



**2022
PARTNER PACKET
& ANNUAL SPONSORSHIP
OPPORTUNITIES**



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

Become a 2022 Annual Partner and/or 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.

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 2022 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 **The Source**
- 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
- \$4,000 in Sponsorship Dollars (please select from 2022 sponsorship menu choices)



BONUS FOR ACTING FAST

*Submit your 2022 sponsorship commitment by **March 31, 2022** to ensure your company's recognition as a Partner at committed level in the 2022 Annual Conference Brochure.*

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 2022 Annual Conference
- \$7,500 in Sponsorship Dollars (please select from 2022 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 2022 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 2022 sponsorship menu choices)

SPONSORSHIP AND PARTNERSHIP 2022 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 30-September 1)

- General Session Keynote Speaker – Tuesday (1) - \$5,000
- General Session Keynote Speaker – Thursday (1) - \$5,000 *(Tentative)*
 - Sponsorship includes entrance and exit signage, as well as opportunity to introduce Keynote speaker

Annual Conference - General (August 30-September 1)

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

Annual Conference - Advertising (August 30-September 1)

- 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.**

ENTERTAINMENT EXTRAVAGANZA SPONSORSHIP

Entertainment Extravaganza Sponsorship Opportunities

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

For the second year in a row, LeadingAge Ohio will work with a local entertainment group that supplies arcade games and interactive entertainment rentals. In 2021, we saw this new event do very well and are excited at making some tweaks to bring even more entertaining things to do.

Games we plan to bring back in 2022 are: Pop-A-Shot, Skeeball, Air Hockey, Cornhole and Foosball. We will explore new gaming opportunities to expand the selection of games where multiple people can compete at the same time.

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.

POLITICAL ACTION COMMITTEE (PAC) SPONSORSHIPS

The LeadingAge Ohio Political Action Committee (PAC) supports lawmakers who have demonstrated commitment to and understanding of issues important to older Ohioans, caregivers, and the communities that serve them. The LeadingAge Ohio PAC offers fundraisers throughout the year which offer unique sponsorship opportunities for provider members and associate firms alike. From virtual events, to the fall golf outing (two years running with beautiful weather), to receptions, conferences, and more, PAC fundraising is a great way to stay involved with the association and its members and support LeadingAge Ohio advocacy efforts.

PAC fundraising is different than traditional LeadingAge Ohio sponsorships. PACs are prohibited by state law from accepting contributions from corporations. As a result, all contributions must come from individuals, partnerships, or LLCs; not corporations. To learn more about the PAC, visit leadingageohio.org/PAC, and watch your inbox for invitations and sponsorship information for our many PAC events throughout the year.

For questions on the LeadingAge Ohio PAC and sponsorship opportunities, please reach out to Director of Strategic Communications Patrick Schwartz at pschwartz@leadingageohio.org.



Thank you to our generous sponsors and donors who helped us raise over

2022 Events

- Winter virtual wine tasting
- Raffles & events at annual conference
- Fall golf outing
- Holiday Statehouse reception
- And more!



BONUS FOR ACTING FAST

*Submit your 2022 sponsorship commitment by **March 31, 2022** to ensure your company's recognition as a Partner at committed level in the 2022 Annual Conference Brochure.*

SPONSORSHIP AND PARTNERSHIP 2022 MENU CHOICES CONTINUED



Professional Development

- Leadership Summit (3) - \$7,000
- Leadership Academy (2) - \$2,500 *(Tentative)*
- Leadership Academy Graduation Dinner (3) - \$1,500 *(Tentative)*
- Life Safety Code (2) - \$2,500
- Life Safety Code Lunch (2) - \$1,500
- Ohio Night Out (10) - \$2,500
 - Sunday, October 16 - Denver, Colorado

Networking and Regional Events

- Virtual SNF RoP Phase III Regional Workshops - \$2,500
- Virtual Happy Hour (2) - \$2,500
 - Hosted on LeadingAge Ohio's Zoom platform

Annual Events

- Art & Writing (6) - \$1,500 *(Tentative)*

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 *(Tentative)*

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

2022 LEADINGAGE OHIO ANNUAL PARTNERSHIP PACKAGES AND SPONSORSHIP OPPORTUNITIES

2022 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 2022 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 2022 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 2022 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