

LeadingAge Florida 2015 Annual Sponsorship Program

BE THE VOICE of



The Power of Relationships

LeadingAge[™]
Florida

LeadingAge
Florida
Membership*

145 - Affordable
Housing

12 - Aging
Organizations

65 - Assisted
Living

55 - CCRCs

15 - HCBS

71 -
Independent
Living

60 - Mgmt
Companies

80 - Nursing
Homes

162 - Business
Partners

11 - Individuals

*As of 11/1/14

advocate.
educate.
serve.

Working Together to Create the Future of Older Adult Services Through Excellence and Innovation.

We invite you to partner with us in support of the good work our members do. LeadingAge Florida is the largest nonprofit association of aging services communities in the state. Our 400+ mission-driven communities serve over 70,000 Floridians every day in settings across the continuum from their homes to independent housing, assisted living and care centers. LeadingAge Florida 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 Florida is the state affiliate of LeadingAge.

LeadingAge Florida Members are Committed

- to the older adults they serve
- to their mission
- and to their Business Partners, Value First vendors and Annual Sponsors – the companies that help them accomplish their mission-driven work.

Annual Sponsorship Packages

Many of our esteemed Business Members and Value First GPO vendors have told us they value the opportunity to sponsor events and meet with provider members face-to-face. But by the time the invitation arrives to their marketing director, the budget has already been allocated for the year and they are unable to participate. The solution has been developed by LeadingAge Florida — our Annual Sponsorship Program!

Build Your Own Sponsorship Package!

With the LeadingAge Florida Annual Sponsorship Program, you set your sponsorship budget for the year and customize the benefits to suit your marketing goals. We offer a number of opportunities in the areas of events, education, sponsorship, networking, and print and web advertising that can help you increase your exposure and access to LeadingAge Florida's members.

The Advantages of Annual Sponsorship

- LeadingAge Florida member organizations spend billions on goods and services to care for older adults. Put your company name and representatives in front of the people who make the decisions on where their money is spent.
- Elevate your visibility within our membership.
- No surprises – you set the annual budget and customize your sponsorship to get the most value for your investment for the entire year.
- Position your company as a true industry leader and strategic partner for the future.
- Support the fine work LeadingAge Florida does to advance the mission of older adult services providers.

Benefit Packages*

DIAMOND BENEFITS - \$20,000+

- TOP SPONSOR OF THE YEAR
Contact Julie Copeland at (850) 671-3700 for details.

PLATINUM BENEFITS - \$15,000+

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

- 10% discount on additional advertising purchased in membership year
- One FREE advertisement in LeadingAge Florida Newsletter
- One FREE half page advertisement in convention program book
- Premium booth at annual convention
- Company material in annual convention packet
- 10% discount on pre-convention marketing material advertising
- One (1) annual convention registration
- Two (2) – VIP Tickets to Lunch at annual convention
- Recognized at annual convention as Platinum Member
- Opportunity to submit up to four (4) educational articles in “LeadingLINK” Newsletters
- 25% discount on exhibit space at additional non-convention LeadingAge Florida event
- 10% discount of sponsorship at additional non-convention LeadingAge Florida event

GOLD BENEFITS - \$10,000+

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

- 5% discount on additional advertising purchased in membership year
- One FREE advertisement in LeadingAge Florida Newsletter
- Priority booth at annual convention
- Company material in annual convention packet
- 5% discount on pre-convention marketing material advertising
- Two (2) – VIP Tickets to Lunch at annual convention
- Recognized at annual convention as Gold Member
- Opportunity to submit up to two (2) educational articles in “LeadingLINK” Newsletters
- 10% discount on exhibit space at additional non-convention LeadingAge Florida event

SILVER BENEFITS - \$5,000+

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

- Priority booth at annual convention
- 5% discount on any advertising purchased in membership year
- 10% discount on all event tickets at annual convention
- Recognized at annual convention as Silver Member
- 5% discount on exhibit space at additional non-convention LeadingAge Florida event

***Sponsorship Benefits do not include the annual membership dues.**

STANDARD BENEFITS

All Packages Include:

- Recognition in LeadingAge Florida newsletter and website throughout the year.
- Special recognition as an Annual Sponsor in the 2015 Membership Directory
- Signage identifying you as an Annual Sponsor at the sponsored event
- Listing in appropriate materials.
- Sponsor ribbons for representatives attending LeadingAge Florida events.

www.
LeadingAge
Florida.org

**BONUS FOR
ACTING FAST**

Submit your 2015 sponsorship commitment by Wed., Dec. 31, 2014, to ensure your company's name is highlighted as an Annual Sponsor in the 2015 Membership Directory and to receive full benefits of sponsorship.

*advocate.
educate.
serve.*

Advertisement Options

Convention Ad Sizes have been modified for a half size booklet.

Preliminary Convention Planner — This will be posted on the LeadingAge Florida website at www.LeadinAgeFlorida.org and will be distributed to members and key LeadingAge Florida audiences (3,000 plus). Preliminary Convention Planner is updated continually; submit your ad early.

Color Prices

Full page (5" w x 7.5" t) - \$1,400 Half page (5" w x 3.75" t) - \$800 Quarter page (2.5" w x 3.75" t) - \$500

Black/White Prices

Full page (5" w x 7.5" t) - \$1,150 Half page (5" w x 3.75" t) - \$650 Quarter page (2.5" w x 3.75" t) - \$350

Onsite Program — This will be distributed to all convention attendees, plus exhibitors. It includes the convention schedule, a detailed alphabetical directory of sponsoring and exhibiting companies, and important information about the convention. Ad space deadline is May 31, 2015.

Color Prices

Full page (5" w x 7.5" t) - \$1,100 Half page (5" w x 3.75" t) - \$750 Quarter page (2.5" w x 3.75" t) - \$400

Black/White Prices

Full page (5" w x 7.5" t) - \$850 Half page (5" w x 3.75" t) - \$500 Quarter page (2.5" w x 3.75" t) - \$250

Artwork Specifications — Any guidelines or formats not followed may cause an advertising file to reproduce incorrectly, and will cause delays and additional charges. LeadingAge Florida will not be responsible for ads that do not comply with these specifications.

Digital Artwork

- Acceptable file formats: JPG/EPS.
- Acceptable program files: QuarkXpress Windows (no MAC please) or Adobe Illustrator/Photoshop
- Save files to size required. Enlarging or reducing images in page layout can cause problems and affect quality.
- Resolutions: 300 dpi minimum for continuous tone images (photographs).

Newsletter and Website Advertising Opportunities — When you place your message on our official website or in our newsletter, you will appreciate increased traffic. Your advertisement is a direct link to your website.

Available Advertising Space

Files Accepted: All files should be submitted as JPG file format in RGB color mode at 150dpi. Send all artwork to jcopeland@LeadingAgeFlorida.org

Website	Ad Size	# Available	3 Months	6 Months	12 Months
			Mem/Nonmem	Mem/Nonmem	Mem/Nonmem
Featured Sponsor Ad	285x100px	5 (Rotating)	\$300/\$600	\$600/\$1,200	\$1,200/\$2,400
Footer Banner Ad (appears on every page)	496x92px	3	\$1,000/\$2,000	\$2,500/\$3,500	\$4,000/\$5,000
Newsletter					
Right Column Ad (with hyperlink to company)	192x96	3	\$720/\$1,440	\$1,440/\$2,880	\$2,880/\$5,760

Membership Directory — LeadingAge Florida is working with E&M Consulting to produce the 2015 Directory. Place your message in our annual Membership Directory! For information on advertising, contact Mike Lindsay, Senior Sales Associate at (800) 572-0011 or mike@emconsultinginc.com. This is another way to promote your business to our membership. Sales for advertisements will be solicited for in the first quarter of 2015 with distribution in April. LeadingAge Florida members receive a complimentary copy of the published directory each year.

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.

Annual Convention

This four-day signature event is held in the summer featuring education, networking, relaxation, two-day exposition, and to conduct the association's annual business meeting. Over 350 business leaders attend this annual event; primarily corporate office executive, administrators of not-for-profit care centers and managers of senior housing in Florida. In 2015, we're once again combining our annual Housing Conference with our annual Convention, bringing hundreds more people and traffic!

Annual Educational Events

LeadingAge Florida is at the forefront in developing leadership among providers of older adult services, at our Regional Meetings, Joint Training, Advocacy in Action, Leadership Academy, Seeing Into The Future Conference, Preceptors Training, Strategic Visioning, and webinars on a wide range of topics. Click [here](#) to see the current calendar of events.

Board Meeting Events

Four times a year, LeadingAge Florida Board members meet to discuss the Association's direction in all aspects for future growth. Dinner sponsorship available.

Florida Night Get Together

Twice a year, LeadingAge Florida holds a Florida Night at LeadingAge's National Spring and Fall meetings, where provider member leaders gather to network and relax at a restaurant in the city where the meetings are held. Don't miss the unique opportunity for face-to-face networking and relationship building.

Golf Tournament Held at Annual Convention

We have held our golf tournament every year in conjunction with our Annual Convention. More than 75+ golfers participate from communities and businesses. This will give you more exposure to the communities. See menu choice list on insert for benefits and rates.

Web Sponsorship

Provider members visit LeadingAgeFlorida.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 these exceptional opportunities. See prior page for ad size and rates. Make your selection on the menu choice list on insert.

Electronic Recognition via Technology

See prior page for ad size and rates. Make your selection on the menu choice list on insert.

For More Information, Contact:

Julie Copeland

(850) 702-0317

jcopeland@LeadingAgeFlorida.org



Golf Sponsorship

Our 25th Annual Golf Tournament on Monday, June 29, is being held in conjunction with LeadingAge Florida's 52nd Annual Convention & Exposition, June 28-July 2 at the Gaylord Palms Resort & Convention Center, Kissimmee. The tournament will be held from 8:00 a.m. to 1:00 p.m. at the Celebration Golf Club. **\$135.00 per person** includes cart, greens fee, practice facility usage, locker, boxed breakfast. Proceeds from the tournament benefit the **Scott Boord Career Development Scholarship Fund**. The fund supports LeadingAge Florida member employees seeking to further their education by attending LeadingAge Florida or LeadingAge meetings.

Overall Tournament Sponsor – \$5,000

This is the highest level of support for the Annual Golf Tournament. As the Overall Tournament sponsor, your company will receive the following benefits:

- Opportunity for CEO to be recognized and speak during the Honors and Recognition luncheon ensuring company exposure to LTC professionals.
- Company logo or name prominently placed on all Annual Golf Tournament promotional materials.*
- Opportunity to include company products and information in players' packets distributed to all registered golfers.*
- Signage with Company name/logo displayed at the club house
- Eight complimentary player passes.
- Opportunity to network with players and promote products and services during the tournament.

Eagle Sponsor – \$2,500

- Four complimentary player passes.
- Company sign with name/logo will be displayed at desired hole location.
- Opportunity to include company products and information in players' packets distributed to all registered golfers.*
- Name recognition on all flyers, email announcements, press releases and print advertisements and articles.*
- Opportunity to network with players and promote products and services during the tournament.

Breakfast Sponsor – \$2,000

- Three complimentary player passes.
- Company sign with name/logo will be prominently displayed.
- Opportunity to provide promotional materials to all players during breakfast.
- Name recognition on flyers, emails, players packets and print advertisements and articles.*

Birdie Sponsor – \$1,250

- Two complimentary player passes.
- Company sign with name/logo will be displayed at desired hole location.
- Name recognition on flyers, emails, press releases and print advertisements and articles.*
- Opportunity to network with players and promote products and services during the tournament.

Hole Sponsor – \$250/\$1,000 (Each Hole)**

- Select Hole Sponsor at Annual Golf Tournament.
- Company sign with name/logo will be displayed at desired hole location.
- Name recognition on flyers, emails, press releases and print advertisements and articles.*
- Opportunity to network with players and promote products and services during the tournament.

Drink Cart Sponsor – \$1,000 (exclusive) or 2 sponsors for \$500 each

- Provides sponsorship of all beverages for players during tournament (2 tickets per player).
- Company sign(s) prominently displayed on drink cart(s).
- Name recognition on flyers, emails, players packets and print advertisements and articles.*
- Opportunity to network with players and promote products and services during the tournament.

Additional Sponsorship Opportunities:

Towels* (\$1,250), Hats* (\$1,250), Balls* (\$1,250)

**Contingent upon LeadingAge Florida receiving name or logo by print deadlines.*

***If you're not an exhibiting company, \$1,000 is only available.*



The logo for LeadingAge Florida features the word "Leading" in a green, cursive font with a heart shape integrated into the letter "L". The word "Age" is in a dark blue, bold, sans-serif font with a trademark symbol (TM). Below "Age" is the word "Florida" in a dark blue, italicized, sans-serif font.

*Leading*AgeTM
Florida

1812 Riggins Road Tallahassee, FL 32308 | (850) 671-3700 | Fax (850) 671-3790 | www.LeadingAgeFlorida.org

LeadingAge Florida—Annual Sponsorship Program

2015 Agreement and Application

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 Florida or you may charge to Visa, MasterCard or American Express online only at LeadingAgeFlorida.org. Return payment this agreement and application, along with the Menu Choices to: LeadingAge Florida, Attention: Julie Copeland, 1812 Riggins Road, Tallahassee, FL 32308.

SPONSORSHIP AGREEMENT – LeadingAge Florida reserves the right to determine whether a company meets the standards for sponsorship. Sponsorships cannot be processed without the required remittance and received no later than Tuesday, December 31, 2014, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge Florida. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Florida in advance. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2015 and will not be entitled to any refund. LeadingAge Florida's recognition of sponsors in no way constitutes LeadingAge Florida's endorsement of the sponsor's products, services or facilities. Monies not allocated in 2014 will not be rolled over into future years.

COMPETITIVE COMPANIES – LeadingAge Florida 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.

CHOOSE YOUR SPONSORSHIP LEVEL:

- DIAMOND (\$20,000+) PLATINUM (\$15,000+)
 GOLD (\$10,000+) SILVER (\$5,000+)

CUSTOMIZE YOUR SPONSORSHIP PACKAGE – Select from the menu choices, up to at least the dollar value of your sponsorship. Contact Julie Copeland to discuss availability at (850) 671-3700 or jcopeland@LeadingAgeFlorida.org.

AGREEMENT – We hereby apply to become a 2015 LeadingAge Florida 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: _____ Email: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Website: _____

PAYMENT:

- Enclosed is the total amount due for Sponsorship.
 Enclosed is a deposit of 25% of the total amount due for sponsorship. Please invoice me in March, June and September 2015 for the sponsorship balance due.

Amount Enclosed: _____

Menu Choices — Indicate your selection with a check mark.

Annual Convention

- Keynote Speaker\$15,000
- Monday Golf Sponsorship (See pages 6 & 7 for benefits.)
 - Overall Tournament.....\$5,000
 - Eagle.....\$2,500
 - Birdie.....\$1,250
 - Hole.....\$1,000/\$250*
 - Breakfast.....\$2,000
 - Drink Cart(s).....\$1,000/\$500*
 - Hats or Towels or Balls.....\$1,250
- Tuesday Luncheon in the Exhibit Hall\$7,000
- Tuesday Lunch Dessert in the Exhibit Hall\$5,000
- Tuesday Evening Reception in the Exhibit Hall\$7,000
- Wednesday Awards Luncheon\$5,000
- Wednesday Luncheon Speaker.....\$3,000
- Wednesday Dinner at Social Event\$10,000
- Wednesday Dessert at Social Event\$3,500
- Wednesday Reception at Social Event.....\$3,000
- Wednesday Entertainment at Social Event\$7,000
- Silent Auction in the Exhibit Hall\$3,000
- Refreshment Breaks (8 available)\$1,000
- Bags\$5,000
- Hotel Room Keys or Notebooks\$3,000
- Name Badge & Lanyards.....\$2,000
- Pens\$1,500
- Exhibit Hall Drawing Game (exhibitors only)\$750/\$300
- VIP Connection Reception\$1,000/\$500*

Monday Educational Tracks

- Nursing Home\$2,500
- Leadership.....\$2,500
- Management & Operations.....\$2,500

Tuesday Educational Tracks

- Nursing Home/Clinical & Wellness\$2,500
- Housing Managers\$2,500
- Leadership & Finance.....\$2,500
- Management & Operations.....\$2,500
- Service Coordinator.....\$2,500

Wednesday Educational Tracks

- Nursing Home.....\$2,500
- Housing Managers.....\$2,500
- Leadership & Finance.....\$2,500
- Management & Operations.....\$2,500
- Service Coordinator.....\$2,500

Thursday Educational Tracks

- Clinical & Wellness\$2,500
- Housing Managers.....\$2,500
- Leadership & Finance.....\$2,500
- Service Coordinator.....\$2,500

Convention Advertisements

- Preliminary Planner (*circle size selection*)
 - Color Full/Half/Quarter Page\$1,400/\$800/\$500
 - B/W Full/Half/Quarter Page.....\$1,150/\$650/\$350
- Onsite Program (*circle size selection*)
 - Color Full/Half/Quarter Page\$1,100/\$750/\$400
 - B/W Full/Half/Quarter Page.....\$850/\$500/\$250

Newsletter Advertising.....(Mem/Nonmem)

- Three (3) Months\$720/\$1,440
- Six (6) Months\$1,440/\$2,880
- Twelve (12) Months\$2,880/\$5,760

Website Advertising.....(Mem/Nonmem)

- Featured Rotating Sponsor Ads
 - Three (3) Months.....\$300/\$600
 - Six (6) Months.....\$600/\$1,200
 - Twelve (12) Months.....\$1,200/\$2,400
- Footer Banner Ads (appears on every page)
 - Three (3) Months.....\$1,000/\$2,000
 - Six (6) Months.....\$2,500/\$3,500
 - Twelve (12) Months.....\$4,000/\$5,000

Educational Events

- Preceptor Training and Luncheon\$2,000
- Leadership Academy.....\$10,000
- Advocacy in Action
 - Name Badge.....\$400
 - Refreshment Break.....\$500
 - Breakfast.....\$1,500
 - Lunch.....\$2,500
 - Reception.....\$3,500
- Fall Conference
 - Name Badge.....\$500
 - Refreshment Break (3 choices).....\$1,000
 - Lunch.....\$3,000
 - Reception.....\$5,000
- Joint Training (8 locations available)
 - Refreshment Breaks\$1,000/\$500
 - Lunch\$1,500/1,000
- One-Day Education Workshops
 - Name Badge.....\$400
 - Refreshment Breaks\$500
 - Lunch\$1,000
- Two-Day Education Workshops
 - Name Badge.....\$500
 - Refreshment Breaks\$1,000
 - Lunch\$3,500
 - Reception.....\$5,000
- Webinars (Topics TBD).....\$1,000

Other Networking Events

- LeadingAge Florida Board Meeting Dinners
 - Winter, Spring, Summer, Fall.....\$2,000
- Fla. Night Get-Together At LeadingAge Meetings
 - Spring or Fall Level 1/Level 2.....\$750/\$350

Exhibit.....(Mem/Nonmem)

- Regular Convention (by May 1).....\$950/\$1,750
- Priority Convention (by May 1).....\$1,175/\$1,975
- Premium Convention (by May 1).....\$1,275/\$2,200
- Joint Training (limit pre location).....\$400
- Two-Day Workshop\$400/\$500
- Fall Conference\$400/\$500

Multiple companies are encouraged to sponsor the same events for \$2,000 and above only.

***Not an exhibiting company, \$1,000 is only available.**