



TRUSTED
PARTNER

SUPPLIER

2025
ANNUAL
SPONSORSHIP
PACKAGES

LeadingAge[®]
Minnesota

WORKING TOGETHER TO TRANSFORM AND ENHANCE THE EXPERIENCE OF AGING

We invite you to partner with us in support of the good work our members do.

LeadingAge Minnesota is the state's largest association of aging services organizations. Together with nearly 55,000 caregivers, our 1,600 members provide quality, compassionate care to 53,000 older adults every day in all the places they call home, including adult day, independent senior housing, assisted living communities, in-home services, and skilled nursing settings. LeadingAge Minnesota members are diverse but share a common focus on person-directed living, missions of service to their communities, and choice in older adult services. LeadingAge Minnesota is the state partner of LeadingAge and state affiliate of Argentum.

LEADINGAGE MINNESOTA MEMBERS ARE COMMITTED TO

the
older adults
they serve.

their
mission.

their
communities.

their Business Partners,
LeadingAge Minnesota Solutions
vendors, and Annual Sponsors –
the companies who help them accomplish
their mission-driven work.

LEADINGAGE MINNESOTA MEMBERSHIP

- 202 freestanding care centers
- 36 hospital-attached care centers
- 678 senior housing providers
- 144 multi-site organizations
- 34 adult day providers
- 30 home and community based service providers
- 217 business partners
- 26 honorary members
- 55 associate member companies
- 212 individual members
- Represents over 19,000 care center beds and more than 39,300 senior housing units

LEADINGAGE MINNESOTA'S ANNUAL SPONSORSHIP PACKAGES

The opportunity to sponsor events and meet with provider members face to face is invaluable to our Business Partners. Annual Sponsorship is the pathway to a year-long engagement cycle that delivers meaningful connections with decision makers.

BUILD YOUR OWN ANNUAL SPONSORSHIP PACKAGE!

This tool is designed to personalize your organization's visibility and connections. With LeadingAge Minnesota Annual Sponsorship, you set your sponsorship budget for the year and customize the benefits to meet your promotion goals. We offer a variety of opportunities in the areas of education, executive events, networking, and web recognition that can help you increase your exposure and access to LeadingAge Minnesota members.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

- LeadingAge Minnesota member organizations spend over \$1.5 billion on human resources, goods, and services to care for older adults. Put your company name and your representatives in front of the people who make the decisions on where their money is spent.
- Elevate your visibility within the LeadingAge Minnesota 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 for the future.
- Support the fine work your association does to advance the missions of older adult services providers.

ABOUT THE ANNUAL SPONSORSHIP PACKAGES

Simply choose your sponsorship 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 up to the amount of your sponsorship level.* You will see that each selection has a dollar value – the higher the value, the more visibility and prestige you will receive.

Return the enclosed commitment form to [Jenny Prosser](#) at LeadingAge Minnesota and she'll handle the details!

LeadingAge Minnesota members spend over \$1.5 billion on human resources, goods, and services to care for older adults. Put your company name and your representatives in front of the people who make the decisions on where their money is spent.

Become a 2025 Annual Sponsor and enhance your exposure to over 1,200 LeadingAge Minnesota provider member organizations.

PACKAGE BENEFITS

CHOOSE YOUR LEVEL OF SUPPORT

DIAMOND SPONSORSHIP

\$40,000+

Diamond level sponsors are recognized at the highest level of sponsorship. In addition to the standard benefits, your Diamond sponsorship includes:

- **2025 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for six representatives (lodging not included)
- Full-page sponsorship recognition or article in the Institute registration brochure
- Recognition at an Institute general session
- **One complimentary prime booth location at the 2026 Institute**
- Annual Meeting registration for five representatives (lodging not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in Advantage newsletter for three months in 2025
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2025 signature events

PLATINUM SPONSORSHIP

\$30,000+

In addition to the standard benefits, the Platinum Sponsorship Package includes:

- **2025 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for four representatives (lodging not included)
- Full-page sponsorship recognition or article in the Institute registration brochure
- Recognition at an Institute general session
- **Half price prime booth location at the 2026 Institute**
- Annual Meeting registration for four representatives (lodging not included)
- Annual Meeting golf tournament for two people
- Special signage at signature events
- Banner featured in Advantage newsletter for two months in 2025
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2025 signature events

STANDARD BENEFITS

All sponsorship packages include:

Recognition in all LeadingAge Minnesota signature event brochures.

Signage identifying you as an Annual Sponsor at the sponsored event or activity.

Recognition in LeadingAge Minnesota Advantage newsletter throughout the year.

Logo identifying your company as an Annual Sponsor to use in your marketing materials.

DEADLINE
Sponsorship commitment deadline is Friday, Dec. 27, 2024 to receive full benefits of sponsorship.

PACKAGE BENEFITS

CHOOSE YOUR LEVEL OF SUPPORT

GOLD SPONSORSHIP

\$20,000+

In addition to the standard benefits, the Gold Sponsorship Package includes the following benefits:

- **2025 Business Partner membership**
- Your company's logo on the LeadingAge Minnesota Online Buyer's Guide webpage for a year
- Institute registration for three representatives (lodging not included)
- Half-page sponsorship recognition or article in the Institute registration brochure
- Recognition at an Institute general session
- **Half price prime booth location at the 2026 Institute**
- Annual Meeting registration for three representatives (lodging not included)
- Annual Meeting golf tournament for one person
- Special signage at signature events
- Banner featured in Advantage newsletter for one month in 2025
- **Ability to customize up to half of your sponsorship dollars on items not available in this sponsorship package**
- Custom video showcasing top sponsors to be played at all 2025 signature events

SILVER SPONSORSHIP

\$10,000+

Your Silver Sponsorship Package includes the following benefits:

- Institute registration for two representatives (lodging not included)
- Quarter-page sponsorship recognition or article in the Institute registration brochure
- **Prime booth location at the 2026 Institute** (booth fee not included)
- Annual Meeting registration for two representatives (lodging not included)
- Banner featured in Advantage newsletter for two issues in 2025
- Custom video showcasing top sponsors to be played at all 2025 signature event

BRONZE SPONSORSHIP

\$5,000+

The Bronze Sponsorship Package includes these benefits:

- Institute registration for one representative (lodging not included)
- **Prime booth location at the 2026 Institute** (booth fee not included)
- Annual Meeting registration for one representative (lodging not included)

**BONUS FOR
ACTING FAST**

Submit your 2025 sponsorship commitment by **Tuesday, Nov. 5, 2024** to ensure your company's name is highlighted as an Annual Sponsor in the 2025 Institute registration brochure.

DEADLINE
Sponsorship commitment deadline is Friday, Dec. 27, 2024 to receive full benefits of sponsorship.

2025 MENU CHOICES

DESIGN YOUR PACKAGE

Now, the fun part! After you've selected your Annual Sponsorship level, 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 up to at least the total dollar value of your sponsorship package. Remember, these benefits are in addition to the standard and package benefits that are included with every sponsorship level. Unless otherwise noted, all sponsorship items are exclusive, so you'll have prime recognition.

FEB. 12-13, 2025

INSTITUTE

The LeadingAge Minnesota Institute is the largest conference of its kind in the country. This signature event draws nearly 800 key decision-makers with an average overall attendance over 2,500. The Institute attracts all disciplines within the senior living field from all over the state of Minnesota. This two-day event features a two-day expo and over 100 educational programs.



- Attendee Name Badges – \$5,000
- Keynote/General Session Speakers – \$5,000 (select one)
 - Wednesday (Feb. 12)
 - Thursday (Feb. 13)
- Registration Brochure – \$5,000
- Band on Wednesday Evening (Feb. 12)
 - \$3,000 – limited to two sponsors OR
 - \$5,000 for exclusive sponsorship
- Snacks in the Exhibit Hall on Thursday (Feb. 13)
 - \$3,000 – limited to two sponsors OR
 - \$5,000 for exclusive sponsorship
- Virtual Session Sponsor (around 30 sessions) – \$3,000
- Room Sign Sponsor – \$3,000
- Water Stations – \$3,000
- Registration Kiosks – \$3,000
- Wireless Internet – \$3,000
- MDH/DHS Solutions Stage – \$2,500
- Event App – \$2,000 (limited to five sponsors)
- Lanyards – \$1,500 (sponsor supplies 2,500 lanyards)
- Pens – \$1,500 (sponsor supplies 2,500 pens)
- Event Confirmations – \$1,500
- Institute Provider Member Scholarship – \$1,500 (unlimited)
- Three Electronic Event Sponsorship Promotions Sent to 10,000+ Members (limited to two sponsors) – \$1,500
- Tuesday Pre-Workshops (select one)
 - Leadership Intensive - \$5,000
 - Governance Intensive - \$3,000
 - Emergency Preparedness - \$1,500
 - Clinical - \$1,500
- Web Site Sponsorship (logo with link) on Institute Home Page (Dec. - March) – \$1,000 (unlimited)



2025 MENU CHOICES DESIGN YOUR PACKAGE

SEPT. 16-19, 2025

ANNUAL MEETING & LEADERSHIP FORUM

Each September LeadingAge Minnesota members gather for four days of education, networking, relaxation, and to conduct the association's annual business meeting. Over 250 business leaders attend this annual signature event; primarily corporate office executives, administrators of not-for-profit care centers, and managers of senior housing in Minnesota.



**COURAGEOUS
THINKING**

Grand View Lodge, Nisswa



- Keynote Speaker on Wednesday – \$5,000
- Tuesday Welcome Reception – \$4,000
- Attendee Name Badges – \$3,000
- Drive Beverage Cart in Golf Tournament – \$3,000 (limited to three sponsors)
- Registration Brochure – \$3,000
- Lunch for Golfers – \$3,000
- General Session Speaker on Friday – \$2,000
- Event App – \$2,000 (limited to five sponsors)
- New Faces/First Timer Event – \$1,500
- Tee Box Sponsor – \$1,500 (limited to 18 sponsors)
- Event Confirmations – \$1,500
- Three Electronic Event Sponsorship Promotions Sent to 10,000+ Members (limited to two sponsors) \$1,500
- Web Site Sponsorship (logo with link) on Annual Meeting Home Page (July-Sept.) – \$1,000 (unlimited)
- Networking Break – \$1,000
 - Wednesday Morning
 - Wednesday Afternoon
 - Thursday Morning
 - Thursday Afternoon
 - Friday Morning
- Registration Gift – \$1,000 (unlimited; sponsor supplies 300 gifts)
- Golf Tournament for One Person – \$500 (unlimited)
NOTE: The Diamond, Platinum, and Gold packages include golf.
- Annual Meeting Provider Member Scholarship – \$500 (unlimited)




2025 MENU CHOICES DESIGN YOUR PACKAGE

ANNUAL EDUCATION EVENTS

LeadingAge Minnesota is at the forefront in developing leadership, education, and connections among providers of older adult services. In addition to the below events, we offer 40+ freestanding educational programs/webinars to our members each year on a wide range of topics.



- Assisted Living Conference (select one, includes one complimentary tabletop) – \$3,000
 - Keynote
 - General Session Speaker
 - F&B 1st Day
 - F&B 2nd Day
 - Happy Hour
 - Name Badges
- Nurse Leadership Program – \$3,000
- Operations Certificate Program – \$3,000
- Quality Specialist Certificate Program – \$3,000
- Technology Conference (limited to three sponsors) – \$3,000
- Maltreatment Management Workshop – \$2,000
- Independent Living Workshop – \$1,500



NOTE: For educational events, signature events, and webinars, sponsorship includes logo on brochure, name/logo on agenda, and recognition at event. Sponsorship does not include input into program content or faculty.

BONUS FOR ACTING FAST

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2025 MENU CHOICES DESIGN YOUR PACKAGE

EXECUTIVE EVENTS

Each year a handful of special events provide a unique opportunity to network closely with an elite group of LeadingAge Minnesota leaders and key decision-makers in the provider community. Sponsorship is restricted to a very limited number of participants.

- Leadership Academy (includes one complimentary fellowship)
 - \$5,000 – limited to four sponsors OR
 - \$15,000 for exclusive sponsorship
- Professional Networks
 - Chief Executive of Multisite Organization (CEMO) – \$5,000
 - Chief Marketing/Sales/Communications Executive of Multisite Organization - \$3,000
 - Chief Financial Officer (CFO) – \$3,000
 - Chief Operating Officer (COO) – \$3,000
 - Nurse Executive of Multisite Organization (NEMO) – \$3,000
 - Human Resources (HR) – \$2,000
 - Independent Living Executive Directors – \$2,000
 - Sales & Marketing – \$1,000
 - Fund Development – \$1,000
- Board Retreat on June 24-26
 - \$8,000 – limited to two sponsors OR
 - \$15,000 for exclusive sponsorship
- Strategic Board Meeting on Nov. 12-13 (limited to two sponsors) – \$6,000
- Executive Leadership Masterclass – \$5,000
- Institute CEMO Meeting on Feb. 13 (limited to two sponsors) – \$5,000
- Minnesota Night Drink Tickets (at LeadingAge National Annual Meeting)
 - \$3,000 – limited to two sponsors (includes admission to the event for two people) OR
 - \$5,000 for exclusive sponsorship (includes admission to the event for four people)
- District Meetings (select one) – \$3,000
 - January (virtual)
 - June
 - October
- Reception at MNDONA Annual Conference – \$3,000
- Coaching Rooms/Technical Assistance (virtual) – \$3,000
- Day at the Capitol in March – \$3,000
- Board Meetings (select one) – \$2,500
 - January
 - April
 - Sept. 16
- NurseNET Regional Meetings (select one) – \$2,000
 - 1st Quarter
 - 2nd Quarter
 - 3rd Quarter
 - 4th Quarter
- Opinion Leaders Meeting on Feb. 14 (limited to 10 people)
 - \$2,000 for one person OR
 - \$3,500 for two people
- Friday Huddles (virtual) – \$1,500
- Sponsor a Committee – \$1,000 (LeadingAge Minnesota will provide you with Committee options to choose from.)

DEADLINE

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2025 MENU CHOICES DESIGN YOUR PACKAGE

WEBSITE SPONSORSHIP

Provider members visit leadingagemn.org for the latest information, educational offerings, and help in finding suppliers of the products and services they purchase. Get your company's name in front of them through this exceptional opportunity.

- Resource Library – \$5,000
- Data Portal – \$3,000
- Board Resource Center – \$1,500
- Your company's logo on LeadingAge Minnesota Online Buyer's Guide webpage for one year – \$1,000 (unlimited) *NOTE: The Diamond, Platinum, and Gold packages include this benefit.*

ELECTRONIC RECOGNITION AND PUBLICATIONS

- Monday Member Message Emails – \$4,000
- Banner in Advantage Weekly Email Newsletter – \$500/month (4 issues)
NOTE: The Diamond, Platinum, Gold, and Silver packages include this benefit.
- Legislative Report – \$1,000 (limited to five sponsors)

ADDITIONAL RECOGNITION OPPORTUNITIES

Opportunities that are not included in the Annual Sponsorship campaign.

Minnesota Night in 2025

LeadingAge Minnesota Night at LeadingAge's Annual Meeting is \$250 per person. Don't miss this unique opportunity for face-to-face networking and relationship building. Join over 70 provider member leaders for Minnesota Night. For more information, contact [Jenny Prosser](mailto:jprosser@leadingagemn.org).

Foundation Related Events/Activities

Contact [Lori Meyer](mailto:lori.meyer@leadingagemn.org) at LeadingAge Minnesota for more information on Foundation events.



INFORMATION:

For further information on Annual Sponsorship, contact Jenny Prosser, Vice President of Events, Education, and Experiences at 651.603.3548 or jprosser@leadingagemn.org. Full payment is due with application or quarterly payments setup online with ACH or credit card.



2025 LeadingAge Minnesota ANNUAL SPONSORSHIP PACKAGES

2025 APPLICATION AND AGREEMENT

INSTRUCTIONS

Please read the sponsorship agreement and terms. Full payment or one fourth of the total amount is due with application. Checks should be made payable to LeadingAge Minnesota. Sponsorships may be charged to Visa, MasterCard, American Express, or Discover. Return payment with application to: LeadingAge Minnesota, Attention: Jenny Prosser, 3001 Broadway Street NE, Suite 300, Minneapolis, MN 55413.

SPONSORSHIP AGREEMENT

LeadingAge Minnesota reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge Minnesota and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance and must be received no later than Friday, Dec. 27, 2024, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge Minnesota and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Minnesota in advance. Promotion of the sponsor's products, services, or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2025 and will not be entitled to any refund. LeadingAge Minnesota's recognition of sponsors in no way constitutes LeadingAge Minnesota endorsement of the sponsor's products, services, or facilities. Monies not allocated in 2025 will not be rolled over into future years.

SECTION A: CHOOSE YOUR SPONSORSHIP LEVEL

- Diamond (\$40,000+)
- Platinum (\$30,000+)
- Gold (\$20,000+)
- Silver (\$10,000+)
- Bronze (\$5,000+)

CUSTOMIZE YOUR SPONSORSHIP PACKAGE

Select from the menu choices, up to at least the dollar value of your sponsorship. Please contact Jenny Prosser to discuss available options.

SECTION B: ADD-ON FOR 2025

- 2025 Business Partner Membership Dues – \$1,200 (LeadingAge Minnesota membership is required for all sponsor levels. *Business Partner dues are included in Diamond, Platinum, and Gold sponsorship packages.*)

DEADLINE

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2025 LeadingAge Minnesota ANNUAL SPONSORSHIP PACKAGES

AGREEMENT

We hereby apply to become a 2025 LeadingAge Minnesota Annual 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 _____

SECTION C: TOTAL AMOUNT DUE

Section A (Sponsorship Amount) \$ _____

Section B (2025 Dues – \$1,200) \$ _____

TOTAL: \$ _____

PAYMENT (check one)

- Enclosed is the total amount due for sponsorship.
- I would like to setup online quarterly payments via ACH or credit card.

NOTE: 2025 Business Partner Membership Dues payment is to be sent in the full amount. This option cannot be invoiced quarterly.

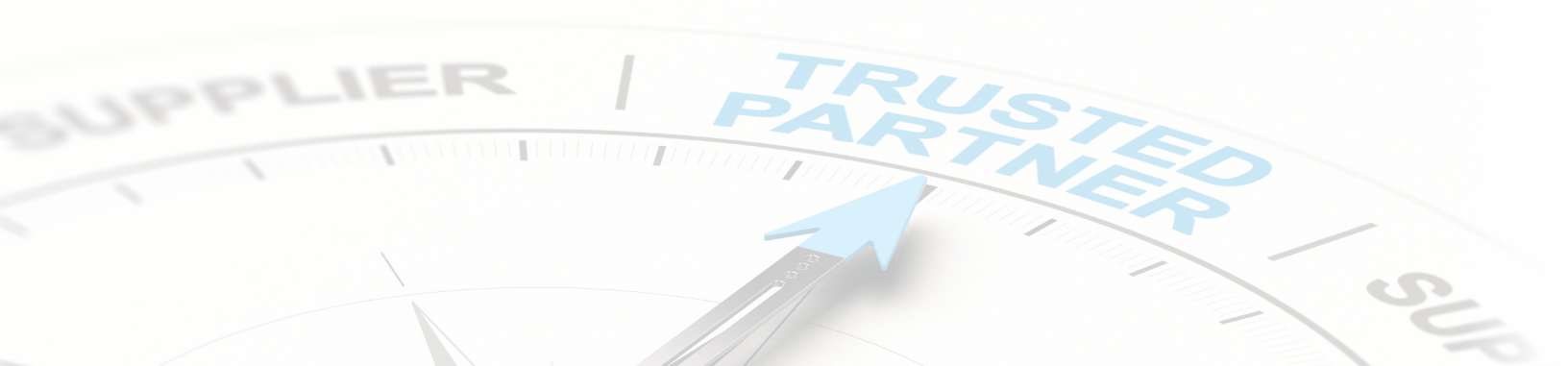
Amount Enclosed: _____

INFORMATION

For further information on Annual Sponsorship, contact Jenny Prosser, Vice President of Events, Education, and Experiences, at 651.603.3548 or jprosser@leadingagemn.org.

For LeadingAge Minnesota Use Only
Date Received _____

To comply with PCI DSS (policies to protect credit card data), LeadingAge Minnesota cannot accept credit card information via email or phone. You may submit your form via email without credit card information. Jenny Prosser will follow up with instructions on how to pay online with your credit card.



BONUS FOR ACTING FAST

Submit your 2025 sponsorship commitment by Tuesday, Nov. 5 2024 to ensure your company's name is highlighted as an Annual Sponsor in the 2025 Institute registration brochure.