



# 2021 Annual Sponsorship Packages



## The Power of Partnerships





# LeadingAge<sup>®</sup> Minnesota

## LEADINGAGE MINNESOTA MEMBERSHIP

- 180 freestanding care centers
- 43 hospital-attached care centers
- 630 senior housing providers
- 153 multi-site organizations
- 98 adult day providers
- 30 home and community based service providers
- 187 business partners
- 35 honorary members
- 31 associate member companies
- 159 individual members
- Represents over 17,900 care center beds and more than 38,500 senior housing units

## 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 2021 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  
members 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

### 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.
- Recognition in LeadingAge Minnesota *Advantage* newsletter throughout the year.
- Logo identifying your company as an Annual Sponsor to use in your marketing materials.
- An attractive sponsor display for your company's office.

### 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:

- **2021 Business Partner membership**
- **Opportunity to meet with LeadingAge Minnesota staff quarterly and plan future sponsor engagement strategies**
- **Help shape the association's annual environmental scanning and direction-setting via quarterly meetings with staff**
- 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 or article in the Institute registration brochure
- Recognition at an Institute general session
- **One complimentary prime booth location at the 2022 Institute**
- Annual Meeting registration for five representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in *Advantage* newsletter for three months in 2021
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2021 signature events

### Platinum Sponsorship \$30,000

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

- **2021 Business Partner membership**
- **Opportunity to meet with LeadingAge Minnesota staff quarterly and plan future sponsor engagement strategies**
- **Help shape the association's annual environmental scanning and direction-setting via quarterly meetings with staff**
- 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 or article in the Institute registration brochure
- Recognition at an Institute general session
- **Half price prime booth location at the 2022 Institute**
- Annual Meeting registration for four representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in *Advantage* newsletter for two months in 2021
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2021 signature events

## Gold Sponsorship \$20,000

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

- **2021 Business Partner membership**
- **Opportunity to engage with LeadingAge Minnesota staff quarterly and plan future sponsor engagement strategies**
- **Help shape the association's annual environmental scanning and direction-setting via quarterly meetings with staff**
- 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 or article in the Institute registration brochure
- Recognition at an Institute general session
- **Half price prime booth location at the 2022 Institute**
- Annual Meeting registration for three representatives (lodging and meal package not included)
- Annual meeting golf tournament for one person
- Special signage at signature events
- Banner featured in *Advantage* newsletter for one month in 2021
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2021 signature events



## Silver Sponsorship \$10,000+

Your Silver Sponsorship Package includes the following benefits:

- **Opportunity to engage with LeadingAge Minnesota staff quarterly and plan future sponsor engagement strategies**
- **Help shape the association's annual environmental scanning and direction-setting via quarterly meetings with staff**
- Institute registration for two representatives (lodging not included)
- Quarter-page sponsorship recognition or article in the Institute registration brochure
- **Prime booth location at the 2022 Institute** (booth fee not included)
- Annual Meeting registration for two representatives (lodging and meal package not included)
- Banner featured in *Advantage* newsletter for two issues in 2021
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2021 signature events



**DEADLINE**  
Sponsorship  
commitment  
deadline  
is Friday,  
December  
18, 2020 to  
receive full  
benefits of  
sponsorship.

## Bronze Sponsorship \$5,000+

The Bronze Sponsorship Package includes these benefits:

- Institute registration for one representative (lodging not included)
- **Prime booth location at the 2022 Institute** (booth fee not included)
- Annual meeting registration for one representative (lodging and meal package not included)



## 2021 MENU CHOICES

### 2021 Institute May 19-21



### 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 draws nearly 1,000 key decision-makers with an average overall attendance over 4,000. The Institute attracts all disciplines within the senior living field from all over the state of Minnesota. This three-day event features a two-day expo and over 110 educational programs.

- Attendee Name Badges – \$5,000
- Keynote/General Session Speakers – \$5,000 (select one)
  - Wednesday (May 19)
  - Thursday (May 20)
- Registration Brochure – \$5,000
- Onsite Brochure – \$5,000
- Virtual Session Sponsor (around 40-50 sessions) – \$5,000
- Inspiration Panel with Hot Breakfast on Friday (May 21)
  - \$4,000 – limited to two sponsors OR
  - \$7,500 for exclusive sponsorship
- Awards Reception on Wednesday Evening (May 19)
  - \$3,000 – limited to two sponsors OR
  - \$5,000 for exclusive sponsorship
- Snacks in the Exhibit Hall on Thursday (May 20)
  - \$3,000 – limited to two sponsors OR
  - \$5,000 for exclusive sponsorship





- Shuttle Buses from InterContinental to RiverCentre
  - \$3,000 – limited to two sponsors OR
  - \$5,000 for exclusive sponsorship
- Meetup Group Gatherings – \$3,000
- Room Sign Sponsor – \$3,000
- Water Stations – \$3,000
- Registration Kiosks – \$3,000
- Wireless Internet – \$3,000
- Mobile App – \$2,000 (limited to five sponsors)
- SOLD** Lanyards – \$1,500 (sponsor supplies 3,400 lanyards)
- Pens – \$1,500 (sponsor supplies 3,400 pens)
- SOLD** Event Confirmations – \$1,500
- Attendee Overall Event Evaluations – \$1,500
- Institute Provider Member Scholarship – \$1,500 (unlimited)
- Three Electronic Event Sponsorship Promotions Sent to 4,000+ Members (limited to two sponsors) – \$1,500
- Web Site Sponsorship (logo with link) on Institute Home Page (March - May) – \$1,000 (unlimited)



## 2021 MENU CHOICES (continued)



2021  
Annual Meeting  
September 21-24



### 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.

- Keynote Speaker on Wednesday – \$5,000
- Wednesday Evening Event – \$3,000 (limited to four sponsors)
- SOLD** Thursday Evening Event (joint with Minnesota Hospital Association) – \$3,000
- SOLD** Golf Awards and Welcome Reception Host – \$3,000
- SOLD** Attendee Name Badges – \$3,000
- SOLD** Drive Beverage Cart in Golf Tournament – \$3,000 (limited to three sponsors)
- Registration Brochure – \$3,000
- Onsite Brochure – \$3,000
- SOLD** Lunch for Golfers – \$3,000
- Madden's Welcome Letter – \$2,000
- New Faces/First Timer Event – \$1,500
- Tee Box Sponsor – \$1,500 (limited to 18 sponsors)
- Event Confirmations – \$1,500
- Participant Overall Event Evaluations – \$1,500
- SOLD** Three electronic event sponsorship promotions sent to 1,000+ members (limited to two sponsors) – \$1,500
- Web Site Sponsorship (logo with link) on Annual Meeting Home Page (July-Sept.) – \$1,000 (unlimited)
- Networking Break – \$1,000
  - Wednesday Morning
  - SOLD** Wednesday Afternoon
  - Thursday Morning
  - Thursday Afternoon
- 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, education and connections among providers of older adult services. In addition to the below events, we offer 40+ freestanding educational programs/webinars to our members each year on a wide range of topics.

- Licensed Assisted Living Directors Grand Parenting Training – \$3,000
- Governance Intensive (virtual) – \$3,000
- Connect Conference (select one) – \$3,000
  - SOLD**  Keynote 1st Day
  - SOLD**  General Session Speaker 2nd Day
  - SOLD**  F&B 1st Day
  - F&B 2nd Day
- Certificate Programs – \$2,500 (select one)
  - Billing University
  - Dementia Care
  - Infection Preventionist
  - SOLD**  Nursing Leadership
- Trustee Conference (joint with Minnesota Hospital Association, select one)
  - Friday Evening Reception - \$2,000
  - Saturday LeadingAge MN Session Track - \$1,000
- In-Depth Workshops (virtual) – \$2,000
- OnTrack Activities – \$1,500
- Webinars – \$1,000 (LeadingAge Minnesota will provide you with a list of webinars to choose from.)



**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.

## 2021 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.

- Leadership Academy
  - \$5,000 – limited to four sponsors OR
  - \$15,000 for exclusive sponsorship
- Board Retreat in June (limited to five sponsors) – \$5,000
- SOLD** November Strategic Board Meeting – \$5,000
- Minnesota Night Drink Tickets (at LeadingAge National Annual Meeting)
  - \$3,000 – limited to two sponsors (includes admission to the event for two people) OR
  - \$5,000 for exclusive sponsorship (includes admission to the event for four people)
- District Meetings (select one) – \$3,000
  - January
  - June
  - October
- COVID Coaching Rooms (virtual) – \$3,000
- Day at the Captiol in March – \$3,000
- Board Meetings (select one) – \$2,500
  - SOLD**  January (virtual)
  - February (virtual)
  - March (virtual)
  - SOLD**  April (virtual)
  - May
  - September
- ALNET Regional Meetings (select one) – \$2,000
  - SOLD**  1<sup>st</sup> Quarter
  - 2<sup>nd</sup> Quarter
  - SOLD**  3<sup>rd</sup> Quarter
  - 4<sup>th</sup> Quarter
- Virtual Opinion Leaders Meeting in February (limited to 10 people)
  - \$1,500 for one person OR
  - \$2,500 for two people
- COVID Huddles (virtual – select a month) – \$1,500
- Sponsor a Committee – \$1,000 (LeadingAge Minnesota will provide you with Committee options to choose from.)

### Web Sponsorship

Provider members visit [leadingagemn.org](http://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.

- COVID Resource Library – \$3,000
- Board Resource Center – \$1,500
- Your company's logo on LeadingAge Minnesota Online Buyer's Guide webpage for one year – \$1,000 (unlimited) *NOTE: The Diamond, Platinum and Gold packages include this benefit.*

LeadingAge  
Minnesota

### 2021 COMMITTEES

Call  
For  
Participation



LeadingAge  
Minnesota

2021  
Stars  
Among Us  
AWARDS  
Call for Nominations

## Electronic Recognition via Technology

- COVID Daily Member Emails (select a month) – \$3,000
  - Banner in *Advantage* Weekly Email Newsletter – \$500/month (4 issues)
- NOTE: The Diamond, Platinum, Gold and Silver packages include this benefit.*

## Publications

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



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



### Minnesota Night in Atlanta in 2021

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 70 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](mailto:lmeyer@leadingagemn.org).



**DEADLINE**  
Sponsorship  
commitment  
deadline  
is Friday,  
December  
18, 2020 to  
receieve 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](mailto:jprosser@leadingagemn.org).





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[www.leadingagemn.org](http://www.leadingagemn.org)

2021 LeadingAge Minnesota  
**ANNUAL SPONSORSHIP PACKAGES**  
The Power of Partnerships

2021 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. 18, 2020, 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 2021 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 2021 will not be rolled over into future years.*

**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 contact Jenny Prosser to discuss available options.

**SECTION B: ADD-ON FOR 2020**

- 2021 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.*)

## AGREEMENT

We hereby apply to become a 2021 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 (2021 Dues – \$1,200) \$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

## PAYMENT (check one)

- Enclosed is the total amount due for sponsorship.
- Enclosed is a check deposit for ¼ the total amount due for sponsorship. I would like to setup quarterly payments for the 3 additional installments due via ACH or credit card.

*NOTE: 2021 Business Partner Membership Dues payment is to be sent in the full amount. This option 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](mailto:jprosser@leadingagemn.org).

For LeadingAge Minnesota Use Only

Date Received \_\_\_\_\_

Check Amount \_\_\_\_\_

Check # \_\_\_\_\_

**Sponsorship commitment  
deadline is Friday, Dec. 18,  
2020 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. You may submit your form via email without credit card information. Jenny Prosser will follow up with instructions on how to pay online with your credit card.*