

# 2026 BUSINESS PARTNER PROGRAM

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



### LeadingAge Maine & New Hampshire

LeadingAge Maine & New Hampshire is the association of not-forprofit 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.

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



## **Business Affiliate \$850**

Sign up at: https://lmnh.memberclicks.net/bp26

For more information contact: Lisa Henderson—Ihenderson@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





Active Participation  Full conferenceive by badges  Prominent speaking role (e.g. welconneintor message)  ### 2	LeadingAge Maine & New Hampshire 2026 Business Engagement Opportunities	SPONSOR PACKAGES; BEST VALUE			THIS LEVEL DOES <u>NOT</u> INCLUDE CONFERENCE & EXPO
Active Participation  Full conference laps to badges  ### A		\$5,800	\$3,000	\$1,600	\$850
Full conference/expo badges    Prominent speaking role (e.g., welcome/infror message)   x					BUSINESS AFFILIATE
Prominent speaking role (e.g., welcome/intro message)  ##igh Visibility  **Sponsor' badge designation  **Prominent banner placement 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your company prior to day 1 lunch 30 second self-introduction of your doubtion to the your self-introduction to the your choosing 4 lunch your self-introduction to the your self-introduction to second self-introduction to the your self-in	Active Participation				
High Visibility Sponsor' badge designation  X	•	4	2	1	Member rate - \$359 each
### Sponsor badge designation    X	Prominent speaking role (e.g. welcome/intro message)	X			
Sponsor hadge designation   X					
Promisent barner placement 30 second self-introduction of your company prior to day 1 funch interactive Expo - "America's 250m Birthday" Themel 3:30:5:0pm on May 12th. Host a red-white-and-blue activity at your booth and offer prizes!  Company listing on conference app  Remarks and	<u> </u>	х	х	×	
Interactive Expo - "America's 250th Birthday" Themel 3:30-5:30pm on May 12th. Host or de-white-and-blue activity at your both and offer prizes!  All all all and a company istange on conference app  Benner ad on conference app  Benner ad on conference app  Direct Outreach  Attendee roster for outreach within three-week window of conference  X  X  X  X  X  X  X  X  X  X  X  X  X	Prominent banner placement	х		^	
Interactive Expo - Americas audin primary Internet 3-30-3-your on May 12th. Host and white and blue activity at your both and offer prizes!  Company listing on conference app  Direct Outreach  Attendee roster for outreach within three-week window of conference  X  X  X  X  X  X  X  X  X  X  X  X  X	30 second self-introduction of your company prior to day 1 lunch	х	х	х	
Company listing on conference app  Banner ad on conference app  Attendee roster for outreach within three-week window of conference  X  X  X  X  X  X  X  X  X  X  X  X  X		Choice of booth location	х	х	NOT INCLUDED & NOT AVAILABLE FOR
Banner ad on conference app  Direct Outreach  Attendee roster for outreach within three-week window of conference  X  X  X  X  X  X  X  X  X  X  X  X  X	Company listing on conference app	enhanced listing	enhanced listing	basic listing	SEPARATE FURCHASE
Attendee roster for outreach within three-week window of conference  Year-Round Benefits  GOLD BUSINESS PARTNER  SILVER BUSINESS PARTNER  BRONZE BUSINESS PARTNER  BUSINESS AFFI  Engage With Members  Participate as a guest expert at a Pear Group meeting aguest expert aguest at a Pear Group meeting aguest expert aguest aguest expert aguest			, , ,	, and the second	
Attendee roster for outreach within three-week window of conference  Year-Round Benefits  GOLD BUSINESS PARTNER  BUSINESS PARTNER  BUSINESS AFFI  BUSINESS A					
### PARTNER* PARTNER* PARTNER* PARTNER* BUSINESS AFFI  ### PARTNER* PARTNER* PARTNER* BUSINESS AFFI  ### BUSINES AFFI ### BUSINESS AFFI ### BUSINESS AFFI ### BUSINESS ASSET  ### BUSINESS AFFI ### BUSINESS AFFI ### BUSINESS AFFI ### BUSINESS	Attendee roster for outreach within three-week window of conference	×	x	×	\$350 additional purchase following the purchase of at least one full conf/expo registration
Participate in a Strategy Roundtable Discussion with our Board (Q1)  Participate as a guest expert at a Peer Group meeting e.g. CEO, CFO, Dring, E.S., Sales & Marketing, Life Enrichment, etc.  [NEW! Expanded audience!] Invite to summer reception with senior leaders from throughout New England & ME & NH Board (Q3)  Invitation to they year-end virtual membership meeting (Q4)  **Share & Receive Business Intelligence*  Assistance with marketing your webinars  Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)  Email introductions to association members of your choosing  Inclusion in LeadingAge ME & NH speakers bureau  **X***  **X***  **X***  **X***  **X***  **X***  **X**  **Maximize Brand Exposure*  Home page logo placement on our website  Listing on our website by level of support  **Enhanced listing**  **ADDITIONAL OPPORTUNITIES (a la carte)*  **Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  **Total carter of throughout the promotional recognition and 2 additional event tickets.  **Total carter of the promotional recognition and 2 additional event tickets.  **Total carter of through page member cognition & engagement*  **Total carter of through page member cognition & engagement*  **Total carter of through page member cognition and 2 additional event tickets.  **Total carter of through page member cognition & engagement*	Year-Round Benefits				BUSINESS AFFILIATE
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e.g. CEO, CFO, Dining, E.S., Sales & Marketing, Life Enrichment, etc.    NEW! Expanded audience!   Invite to summer reception with senior leaders from throughout New England & ME & NH Board (Q3)   Invitation to the year-end virtual membership meeting (Q4)   New Items   Variable   Varia	Participate in a Strategy Roundtable Discussion with our Board (Q1)	х			
Invitation to the year-end virtual membership meeting (Q4)  Share & Receive Business Intelligence  Assistance with marketing your webinars Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)  Email introductions to association members of your choosing Inclusion in LeadingAge ME & NH speakers bureau  X X X X X  Subscription to key membership communications  X X X X X X  Maximize Brand Exposure  Home page logo placement on our website Listing on our website by level of support  Verbal recognition at all association events  Masthead recognition on e-news alerts  ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  Invited to the year-end virtual membership meeting (Q4)  X X X X X X X X X X X X X X X X X X X	e.g. CEO, CFO, Dining, E.S., Sales & Marketing, Life Enrichment, etc.	2/year	1/year	By invitation	
Share & Receive Business Intelligence  Assistance with marketing your webinars  Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)  Email introductions to association members of your choosing  Inclusion in LeadingAge ME & NH speakers bureau  X		2 attendees	1 attendee		
Assistance with marketing your webinars  Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)  Inclusion in LeadingAge ME & NH speakers bureau		X	х	х	х
Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.)  Email introductions to association members of your choosing  A introductions  2 introductions  1/year  2 introductions  x  x  x  x  x  x  x  x  x  ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of wall and the particular of the par	Share & Receive Business Intelligence				
paper, an invitation to a special event, etc.)  Email introductions to association members of your choosing  Inclusion in LeadingAge ME & NH speakers bureau  X  X  X  X  X  X  X  X  X  X  X  X  X	• • • • • • • • • • • • • • • • • • • •	Up to 4/year	Up to 2/year	1/year	
Email introductions to association members of your choosing Inclusion in LeadingAge ME & NH speakers bureau  X  X  X  X  X  X  X  X  X  X  X  X  X		2/year	1/year		
Subscription to key membership communications  x  x  x  Maximize Brand Exposure  Home page logo placement on our website  Listing on our website by level of support  Verbal recognition at all association events  Masthead recognition on e-news alerts  ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  X  X  X  X  X  X  X  X  X  X  X  X  X		4 introductions	2 introductions		
Maximize Brand Exposure  Home page logo placement on our website  Listing on our website by level of support  enhanced listing enhanced listing basic listin	Inclusion in LeadingAge ME & NH speakers bureau	х	х	х	х
Home page logo placement on our website  Listing on our website by level of support  Perbal recognition at all association events  Masthead recognition on e-news alerts  ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  X  X  X  ADDITIONAL OPPORTUNITIES (a la carte)  **Too each (5 available)**  **Premium sponsorships also available for \$2,500, inc. a tailored plan for maximum recognition & engagement	Subscription to key membership communications	х	х	х	х
Listing on our website by level of support  Verbal recognition at all association events  Masthead recognition on e-news alerts  ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  enhanced listing  enhanced listing  basic listing  basic listing  basic listing  basic listing  *  *  *  **  **  **  **  **  **  **	Maximize Brand Exposure				
Verbal recognition at all association events  Masthead recognition on e-news alerts  ***  ***  ***  ***  **  **  **  **	Home page logo placement on our website	x	x		
Masthead recognition on e-news alerts  **  **  **  **  **  **  **  **  **	Listing on our website by level of support	enhanced listing	enhanced listing	basic listing	basic listing
ADDITIONAL OPPORTUNITIES (a la carte)  Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  \$750 each (5 available)*  *Premium sponsorships also available for \$2,500, inc. a tailored plan for maximum recognition & engagement	Verbal recognition at all association events	x			
Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event tickets.  \$750 each (5 available)*  *Premium sponsorships also available for \$2,500, inc. a tailored plan for maximum recognition & engagement	•	х			
* GOLD LEVEL IS EXCLUSIVE. We will accent only one Gold Partner per category of hysiness i.e. one insurance firm one architectural firm etc.	Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THOUGHOUT NEW ENGLAND and our Board of Directors. Sponsor receives promotional recognition and 2 additional event	*Premium sponsorships also available for \$2,500,			
Benefits year runs from January 1 - December 31, 2026. LeadingAge ME & NH reserves the right to revise benefits packages at any time.	* GOLD LEVEL IS EXCLUSIVE. We will accept only one Gold Partner per category of business i.e. one i		irm, etc.		