



**2020
PARTNER PACKET
& ANNUAL SPONSORSHIP
OPPORTUNITIES**

New Opportunities on Page 7



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, senior services providers and hospices 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 is composed of the Board of Directors, including executive committee officers. Strategic committees are comprised of executives from provider members and partners from around the state help to develop and oversee governing policies and programs.

OUR VISION

The leader in quality, innovation, and value.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

- Elevate your visibility within the LeadingAge Ohio 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 with our association for the future.

ABOUT THE ANNUAL PARTNER PACKAGES

Become a 2020 Annual Partner Sponsor and enhance your exposure to LeadingAge Ohio provider member organizations. Simply choose your partnership 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 at least the amount of your "sponsorship dollars" at your desired Partner level. You will see that each selection has a dollar value—the higher the value, the more visibility you will receive.

*Return pages 5-8 to Corey Markham at LeadingAge Ohio
and he'll handle the details!*



BONUS FOR ACTING FAST

Submit your 2020 sponsorship commitment by February 28, 2020 to ensure your company's recognition as a Partner at committed level in the 2020 Annual Conference Brochure.

FINAL DEADLINE

LeadingAge Ohio must receive your sponsorship commitment by April 10, 2020 to ensure your company's name is included in the 2020 Annual Conference onsite materials and to receive full benefits of sponsorship.

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 2020 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 White Papers to be published in LeadingAge Ohio weekly newsletter
- An Associate Membership—benefits highlighted below:
 - 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
- \$4,000 in Sponsorship Dollars (please select from 2020 sponsorship menu choices)

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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
- \$7,500 in Sponsorship Dollars (please select from 2020 sponsorship menu choices)
- Cocktail Reception with Board Members and Leadership at the 2020 Annual Conference

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 2020 sponsorship menu choices)
- Cocktail Reception with Board Members and Leadership at the 2020 Annual Conference

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 2020 sponsorship menu choices)
- Cocktail Reception with Board Members and Leadership at the 2020 Annual Conference

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SPONSORSHIP AND PARTNERSHIP 2020 MENU CHOICES

CHOOSE YOUR SPONSORSHIP OR DESIGN YOUR PARTNER PACKAGE...

If you are interested in sponsorship opportunities only (i.e. you are not selecting a partner package), please select your desired sponsorship opportunities 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 like to include at least the total dollar value of your "sponsorship dollars" at your desired Partner Level. Remember, any sponsorship opportunities are in addition to the package benefits that are specified with each partnership level (pages 3 & 4).

Annual Conference - Education (August 25-27)

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

Annual Conference - General (August 25-27)

- Notebooks (1) - \$5,000
- Hotel Keycards - Front (1) - \$4,000
- Hotel Keycards - Back (1) - \$4,000
- Awards Luncheon (2) - \$2,500
- Conference Bags (1) - \$1,500
- Continental Breakfast (5) - \$1,500
- Mobil App (6) - \$1,500
- Refreshment Station (3) - \$1,500
- Lanyards (1) - ~~\$1,500~~ *(sold out)*

Annual Conference - Advertising (August 25-27)

- 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

LeadingAge
Ohio

SPONSORSHIP

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

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SPONSORSHIP AND PARTNERSHIP 2020 MENU CHOICES CONTINUED



Professional Development and Networking Opportunities

*****Two sponsorships available for each unless otherwise noted*****

- Affordable Housing Conference (May 5/6) - \$2,500
- Affordable Housing Conference Lunch (May 5/6) - \$1,500
- Human Resources Conference (April 28) - \$2,500
- Human Resources Conference Lunch (April 28) - \$1,500
- Leadership Academy (throughout the year) - \$4,000

*****1 Sponsorship Remaining*****

- Leadership Academy Graduation Dinner (August 24) - \$1,500

*****1 Sponsorship Remaining*****

- Life Safety Code (May 20) - \$2,500

*****1 Sponsorship Remaining*****

- Life Safety Code Lunch (May 20) - \$1,500
- CFO Workshop (May) - \$2,500
- Hospice Networking Evening (August 25) - \$2,500
- Policy and Leadership Summit (June) - \$7,000

*****1 Sponsorship Remaining*****

- Ohio Night Out in San Antonio (November) - \$2,500

*****10 Sponsorships Available*****

Networking and Regional Events

*****One sponsorship available per set of events*****

- SNF Regional Networking Forums (April) - \$2,500
- SNF RoP Phase III Regional Workshops (May) - \$2,500
- Leadership Networking Forums (October) - \$4,000

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

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New Wednesday Evening Sponsorship Opportunities (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 2020. 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 2020 LeadingAge Ohio will work with a local entertainment group who supplies arcade games and interactive entertainment rentals. We are currently considering renting 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.



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Golf Outing is Back – Support the PAC

The graphic features the LeadingAge Ohio logo at the top left. Below it, the text "PAC GOLF OUTING" is displayed in large, bold, black letters. To the right, the text "Coming Summer 2020" is followed by a bulleted list: "Scramble format", "Awards, food, and beverages", and "Sponsorships available". The background is a bright, sunny outdoor scene with a golf club and a ball on a green.

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>

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2020 LEADINGAGE OHIO ANNUAL PARTNERSHIP PACKAGES AND SPONSORSHIP OPPORTUNITIES

2020 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 2020 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 2020 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 2020 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, (pages 5-7) 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