The Power of Relationships

2020 Sponsorship Prospectus

LeadingAge® Florida
LeadingAge Florida is the state’s leading advocate for high-quality senior living, representing the entire continuum of long-term care providers and services.

Collaborating with LeadingAge Florida is the best tool for positioning your brand within the LTC sector in Florida! We will work with you to assess your company’s products and services as well as marketing goals, and then suggest platforms within that the association offers that will help maximize your ROI, position your company as a content expert and promote your brand.

Whether at our industry events or in our publications, your brand is represented. Talk to us about sponsorship opportunities that get you in front of your target audience.

Contact Julie Copeland at (850) 702-0317 or jcopeland@Leadingageflorida.org and let her customize a package for your company.
ANNUAL CONVENTION & EXPO

Convention Branding Options
- Title Convention Sponsor $50,000
- Keynote Speaker $10,000
- Networking Luncheon (2 available) $10,000
- Plenary Session $5,000
- Awards $3,000
- Affordable Housing Track (3 available) $2,500
- Assisted Living Facilities Track (3 available) $2,500
- Executive Leadership Track (3 available) $2,500
- Healthcare/Nursing Tracks (3 available) $2,500
- Human Resources Track (1 available) $2,500
- Maintenance Track (1 available) $2,500
- Regulatory Training and Luncheon (Sunday) $3,000
- Continental Breakfast (3 available) $8,000
- Check-in Networking (Sunday) $3,000
- Specialty Coffee Bar (3 available) incl. branded cups $5,000
- Refreshment Breaks incl. snacks (3 available) $4,000
- Name Badges $4,000
- Swag Bags $6,500
- Swag Bag Inserts (see Swag Menu) $400/$600
- Notebooks $4,000
- Pens $2,000
- Chair’s VIP Reception $1,000* / $500
- Headshot Photo Lounge $5,000
- Relaxation Station $5,000
- Networking Lounge $5,000
- Tech Lounge w/charging stations $5,000

Advertised
- Pre-Convention Brochure (circle size selection)
  - Full / Half / Quarter $1,500 / $1,200 / $1,000
- Onsite Pocket Agenda $3,000

Communications
- Event Confirmation $2,500
- Know Before You Go $2,500
- Daily Onsite Recap Emails $2,500
- Thank You for Attending $2,500

Website
- Countdown Clock $1,500
- Event Website $2,000

Mobile APP
- Home Slide $4,000
- Profile Page $1,500
- Push Notifications – 3 per day (per day charge) $500

Demin & Diamonds Party Branding Options
- Dinner $15,000
- Bars $10,000
- Dessert $3,500
- Photo Booth $2,000
- DJ/Live Entertainment $3,000
- Party Favors $1,750
- Table Centerpieces $3,000

*If you’re not an exhibitor, the only option available is $1,000.

Expo Branding Options
- Welcome Reception $10,000
- Tuesday Luncheon $10,000
- NASCAR Car w/ Photo Booth $5,000
- Silent Auction $3,000
- Booth Crawl during Reception (Exhibitors only) plus cost of food or drinks $300
- Booth Crawl during Lunch (Exhibitors only) plus cost of food $500
- Mystery Square Game (Exhibitors only) $600
- Trivia GameBuzz $10,000

Guest Room Branding Options
- Room Keys $4,500
- Door Hangers $4,500
- Turn Down Service (Sunday only) $7,000
- Evening Amenity (2 available) $10,000
- Personalized Phone Greeting Message $1,000
- Branded Water Bottles $4,500
- In-Room Channel per day (3 channels available) $1,000

Hotel Branding Options
- Atrium Pole Banners (32 available) $1,000
- Escalator Decals (4 available) $3,500
- Water Coolers (7 available) $1,000
- Floor Decals (24 available) $750
- Wrapped Candy in all Meeting Rooms $3,000
- Mirror Clings in Convention Restrooms $2,500
- Cups/Napkins at Receptions (3 available) $4,000
- Wireless Internet in the Meeting Rooms $10,000
- Charging Stations $2,500

Hotel Digital Screen Branding Options
- Rolling Message on Vertical (per day) $3,000
- Rolling Message on Horizontal (per day) $2,000
- Rolling Message on Center Bridge (per day) $1,500
- Dedicated Message on Center Bridge (per day) $3,000
- Meeting Room Signs per day (7 available) $1,500

- Convention Brand Package: Bridge plus Meeting Rooms (per day) $3,500

Swag Menu of Items Selection
(sponsor provides 500 qty with their branding by July 1, 2020)
- Power Bank
- Wireless Bluetooth headphones
- Granola Bar
- Popcorn
- Trail Mix
- Candy/Chocolate
- Lip Balm
- Hand Sanitizer
- Eye Mask Travel Kit or First Aid Kit
- Mints
- Gum
- Screen Cleaner
- Item to tie into Demin & Diamond theme
- Tea Bag or Instant Coffee Sleeve

Non-competing companies may co-sponsor the same event if the amount is $5,000 and above.

Other Non-Convention Sponsorships Available on the following page.
OTHER EDUCATIONAL EVENTS

- Legislative Days: Advocacy in Action Workshop
  - Event Sponsor .................................................. $7,500
  - Supporter Level ................................................ $1,000
  - Name Badges ...................................................... $800
  - Reception (2 available) ....................................... $4,000
  - Breakfast (1 available) ....................................... $2,000
  - Refreshment Break .......................................... $1,000
  - Unique Concierge Networking Opportunity -
    Meeting with LeadingAge Florida Board ............... $2,000
  - Break Room at the Capitol ................................ $3,000
  - Luncheon .......................................................... $3,000

- Leadership Academy (2020-2021)
  - Platinum Sponsor ............................................... $20,000
  - Graduation Dinner @ Convention with Board .......... $15,000
  - Silver Sponsor ................................................... $7,500

- One-Day Education Workshops ..................(Mem/Nonmem)
  - Breakfast ............................................................... $1,000
  - Exhibit Table ......................................................... $400/$600
  - Name Badges ....................................................... $400
  - Refreshment Breaks (2 available) ....................... $800
  - Lunch ................................................................. $2,500

- Webinar ............................................................. $1,000

OTHER NETWORKING EVENTS

- BOARD
  - Portal ............................................................... $7,000
  - Dinner ............................................................... $10,000

- Florida Reception at LeadingAge Annual Meeting
  - Levels ................................................................. $1,500/$750
  - Entertainment .................................................... $2,000
  - Drink Stations (2 bars available) ......................... $2,000
  - Hors d’oeuvres .................................................... $2,000
  - Photo Booth ....................................................... $1,200
INSTRUCTIONS – Please select from the menu choices from the following page. Full payment or one-half of the total amount is due with application. Checks should be made payable to LeadingAge Florida or you may charge with Visa, MasterCard or American Express online only at LeadingAgeFlorida.org. Return payment with this agreement and application, along with the Menu Choices to: LeadingAge Florida, Attention: Julie Copeland, 1812 Riggins Rd Ste One, Tallahassee, FL 32308.

SPONSORSHIP AGREEMENT – Sponsoring company is required to provide LeadingAge Florida a company logo as a high resolution jpg, or pdf file. 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 2019 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 2020 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.

AGREEMENT – We hereby apply to become a 2020 LeadingAge Florida 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 50% of the total amount due for sponsorship. The remaining amount due must be paid in full before July 1, 2020.

Amount Enclosed: __________________________