

# LeadingAge®

## Massachusetts

### PARTNER PROGRAM

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As the field of aging services continues to rapidly evolve, businesses that offer effective, innovative solutions to the challenges faced by providers are in ever-increasing demand. Our field's key players trust LeadingAge Massachusetts and turn to us for the trends and information they need. By partnering with LeadingAge MA you not only gain access to a network of more than 200 not-for-profit aging service providers, you join forces with the trusted and influential voice in the field of aging services.

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#### **LEADINGAGE MA OFFERS CUSTOMIZED OPPORTUNITIES TO HELP YOU REACH NEW AUDIENCES, CONNECT WITH DECISION MAKERS AND STRENGTHEN YOUR POSITION AS A THOUGHT LEADER**

**Our partnership programs have been structured with three core goals in mind:**

#### **Position our Partners as Thought Leaders who offer critical Business Intelligence**

LeadingAge MA members are looking for experts to help navigate the rapidly changing environment. We highlight your expertise and the intellectual capital of your business to help our members understand the important issues in front of them.

#### **Enhance business growth and development for our Partners**

With our understanding of our members, we are able to connect our Partners with the aging service providers in need of your expertise. This approach transforms what would be a "cold call" into a viable opportunity. We help our members see you as a reputable source of valuable industry information, not just another sales call.

#### **Offer our Partners enhanced Brand Exposure and Differentiation**

We go above and beyond "a la carte" sponsorship, aiming to understand your goals and ideas for creating brand awareness and differentiation. Not only will you have prominent logo placement and ad opportunities throughout the year and a highlighted booth at our virtual tradeshow, you will also benefit from our year-round, integrated approach to Partnership that keeps your company in the forefront of our members' minds.



## **PLATINUM PARTNER PROGRAM**

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Your \$15,000 yearly Partnership fee gives you access to a tailored package of strategic benefits which can include:

### **Member Engagement Opportunities:**

- Opportunity to present to LeadingAge MA Board of Trustees
- Unlimited registrations to all LeadingAge MA virtual education and networking events
- Sponsorship of LeadingAge MA Signature Event, co-created with LeadingAge MA staff, and designed with your expertise in mind.

### **Optimal Brand Exposure:**

- Company logo prominently featured on LeadingAgeMA.org homepage
- Company logo on and partner recognition on our virtual event platforms
- Complete brand profile and full-page ad in the 2021 LeadingAge MA Business Guide distributed to all Provider Members

### **Promotion as a Thought Leader:**

- Opportunities to have your company's work shared in our e-newsletters and member communications
- Opportunities throughout the year to work with LeadingAge MA staff to create virtual education and content for members
- Ability to share product and service offerings on LeadingAge MA website

### **High Visibility Opportunities at our Annual Conference:**

- Opportunity to provide video introduction to be included in the event
- Highlighted booth at our virtual tradeshow
- Partner recognition throughout the event platform

### **Exclusive Partnership Benefits:**

- Regular strategic check-in calls with LeadingAge MA staff
- Use of LeadingAge MA Partner logo
- Tailored, direct networking opportunities supported by LeadingAge staff



## **GOLD PARTNER PROGRAM**

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Your \$8,000 yearly Partnership fee gives you access to a tailored package of strategic benefits which can include:

### **Member Engagement Opportunities:**

- Five registrations to all LeadingAge MA virtual education and networking events
- Sponsorship of LeadingAge MA Annual Member Networking Event

### **Optimal Brand Exposure:**

- Company logo prominently featured on LeadingAgeMA.org homepage
- Company logo on and partner recognition on our virtual event platforms
- Complete brand profile and full-page ad in the 2021 LeadingAge MA Business Guide distributed to all Provider Members

### **Promotion as a Thought Leader:**

- Opportunities to have your company's work shared in our e-newsletters and member communications
- Opportunities throughout the year to work with LeadingAge MA staff to create virtual education and content for members
- Ability to share product and service offerings on LeadingAge MA website

### **High Visibility Opportunities at our Virtual Conference and Tradeshow:**

- Highlighted booth at our virtual tradeshow
- Partner recognition throughout the event platform

### **Exclusive Partnership Benefits:**

- Regular strategic check-in calls with LeadingAge MA staff
- Use of LeadingAge MA Partner logo
- Tailored, direct networking opportunities supported by LeadingAge staff

*To learn more about our Partnership Program, please contact our  
Member Engagement Manager Sarah Lacasse at [SLacasse@LeadingAgeMA.org](mailto:SLacasse@LeadingAgeMA.org)*