT:

LeadingAge Minnesota reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge Minnesota and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance and must be received no later than Friday, Dec. 22, 2017, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge Minnesota and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Minnesota in advance. Promotion of the sponsor's products, services or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2018 and will not be entitled to any refund. LeadingAge Minnesota's recognition of sponsors in no way constitutes LeadingAge Minnesota endorsement of the sponsor's products, services or facilities. *Monies not allocated in 2018 will not be rolled over into future years.*

COMPETITIVE COMPANIES:

LeadingAge Minnesota is sensitive to competition between companies when assigning sponsored events. Every attempt will be made to prevent competing companies from sponsoring and speaking at the same event/ timeframe.

SECTION A: CHOOSE YOUR SPONSORSHIP LEVEL

- Diamond (\$40,000+)
- Platinum (\$30,000+)
- Gold (\$20,000+)
- Silver (\$10,000+)
- Bronze (\$5,000+)

CUSTOMIZE YOUR SPONSORSHIP PACKAGE:

Select from the menu choices, up to at least the dollar value of your sponsorship. Please call Jenny Prosser to discuss available options.

SECTION B: ADD-ONS FOR 2018 & 2019

- 2018 Business Partner Membership Dues – \$1,200 (LeadingAge Minnesota membership is required for all sponsor levels. Business Partner dues are included in Diamond, Platinum and Gold sponsorship packages.)
- 2019 Institute Booth – \$1,575 (Included in Diamond, Platinum and Gold sponsorship packages.)

AGREEMENT:

We hereby apply to become a 2018 LeadingAge Minnesota Annual Sponsor. We agree to abide by the rules and regulations printed on this application, which are made part of this agreement.

Company Name _____

Key Contact Name and Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SECTION C: TOTAL AMOUNT DUE

Section A (Sponsorship Amount) \$ _____

Section B (2018 Dues – \$1,200) \$ _____

Section B (2019 Booth – \$1,575) \$ _____

TOTAL: \$ _____

PAYMENT:

- Enclosed is the total amount due for sponsorship.
- Enclosed is a deposit of ¼ the total amount due for sponsorship. Please invoice me in March, June and September 2018 for the sponsorship balance due.

NOTE: 2018 Business Partner Membership Dues and 2019 Institute Booth payments are to be sent in the full amount. These options cannot be invoiced quarterly.

Amount Enclosed: _____

INFORMATION:

For further information on Annual Sponsorship, contact Jenny Prosser, Vice President of Conferences & Sales, at 651.603.3548, 800.462.5368 or jprosser@leadingagemn.org; Fax: 651.645.0002.

For LeadingAge Minnesota Use Only

Date Received _____

Check Amount _____

Check # _____

Accounting Codes:

#40316-315 for 2018 Annual Sponsorship

2018 Business Partner Membership Dues

#6079 for 2019 Institute Booth

BONUS FOR ACTING FAST
Submit your 2018 sponsorship commitment by Friday, Oct. 27, 2017, to ensure your company's name is highlighted as an Annual Sponsor in the 2018 Institute registration brochure.

FINAL DEADLINE
LeadingAge Minnesota must receive your sponsorship commitment by Friday, Dec. 22, 2017, to ensure your company's name is included in the 2018 Institute onsite materials, and to receive full benefits of sponsorship.

*To comply with PCI DSS (policies to protect credit card data), **LeadingAge Minnesota cannot accept credit card information via email or fax.** You may submit your form via email or fax without credit card information and then follow-up with Jenny Prosser at LeadingAge Minnesota at 651.603.3548 to provide your credit card information.*