



Maine & New Hampshire

Educate. Collaborate. Inspire.

2020 BUSINESS PARTNER PROGRAM

A program designed specifically for cutting-edge business firms serving the aging services field.



LeadingAge Maine & New Hampshire

55 Main Street, Ste. 316, PO Box 154, Newmarket, NH 03857 | 603-292-6441 | www.LeadingleAgeMENH.org

LeadingAge Maine & New Hampshire

LeadingAge Maine & New Hampshire is the association of not-for-profit providers of housing and services for older adults in Maine and New Hampshire. Our members touch the lives of thousands of individuals, families, employees, and volunteers every day. Our membership base includes senior housing, assisted living, skilled nursing, Life Plan Communities (continuing care retirement communities), and home and community-based services providers throughout Maine and New Hampshire.

LeadingAge Maine & New Hampshire members are diverse, but share a common focus on person-directed care and being mission driven.

What is the LeadingAge Maine & New Hampshire Business Partner Program

The Business Partner Program delivers a variety of strategies to showcase you as subject matter experts in the field of aging services. We connect you with your ideal audience — senior managers and other key decision-makers.

Partnership:

We highlight the expertise and intellectual capital of your organization as a means to open doors and build trust with provider members. This approach creates a higher level of integration and will help you to develop partnerships.

Year-Long Brand Exposure & Differentiation:

We provide a year-long schedule of benefits that include a variety of tactics month after month to help you create new relationships and enhance existing ones.

Flexible to Meet Your Needs:

We offer two levels to fit your budget and organizational goals. We'll work with you to maximize your plan benefits.

 **Gold Business Partner** \$5,500

 **Silver Business Partner** \$2,800

Sign up at: <https://airtable.com/shrA8v6GH90m6xcQy>

For more information contact:

Lisa Henderson, Executive Director -
LHenderson@LeadingAgeMENH.org


Maine & New Hampshire



"Being a Gold Business Partner with LeadingAge Maine & New Hampshire has been a very effective use of our sponsorship dollars with a very good return investment."

Members frequently use Ziegler's services and are always open to discussing ways we can work together. Association leadership always find ways to put us in front of members, encouraging them to use our services."

- Keith Robertson, Managing Director, Ziegler



2020 BUSINESS PARTNER BENEFIT LEVELS



YEAR-ROUND BENEFITS

Engage With Members	\$5,500	\$2,800
Opportunity to sponsor association educational programs	★	★
Attend all association educational programs—Member rate	★	★
Make a presentation or lead a discussion at an association Board meeting	★	
Share & Receive Business Intelligence	GOLD PARTNER*	SILVER PARTNER
Subscription to Member e-news alerts	★	★
Submit proposals to present a live training or webinar, for consideration by the Education Committee	Priority consideration	★
Sponsored email sent to entire distribution list (e.g., an advertisement of your services, a white paper, an invitation to a special event, etc.)	2 per year	1 per year
Maximize Brand Exposure	GOLD PARTNER*	SILVER PARTNER
Complete profile on our website (logo, contact info., brief description, hyperlink)	★	★
Masthead recognition on e-news alerts	★	
Verbal recognition at all association events	★	
Seize Business Opportunities	GOLD PARTNER*	SILVER PARTNER
Email introductions to a select number of association members of your choosing	★	★
Once per year strategy conversation with Executive Director re: needs and interests of individual association members	★	

ANNUAL CONFERENCE & EXPO

April 8 & 9, 2020—Portsmouth, NH

Full Participation	GOLD PARTNER*	SILVER PARTNER
Complimentary All-Access Passes:	2 Passes	1 Pass
<ul style="list-style-type: none"> Leadership Breakfast—a special pre-conference session 	<i>Inc.</i>	<i>For purchase</i>
<ul style="list-style-type: none"> Full Conference badge—attend all regular sessions and meals 	<i>Inc.</i>	<i>Inc.</i>
<ul style="list-style-type: none"> Speed introduction of your business—Main Stage following lunch 	<i>Inc.</i>	<i>Inc.</i>
<ul style="list-style-type: none"> Admission to Expo/Awards Reception 	<i>Inc.</i>	<i>Inc.</i>
Add-ons available for purchase at Member Rate:		
<ul style="list-style-type: none"> Additional Leadership Breakfast Passes 	★	★
<ul style="list-style-type: none"> Additional All-Access Passes 	★	★
<ul style="list-style-type: none"> Additional Expo/Awards Reception-only badges 	★	★

Direct Outreach

Expo booth** including descriptive listing in conference app	First choice of booth location	Best available booth location
Attendee roster for outreach within two week window of conference	★	★

High Visibility

Logo recognition in registration brochure & final program	★	★
One-page marketing piece in attendee folders	★	★
Breakout Session recognition		★
General Session speaking role (conference welcome or keynote introduction)	★	
Telescoping banner/signage on Main Stage	★	
Option to supply branded giveaway (tote bag, pens, etc.)	★	
Banner ad in conference app	★	

* GOLD LEVEL IS EXCLUSIVE. We will accept only one Gold Partner per category of business -- i.e. one insurance firm, one architectural firm, etc.

**Not interested in exhibiting? Alternate recognition opportunities are available. Contact Lisa Henderson: lhenderson@leadingagemnh.org.

Benefits year runs from January 1 - December 31, 2020. LeadingAge ME & NH reserves the right to revise benefits packages at any time.