

LeadingAge™

Maine & New Hampshire
Educate. Collaborate. Inspire.

2025 BUSINESS PARTNER PROGRAM

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



LeadingAge Maine & New Hampshire

PO Box 154, Newmarket, NH 03857 | 603-292-6441 | www.LeadingAgeMENH.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.

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.

 **Gold Business Partner \$5,800**

 **Silver Business Partner \$3,000**

 **Bronze Business Partner \$1,600**

Business Affiliate \$850

Sign up at: <https://lmnh.memberclicks.net/bp25>

For more information contact:

Lisa Henderson—lhenderson@leadingagemnh.org

**LeadingAge™**
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."



| LeadingAge Maine & New Hampshire 2025 Business Engagement Opportunities | SPONSOR PACKAGES; BEST VALUE | | | THIS LEVEL DOES <u>NOT</u> INCLUDE CONFERENCE & EXPO |
|---|---|------------------------------------|------------------------------------|--|
| | \$5,800 | \$3,000 | \$1,600 | \$850 |
| CONFERENCE & EXPO - May 6 & 7, 2025 South Portland, ME | GOLD BUSINESS PARTNER* | SILVER BUSINESS PARTNER | BRONZE BUSINESS PARTNER | BUSINESS AFFILIATE |
| Active Participation | | | | |
| Full conference/expo badges | 4 | 2 | 1 | Member rate - \$359 each |
| Prominent speaking role (e.g. welcome/intro message) | x | | | |
| High Visibility | | | | |
| "Sponsor" badge designation | x | x | x | |
| Prominent banner placement | x | | | |
| 30 second self-introduction of your company prior to day 1 lunch | x | x | x | |
| Interactive Expo - "Backyard BBQ" Theme! 3:30-5:30pm on May 6th. Host a lawn game at your booth and offer prizes! | Choice of booth location | x | x | NOT INCLUDED & NOT AVAILABLE FOR SEPARATE PURCHASE |
| Company listing on conference app | enhanced listing | enhanced listing | basic listing | |
| Banner ad on conference app | x | | | |
| Direct Outreach | | | | |
| Attendee roster for outreach within three-week window of conference | x | x | x | \$350 additional purchase following the purchase of at least one full conf/expo registration |
| Year-Round Benefits | GOLD BUSINESS PARTNER* | SILVER BUSINESS PARTNER | BRONZE BUSINESS PARTNER | BUSINESS AFFILIATE |
| Engage With Members | | | | |
| Participate in a Strategy Roundtable Discussion with our Board (Q1) | x | | | |
| Participate as a guest expert at a Peer Group meeting e.g. CEO, CFO, Dining, E.S., Sales & Marketing, Life Enrichment, etc. | 2/year | 1/year | By invitation | |
| [NEW! Expanded audience!] Invite to summer reception with senior leaders from throughout New England & ME & NH Board (Q3) | 2 attendees | 1 attendee | | |
| Invitation to the year-end virtual membership meeting (Q4) | x | x | x | x |
| Attend all association educational programs | 2 attendees | 1 attendee | Member rate | Member rate |
| Share & Receive Business Intelligence | | | | |
| Assistance with marketing your webinars | Up to 4/year | Up to 2/year | 1/year | |
| Sponsored email sent to entire distribution list (e.g. advertisement of your services, a white paper, an invitation to a special event, etc.) | 2/year | 1/year | | |
| Email introductions to association members of your choosing | 4 introductions | 2 introductions | | |
| Inclusion in LeadingAge ME & NH speakers bureau | x | x | x | x |
| Subscription to key membership communications | x | x | x | x |
| Maximize Brand Exposure | | | | |
| Home page logo placement on our website | x | x | | |
| Listing on our website by level of support | enhanced listing | enhanced listing | basic listing | basic listing |
| Verbal recognition at all association events | x | | | |
| Masthead recognition on e-news alerts | x | | | |
| ADDITIONAL OPPORTUNITIES (a la carte) | | | | |
| Summer Reception Sponsor - An invite-only gathering of senior leaders of member communities FROM THROUGHOUT NEW ENGLAND and our Board. Sponsor receives promotional recognition, speaking opportunity, and 2 additional event tickets. | \$750 each (5 available)* *Premium sponsorships also available for \$2,500, inc. a tailored plan for maximum recognition & engagement | | | |
| * GOLD LEVEL IS EXCLUSIVE. We will accept only one Gold Partner per category of business -- i.e. one insurance firm, one architectural firm, etc. | | | | |
| Benefits year runs from January 1 - December 31, 2025. LeadingAge ME & NH reserves the right to revise benefits packages at any time. | | | | |