



**2021
PARTNER PACKET
& ANNUAL SPONSORSHIP
OPPORTUNITIES**

*New Opportunities for 2021 indicated by ***



ADVANCING SOLUTIONS FOR EXCEPTIONAL CARE AND SUCCESSFUL LIVING

LeadingAge Ohio is a nonprofit trade association that represents approximately 400 long-term care organizations and hospices, as well as those providing ancillary health care and housing services, in more than 150 Ohio towns and cities. The continuum of care reflected by the member organizations serve an estimated 400,000 Ohioans annually and employ more than 35,000 persons statewide.

Senior services providers include senior housing, both subsidized and market rate, adult day care, home health, hospice, assisted living and skilled nursing. LeadingAge Ohio members are mission-driven, values-based organizations that provide many or all of these services.

LeadingAge Ohio is a member-driven organization, with leadership elected by peers from around the state. The leadership includes an elected Board of Directors. Strategic committees -- comprised of executives from provider members, partners and associate firm members from around the state -- help to develop and oversee governing policies and programs.

OUR MISSION

Advancing solutions for exceptional care and successful living.

OUR VISION

The leader in quality, innovation, and value.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

- Direct contact with decision makers in their target market
- First notification and choice of Trade Show booth location
- Brand recognition
- Opportunity to leverage expertise

ABOUT THE ANNUAL PARTNER PACKAGES

Like you, LeadingAge Ohio has no way to predict where we will be in relation to the pandemic, whether we can host large in-person gatherings again and/or if our members will be comfortable attending them. While we are planning for an in-person annual conference and trade show, we will keep you informed and updated as we review ongoing impact of the pandemic in the State of Ohio.

Final details related to our annual conference and trade show and future in-person events will be communicated throughout the year as we continue to monitor the pandemic and receive guidance from the Governor.

More opportunities may be available depending on in-person restrictions. Priority for sponsorship will be given to LeadingAge Ohio Partners.



BONUS FOR ACTING FAST

Submit your 2021 sponsorship commitment by March 31, 2021 to ensure your company's recognition as a Partner at committed level in the 2021 Annual Conference Brochure.

PARTNER PACKAGE BENEFITS CHOOSE YOUR LEVEL OF SUPPORT

BRONZE LEVEL PARTNERSHIP \$4,500+

Included in a basic Bronze Level Partnership:

- \$1,500 in Sponsorship Dollars (please select from 2021 sponsorship menu choices)
- Guaranteed exhibit space at the annual LeadingAge Ohio Trade Show
- Logo link on partner page of LeadingAge Ohio website
- Recognition in annual conference brochure and in signage
- Automatic \$250 contribution to the LeadingAge Ohio Foundation
- Opportunity to create and publish white papers in LeadingAge Ohio communications (***The Source*** and/or ***Today's COVID-19 Report***, and other)
- Associate Membership benefits include:
 - Opportunities to serve on LeadingAge Ohio committees and special interest groups
 - Free electronic listing of members
 - Listings in the LeadingAge Ohio online Associate Member Directory
 - Reduced member rates for LeadingAge Ohio educational and networking events throughout the year
 - Mailings and communications featuring professional insights
 - Concentrated advocacy efforts representing all association members and the issues that impact them

SILVER LEVEL PARTNERSHIP \$7,000+

Included in a Silver Level Partnership:

- All Bronze Level Partnership benefits
- **Opportunity to meet with selected LeadingAge Ohio Board members during an hour-long Zoom session twice through the year
- \$4,000 in Sponsorship Dollars (please select from 2021 sponsorship menu choices)



PARTNER PACKAGE BENEFITS CHOOSE YOUR LEVEL OF SUPPORT CONTINUED

GOLD LEVEL PARTNERSHIP **\$12,000+**

Included in a Gold Level Partnership:

- All Bronze and Silver Level Partnership benefits
- Cocktail Reception with Board Members and Leadership at the 2021 Annual Conference
- \$7,500 in Sponsorship Dollars (please select from 2021 sponsorship menu choices)

PLATINUM LEVEL PARTNERSHIP **\$17,000+**

Included in a Platinum Level Partnership:

- All Bronze, Silver and Gold Level Partnership benefits
- \$11,500 in Sponsorship Dollars (please select from 2021 sponsorship menu choices)

DIAMOND LEVEL PARTNERSHIP **\$22,000+**

Included in a Diamond Level Partnership:

- All Bronze, Silver, Gold and Platinum Level Partnership benefits
- \$16,500 in Sponsorship Dollars (please select from 2021 sponsorship menu choices)



Put your company name and your representatives in front of the people who make the decisions on where their money is spent.

SPONSORSHIP AND PARTNERSHIP 2021 MENU CHOICES

CHOOSE YOUR SPONSORSHIP OR DESIGN YOUR PARTNER PACKAGE...

If you are interested in individual sponsorship opportunities (i.e. you are not selecting a partner package), please select from the options below.

If you are selecting a Partner Package, please select your level on Page 8; then, build your customized recognition program by selecting specific events and activities from the menu items listed. Combine as few or as many as you would like, of at least the total dollar value of your "sponsorship dollars" at your specific Partner Level.

Remember, any additional sponsorship opportunities selected are in addition to the package benefits that are specified with each partnership level.

Annual Conference - Education (August 4-6)

- ☐ General Session Keynote Speaker – Wednesday (1) - \$5,000
- ☐ General Session Keynote Speaker – Friday (1) - \$5,000
 - Sponsorship includes entrance and exit signage

Annual Conference - General (August 4-6)

- ☐ Notebooks (1) - \$5,000
- ☐ Hotel Keycards - Front (1) - \$4,000
- ☐ Hotel Keycards - Back (1) - \$4,000
- ☐ Awards Luncheon (2) - \$2,500
- ☐ **Registration Confirmation Email (1) - \$2,500
 - Company logo and hyperlink to your site on all confirmation emails sent to registrants
- ☐ **WiFi (1) - \$2,500
 - Name and company logo on signage throughout conference where WiFi password is displayed
- ☐ Conference Bags (1) - \$1,500
- ☐ Continental Breakfast (5) - \$1,500
- ☐ Mobile App (6) - \$1,500
- ☐ Refreshment Station (3) - \$1,500
- ☐ Lanyards (1) - \$1,500
- ☐ **Hand Sanitizer (1) - \$1,500
 - Logo bottles available at registration desk and throughout conference
- ☐ **Registration Desk (1) - \$1,500
 - Meet attendees as they arrive by manning the LeadingAge Ohio registration desk with staff members of LeadingAge Ohio

Annual Conference - Advertising (August 4-6)

- ☐ Advertisement Conference Brochure Color Inside Front Cover (1) - \$1,500
- ☐ Advertisement Conference Brochure Color Inside Back Cover (1) - \$1,500
- ☐ Advertisement Conference Brochure Color Full Page (unlimited) - \$1,000
- ☐ Advertisement Conference Brochure B&W Full Page (unlimited) - \$750
- ☐ Advertisement Conference Brochure Color 1/2 Page (unlimited) - \$750
- ☐ Advertisement Conference Brochure B&W 1/2 Page (unlimited) - \$500

ENTERTAINMENT EXTRAVAGANZA SPONSORSHIP (Formerly known as Casino Night)

Entertainment Extravaganza Sponsorship Opportunities

- ☐ Alcohol Station Sponsorship (3) - \$1,500
- ☐ Food Station Sponsorship (2) - \$1,500
- ☐ Individual Gaming Sponsorship (6) - \$1,500

We are changing our yearly networking and “unwind” event on the Trade Show Day of conference for 2021. While Casino Night has been a long-standing and successful event for all our members and business firms, popular opinion was that we try something new.

In 2021 LeadingAge Ohio will work with a local entertainment group who supplies arcade games and interactive entertainment rentals. We will rent six gaming stations, and we envision gaming sponsorships that would include members of the sponsoring organizations interacting with attendees or going head-to-head with them at the gaming stations.

Games we are considering include: Hoops Basketball, Dart Board, Simulated Car Racers, Skee-ball and Air Hockey. These are items the dealer has in stock all through the year; additional items may be available closer to the date of our event. A Cornhole station may be added.

Attendees will be encouraged to participate by being given a ticket for each game they play. These tickets are what will be turned in at the end of the event for the raffle prizes we give away.

As always, there will be plenty of beverages and delicious food available throughout the event. Cabaret tables will be placed throughout for eating areas, and we will have music throughout the evening.

BONUS FOR ACTING FAST

*Submit your 2021
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commitment by
March 31, 2021 to
ensure your
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a Partner at
committed level
in the 2021
Annual Conference
Brochure.*



LeadingAge[®] Ohio

PAC
POLITICAL ACTION COMMITTEE

2021 Events

- Winter trivia series
- Raffles at annual conference
- Return of the fall golf outing
- A new virtual wine tasting series
- And more!

Sponsorships available for all events.

Thank you to our generous sponsors and donors who helped us raise over **\$25,000** in 2020!

The LeadingAge Ohio Political Action Committee (PAC) is funded by personal contributions only. Sponsorships may be made by individuals and not by their employing organizations. Learn more about the LeadingAge Ohio PAC at <https://leadingageohio.org/aww/LAO/pt/sp/pac>

SPONSORSHIP AND PARTNERSHIP 2021 MENU CHOICES CONTINUED

NEW FOR 2021 - WEBINAR PRESENTATION OPPORTUNITIES

As we navigate through the first half of 2021, LeadingAge Ohio wants to make sure our Partners have the opportunity to interact with members and showcase their expertise through a variety of webinars.

LeadingAge Ohio will host these webinars on our Zoom platform. Each webinar includes the following:

- Dedicated advertising and marketing by LeadingAge Ohio
- Continuing education credits made available
- A test session with presenters leading up to webinar
- Recording of event
- An advertising spot up to five minutes long prior to the start of the event
- Complete contact list of participants after the event concludes

- ☐ One webinar opportunity - \$750
- ☐ Three webinar opportunities - \$2,000

Networking and Regional Events

- ☐ Ohio Night Out in Atlanta, Georgia (October) - \$2,500
- ☐ CEO/CFO/C-Suite Networking Forums - \$2,500
 - Exclusive access for your business
- ☐ SNF Regional Networking Forums - \$2,500
- ☐ SNF RoP Phase III Regional Workshops - \$2,500
- ☐ Leadership Networking Forums - \$2,500
 - Exclusive access for your business

Annual Events

- ☐ Art & Writing (6) - \$1,500

LeadingAge Ohio joins with members in celebrating the talents of residents and clients through five district shows that are held across Ohio. In August the statewide Art & Writing Show is held in conjunction with the Annual Conference and Trade Show in Columbus.

- ☐ Stars (5) - \$1,500

These five regional events offer the opportunity for LeadingAge Ohio member residents, clients, staff, and family members to express their sincere thanks to the most committed non-management employees.

LeadingAge Ohio Foundation Scholarships

- ☐ Executive Management (unlimited) - \$2,500
- ☐ General Scholarship (unlimited) - \$1,500
- ☐ Leadership Academy (unlimited) - \$1,500
- ☐ CORE of Knowledge (unlimited) - \$1,500

2021 LEADINGAGE OHIO ANNUAL PARTNERSHIP PACKAGES AND SPONSORSHIP OPPORTUNITIES

2021 Application and Agreement



INSTRUCTIONS:

Please read the sponsorship agreement and terms. Full payment is due with application. Checks should be made payable to LeadingAge Ohio. Sponsorships may be charged to Visa, MasterCard or American Express.

SPONSORSHIP AGREEMENT:

LeadingAge Ohio reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge Ohio and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. All recognition of sponsorship is solely the responsibility of LeadingAge Ohio. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Ohio in advance. 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 Ohio's recognition of sponsors in no way constitutes LeadingAge Ohio endorsement of the sponsor's products, services or facilities. Monies not allocated in 2021 will not be rolled over into future years.

QUESTIONS:

For further information contact
Corey Markham, Director of Corporate
Relations & Initiatives; at 614.545.9015 or
cmarkham@leadingageohio.org

AGREEMENT:

We hereby apply to become a 2021 LeadingAge Ohio Annual Partner and/or 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 _____

COMPETITIVE COMPANIES:

LeadingAge Ohio 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.

CHOOSE YOUR PARTNERSHIP LEVEL

- ☐ BRONZE (\$4,500+)
- ☐ SILVER (\$7,000+)
- ☐ GOLD (\$12,000+)
- ☐ PLATINUM (\$17,000+)
- ☐ DIAMOND (\$22,000+)

CUSTOMIZE YOUR PARTNER SPONSORSHIP PACKAGE

Select from the menu choices using the sponsorship dollars included in your selected Partnership level.

TOTAL AMOUNT DUE:

\$ _____

*****Please note that all Partner Packets will be processed and an electronic invoice will be sent directly to the trade show contact listed below*****



Mail application and payment to:
LeadingAge Ohio
ATTN: Corey Markham
2233 North Bank Drive
Columbus, OH 43220