



2027
ANNUAL
SPONSORSHIP
PACKAGES

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. Together with nearly 55,000 caregivers, our 1,600 members provide quality, compassionate care to 53,000 older adults every day in all the places they call home, including adult day, independent senior housing, assisted living communities, in-home services, and skilled nursing settings. 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.

Minnesota's aging services sector spends nearly \$12 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.

LEADINGAGE MINNESOTA MEMBERSHIP

- 156 freestanding care centers
- 37 hospital-attached care centers
- 712 senior housing providers
- 148 multi-site organizations
- 31 adult day providers
- 42 home and community based service providers
- 228 business partners
- 46 honorary and lifetime members
- 68 associate member companies
- 216 individual members
- Represents over 15,000 care center beds and more than 41,400 senior housing units

LEADINGAGE MINNESOTA'S ANNUAL SPONSORSHIP PACKAGES

The opportunity to sponsor events and meet with provider members face to face is invaluable to our Business Partners. Annual Sponsorship is the pathway to a year-long engagement cycle that delivers meaningful connections with decision makers.

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 meet your promotion goals. We offer a variety of opportunities in the areas of education, executive events, networking, and web recognition that can help you increase your exposure and access to LeadingAge Minnesota members.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

- Minnesota's aging services sector spends nearly \$12 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

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!

**Become a 2027
Annual Sponsor
and enhance your
exposure to over
1,200 LeadingAge
Minnesota
provider member
organizations.**

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:

- **2027 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for six representatives (lodging not included)
- Recognition at an Institute general session
- **One complimentary prime booth location at the 2028 Institute**
- Annual Meeting registration for five representatives (lodging not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in Advantage newsletter for three months in 2027
- **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 2027 signature events

PLATINUM SPONSORSHIP

\$30,000+

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

- **2027 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for four representatives (lodging not included)
- Recognition at an Institute general session
- **Half price prime booth location at the 2028 Institute**
- Annual Meeting registration for four representatives (lodging not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in Advantage newsletter for two months in 2027
- **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 2027 signature events

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.

DEADLINE
Sponsorship
commitment
deadline is
Friday, Dec. 18,
2026 to
receive full
benefits of
sponsorship.

PACKAGE BENEFITS

CHOOSE YOUR LEVEL OF SUPPORT

GOLD SPONSORSHIP

\$20,000+

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

- **2027 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for three representatives (lodging not included)
- Recognition at an Institute general session
- **Half price prime booth location at the 2028 Institute**
- Annual Meeting registration for three representatives (lodging not included)
- Annual Meeting golf tournament for one person
- Special signage at signature events
- Banner featured in Advantage newsletter for one month in 2027
- **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 2027 signature events

SILVER SPONSORSHIP

\$10,000+

Your Silver Sponsorship Package includes the following benefits:

- Institute registration for two representatives (lodging not included)
- **Prime booth location at the 2028 Institute** (booth fee not included)
- Annual Meeting registration for two representatives (lodging not included)
- Banner featured in Advantage newsletter for two issues in 2027
- Custom video showcasing top sponsors to be played at all 2027 signature events

BRONZE SPONSORSHIP

\$5,000+

The Bronze Sponsorship Package includes these benefits:

- Institute registration for one representative (lodging not included)
- **Prime booth location at the 2028 Institute** (booth fee not included)
- Annual Meeting registration for one representative (lodging not included)

BONUS FOR ACTING FAST

Submit your
2027 sponsorship
commitment by
Tuesday, Nov. 3, 2026
to ensure your
company's name is
highlighted as an
Annual Sponsor
on the 2027 Institute
home page.

DEADLINE
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2027 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.

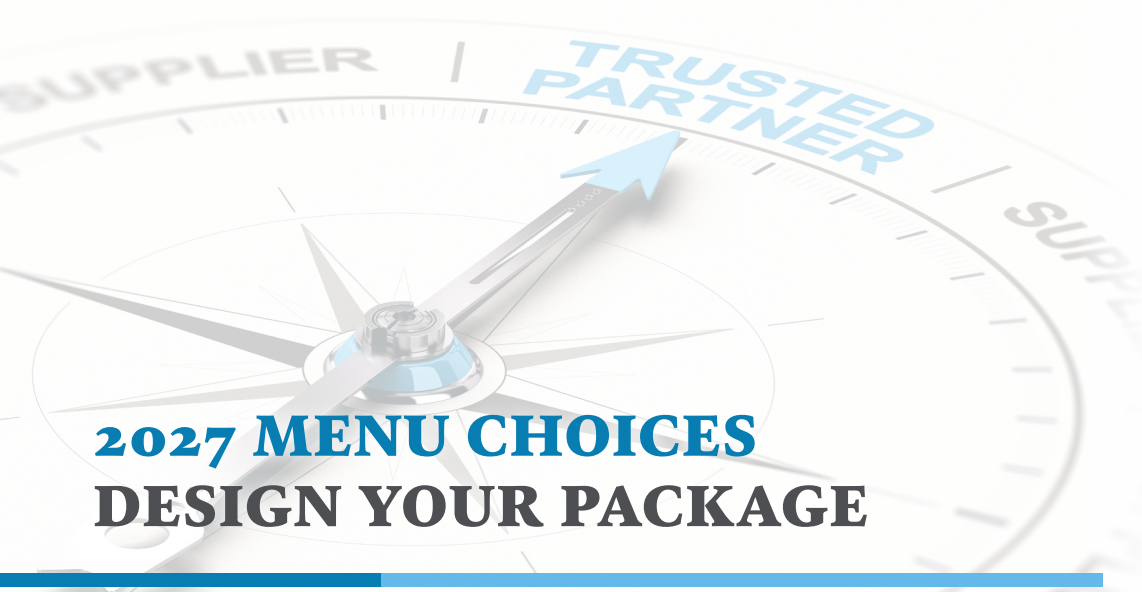
FEB. 10-11, 2027

INSTITUTE & EXPO

The LeadingAge Minnesota Institute is the largest conference of its kind in the country. This signature event draws nearly 800 key decision-makers with an average overall attendance over 3,000. The Institute attracts all disciplines within the senior living field from all over the state of Minnesota. This two-day event features an expo and 70 educational programs followed by a three-day virtual event featuring 30 unique topics.



- ☐ Attendee Name Badges – \$5,000
- ☐ Keynote/General Session Speakers – \$5,000 (select one)
 - ☐ Wednesday (Feb. 10)
 - ☐ Thursday (Feb. 11)
- ☐ Registration Brochure – \$5,000
- ☐ Wednesday Evening Game Show Night (Feb. 10)
 - ☐ \$4,000 – limited to two sponsors OR
 - ☐ \$7,000 for exclusive sponsorship
- ☐ Snacks in the Exhibit Hall on Thursday (Feb. 11)
 - ☐ \$3,000 – limited to two sponsors OR
 - ☐ \$5,000 for exclusive sponsorship
- ☐ Virtual Session Sponsor (around 30 sessions) – \$3,000
- ☐ Room Sign Sponsor – \$3,000
- ☐ Water Stations – \$3,000
- ☐ Registration Kiosks – \$3,000
- ☐ Wireless Internet – \$3,000
- ☐ DJ During Expo Hours – \$3,000
- ☐ Event App – \$2,000 (limited to five sponsors)
- ☐ Lanyards – \$1,500 (sponsor supplies 2,500 lanyards)
- ☐ Pens – \$1,500 (sponsor supplies 2,500 pens)
- ☐ Event Confirmations – \$1,500
- ☐ Institute Provider Member Scholarship – \$1,500 (unlimited)
- ☐ Three Electronic Event Sponsorship Promotions Sent to 10,000+ Members (limited to two sponsors) – \$1,500
- ☐ Tuesday Pre-Intensives on Feb. 9 (select one)
 - ☐ Leadership and Governance – \$5,000
 - ☐ Navigating Consent and Capacity in Long-Term Care – \$2,000
 - ☐ Emergency Preparedness – \$2,000
 - ☐ Kaizen in Action: Leading Rapid Improvement Events in Aging Services – \$2,000
- ☐ Web Site Sponsorship (logo with link) on Institute Home Page (Dec. - March) – \$1,000 (unlimited)



2027 MENU CHOICES DESIGN YOUR PACKAGE

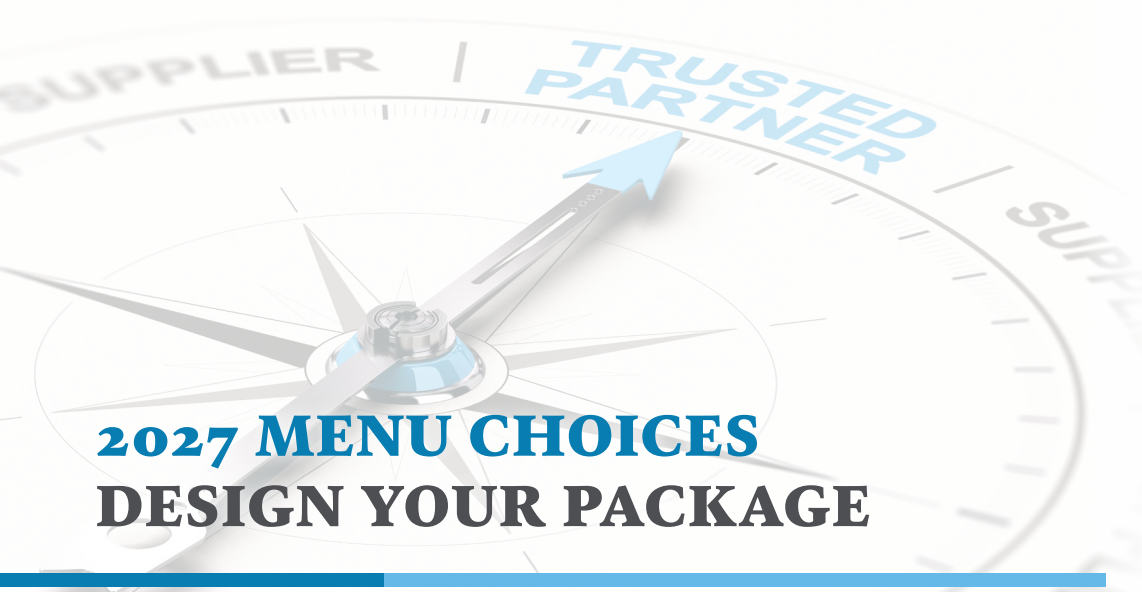
SEPT. 14-17, 2027

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 400 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
- ☐ Birdies Pub for Golf Tournament – \$5,000
- ☐ Tuesday Welcome Reception – \$4,000
- ☐ Lunch for Golfers – \$4,000
- ☐ Attendee Name Badges – \$3,000
- ☐ Drive Beverage Cart in Golf Tournament – \$3,000 (limited to two sponsors)
- ☐ Registration Brochure – \$3,000
- ☐ General Session Speaker on Friday – \$2,000
- ☐ Event App – \$2,000 (limited to five sponsors)
- ☐ Golf Foursome – \$2,000 (unlimited) *NOTE: The Diamond, Platinum, and Gold packages include golf.*
- ☐ New Faces/First Timer Event – \$1,500
- ☐ Tee Box Sponsor – \$1,500 (limited to 18 sponsors)
- ☐ Event Confirmations – \$1,500
- ☐ Three Electronic Event Sponsorship Promotions Sent to 10,000+ Members (limited to two sponsors) – \$1,500
- ☐ District Officer Lunch - \$1,000
- ☐ Web Site Sponsorship (logo with link) on Annual Meeting Home Page (July-Sept.) – \$1,000 (unlimited)
- ☐ Networking Break – \$1,000
 - ☐ Wednesday Morning
 - ☐ Wednesday Afternoon
 - ☐ Thursday Morning
 - ☐ Thursday Afternoon
 - ☐ Friday Morning
- ☐ Registration Gift – \$1,000 (unlimited; sponsor supplies 300 gifts)
- ☐ Annual Meeting Provider Member Scholarship – \$750 (unlimited)



2027 MENU CHOICES DESIGN YOUR PACKAGE

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.



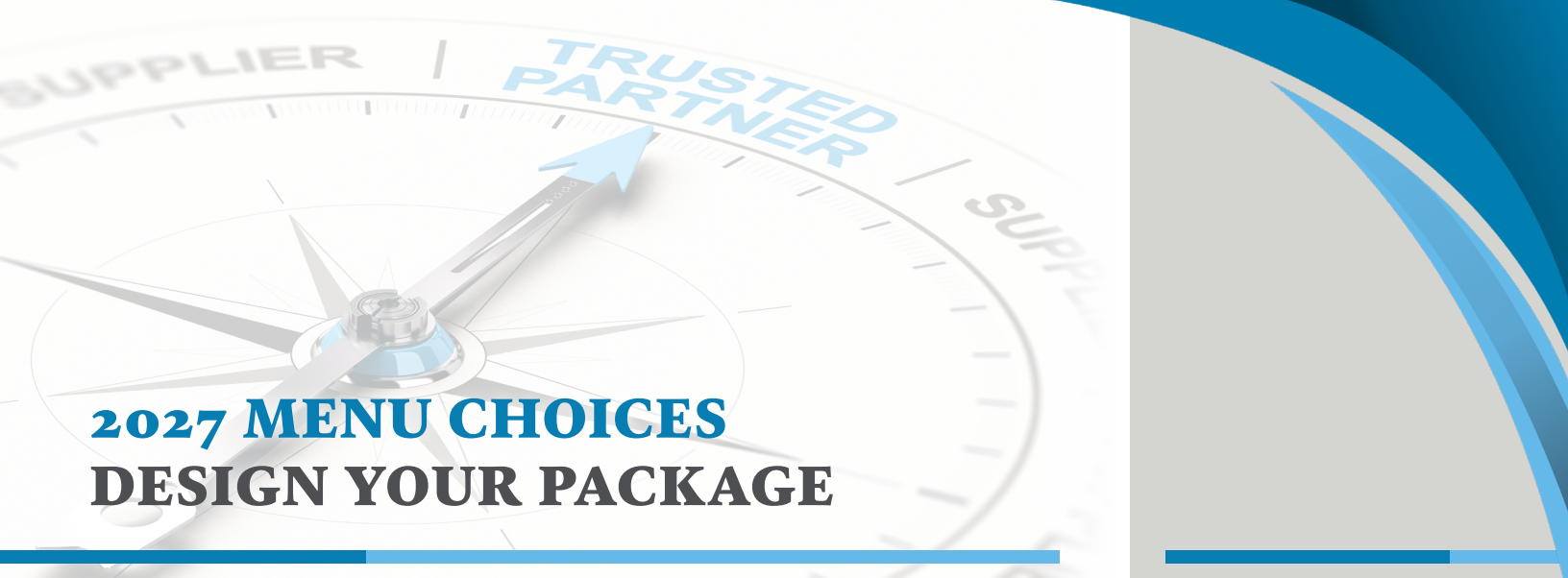
- ☐ Assisted Living Conference (select one, includes one complimentary tabletop) – \$3,000
 - ☐ Keynote
 - ☐ General Session Speaker
 - ☐ F&B 1st Day
 - ☐ F&B 2nd Day
 - ☐ Happy Hour
 - ☐ Name Badges
 - ☐ Event App
- ☐ AI Focused Technology Demo Series (5 days) – \$3,000
- ☐ Nurse Leadership Program – \$3,000
- ☐ Maltreatment Management Workshop – \$2,000
- ☐ Independent Living Workshop – \$1,000
- ☐ Adult Day Services Workshop – \$500



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.

BONUS FOR ACTING FAST

Submit your 2027 sponsorship commitment by Tuesday, Nov. 3, 2026 to ensure your company's name is highlighted as an Annual Sponsor on the 2027 Institute home page.



2027 MENU CHOICES DESIGN YOUR PACKAGE

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.

- ☐ Board Retreat on June 22-24
 - ☐ \$9,000 – limited to two sponsors OR
 - ☐ \$16,000 for exclusive sponsorship
- ☐ Strategic Board Meeting in November (limited to two sponsors) – \$8,000
- ☐ Chief Executive of Multisite Organizations (CEMO) Professional Network – \$5,000
- ☐ Institute CEMO Meeting on Feb. 11 (limited to two sponsors) – \$5,000
- ☐ Minnesota Night Drink Tickets (at LeadingAge National Annual Meeting and 60th Anniversary Bash)
 - ☐ \$3,000 – limited to five sponsors (includes admission to the event for two people) OR
 - ☐ \$12,000 for exclusive sponsorship (includes admission to the event for eight people)
- ☐ Leadership Academy
 - ☐ \$3,000 – limited to four sponsors OR
 - ☐ \$10,000 for exclusive sponsorship
- ☐ District Meetings (select one) – \$3,000
 - ☐ January (virtual)
 - ☐ June
 - ☐ October
- ☐ Day at the Captiol in February – \$3,000
- ☐ Minnesota Night at Argentum Drink Tickets
 - ☐ \$1,750 – limited to two sponsors (includes admission to the event for two people) OR
 - ☐ \$3,000 for exclusive sponsorship (includes admission to the event for four people)
- ☐ Board Meetings (select one) – \$2,500
 - ☐ January
 - ☐ April
- ☐ Opinion Leaders Meeting on Feb. 12 (limited to 10 people)
 - ☐ \$2,000 for one person OR
 - ☐ \$3,500 for two people
- ☐ Orientation Webinars (4+) for New Providers/ Associate Members – \$2,000
- ☐ In-Person Sales & Marketing Executives Group (SMEG) Meeting – \$1,500
- ☐ Monthly Clinical Coaching Rooms (virtual) – \$1,500
- ☐ Monthly Friday Huddles (virtual) – \$1,500
- ☐ Meet the Experts Summer Series – \$1,500
- ☐ On-boarding Communications for New Providers/Associate Members – \$1,500
- ☐ Home Care Networking Happy Hour – \$1,000
- ☐ Hospice Networking Happy Hour – \$1,000

DEADLINE

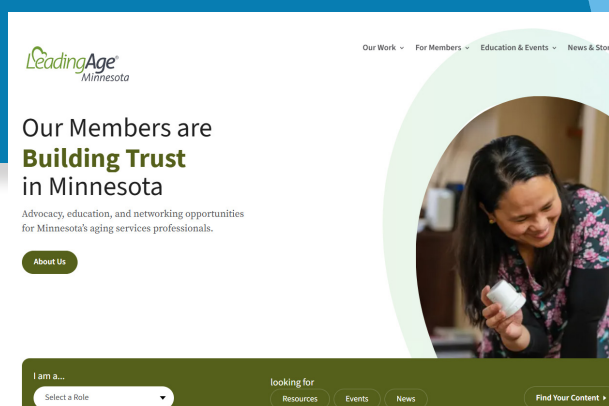
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Friday, Dec. 18, 2026 to receive full benefits of sponsorship.

2027 MENU CHOICES DESIGN YOUR PACKAGE

WEBSITE 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.

- ☐ Recognition, including logo placement, on highest-traffic page on new LeadingAge Minnesota website - \$5,000
- ☐ Recognition, including logo placement, on high-traffic page on new LeadingAge Minnesota website - \$3,000
- ☐ 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.*



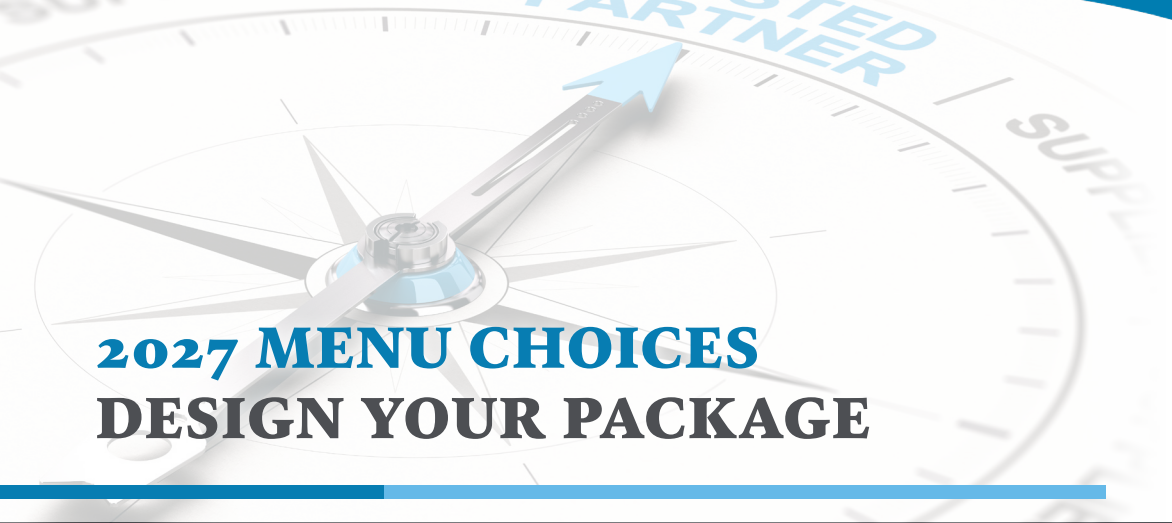
ELECTRONIC RECOGNITION AND PUBLICATIONS

- ☐ Weekly Monday Member Message Emails – \$4,000
 - ☐ "Art for the Soul" Member Resident Art Exhibit at St. Paul Capitol and Photobooks – \$1,000 (limited to 5 sponsors)
 - ☐ Legislative Report – \$1,000 (limited to five sponsors)
 - ☐ Banner in Advantage Weekly Email Newsletter – \$500/month (4 issues)
- NOTE: The Diamond, Platinum, Gold, and Silver packages include this benefit.*



INFORMATION

For further information on Annual Sponsorship, contact Jenny Prosser, Vice President of Events, Education, and Experiences at 651.603.3548 or jprosser@leadingagemn.org. Full payment is due with application or quarterly payments setup online with ACH or credit card.



2027 MENU CHOICES DESIGN YOUR PACKAGE

ADDITIONAL RECOGNITION OPPORTUNITIES

Opportunities that are not included in the Annual Sponsorship campaign.

Stars Among Us Awards Red Carpet Recognition Event at Institute

Put your organization in the spotlight as we roll out the red carpet to celebrate the remarkable people advancing aging services across Minnesota. Sponsorship offers high-profile visibility while aligning your organization with excellence and recognition.



Contact [Barbara Landeen](#) for more information.

Roots to Routes Professional Network

Connecting immigrant and refugee professionals in aging services.



Contact [Thanh Nguyen](#) for more information.

60th Anniversary Activities

Sponsor a history wall at the Institute or help us celebrate 60 years of LeadingAge Minnesota during a special 2027 Minnesota Night in Minneapolis!



Contact [Jessica Lacher](#) for more information.

Minnesota Nights in 2027

LeadingAge Minnesota Night at LeadingAge National's Annual Meeting and Argentum's Senior Living Executive Conference is \$250 per person. Don't miss this unique opportunity for face-to-face networking and relationship building.



Contact [Jenny Prosser](#) for more information.

Foundation Related Events/Activities



Contact [Lori Meyer](#) at LeadingAge Minnesota for more information on Foundation events/activities.

Political Action Committee (PAC) Related Events



Contact [Kayla Khang](#) at LeadingAge Minnesota for more information on PAC events.



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2027 LeadingAge Minnesota ANNUAL SPONSORSHIP PACKAGES

2027 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, 3001 Broadway Street NE, Suite 300, Minneapolis, MN 55413.

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, 2026, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge Minnesota and its member work groups 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 2027 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 2027 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 2027

- ☐ 2027 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.*)

DEADLINE

Sponsorship committment deadline is
Friday, Dec. 18, 2026 to receive full benefits of sponsorship.

2027 LeadingAge Minnesota ANNUAL SPONSORSHIP PACKAGES

AGREEMENT

We hereby apply to become a 2027 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 _____

Contact Name and Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SECTION C: TOTAL AMOUNT DUE

Section A (Sponsorship Amount) \$ _____

Section B (2027 Dues – \$1,200) \$ _____

TOTAL: \$ _____

PAYMENT (check one)

- ☐ Enclosed is the total amount due for sponsorship.
- ☐ I would like to setup online quarterly payments via ACH or credit card.

*NOTE: 2027 Business Partner Membership Dues payment is to be sent in the full amount. **This option cannot be invoiced quarterly.***

Amount Enclosed: _____

INFORMATION

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To comply with PCI DSS (policies to protect credit card data), LeadingAge Minnesota cannot accept credit card information via email or phone. 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.

BONUS FOR ACTING FAST

Submit your 2027 sponsorship commitment by Tuesday, Nov. 3, 2026 to ensure your company's name is highlighted as an Annual Sponsor on the 2027 Institute home page.