

# 2022

## BUSINESS MEMBERSHIP AND SPONSORSHIPS

*Opportunities to promote your brand, identity, and products and services  
in Oregon's thriving senior living industry*



Updated 1/18/22

**LeadingAge<sup>®</sup>**  
Oregon

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[leadingageoregon.org](http://leadingageoregon.org)

# Build strong and lasting business relations with our provider members



*Greetings!*

Did you know? Most senior living communities across Oregon offer more than housing and medical care options. In fact, facilities serving older adults often have restaurants, activity centers, robust transportation services, maintenance departments, and just about every aspect of daily living imaginable.

If you want to put your business front and center with the purchasing agents at some of these communities, join LeadingAge Oregon today! As a member and valued business partner, you will receive the latest trends and updates as it relates to the senior living industry in Oregon and beyond, plus have priority access to sponsorship opportunities to promote your brand. Importantly, your membership offers access to our senior care provider directory and goes a long way in increasing the visibility of your products and services.

## KEY SPONSORSHIP OPPORTUNITIES

Plan to have a presence at these important LeadingAge Oregon networking events:

### Annual Conference and Expo

May 10-13, 2022  
Redmond, Oregon

### Fall Conference

November 7-9, 2022  
Hood River, Oregon

So what are you waiting for? Contact us to learn more or for help getting started. An aging population and longer life expectancies are boosting demand for products and services just like yours!

Sincerely,

Rob West  
Membership Services Manager  
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(503) 684-3788 ext. 305

**LeadingAge Oregon** is the statewide association for not-for-profit and other mission directed organizations that provide quality housing, health care, and related services to the elderly and disabled. We are the Oregon affiliate of LeadingAge; together, our members serve more than 16,000 older Oregonians.

*LeadingAge*<sup>™</sup>  
Oregon

# Membership Plans



## BUSINESS MEMBERSHIP: \$400

- LeadingAge Oregon Business Membership
- Business info included in Vendor News emailed twice a year to provider partners (NEW)
- Sponsorship opportunities

## CONFERENCE MEMBERSHIP: \$1350 (Save \$150)

- Business Membership benefits
- Annual Conference standard booth or 2 complimentary conference passes
- Conference and Expo attendee list

**NEW  
MEMBERSHIP  
PLAN**

## UPGRADE YOUR MEMBERSHIP TO SILVER, GOLD, OR PLATINUM

Silver, Gold and Platinum Memberships get Business and Conference Membership PLUS additional partner benefits designated in membership selection below:

### SILVER MEMBERSHIP: \$5,000

- **\$3,650 LeadingAge Oregon Credit toward sponsorship opportunities**
- Recognition as Platinum, Gold or Silver Partner throughout the year
- Linked logo on the LeadingAge Oregon interior website to your company's website
- Logo identifying LeadingAge Oregon Partner Level for use on your website
- Member rates on all educational seminars
- Your company's linkable ad in LeadingAge Oregon "News in Brief" newsletter (2x/year)
- Opportunity to lead a Business Partner Networking meeting on relevant topic
- Banner ad in the LeadingAge Oregon online Member Directory
- Highly visible location for exhibit booth or table at Annual and Fall Conferences
- Recognition in Conference brochures and programs
- Complimentary full-page ad in Annual and Fall Conference programs

### GOLD MEMBERSHIP: \$7,500

- Silver membership benefits PLUS:
- Additional \$2,500 LeadingAge Oregon Credit toward sponsorship opportunities (**\$6,150 total credit**)
- Four additional ads in LeadingAge Oregon News in Brief newsletter (6 total/year)
- Feature Ad (instead of banner ad) in the LeadingAge Oregon electronic Member Directory
- Host a webinar call on a timely topic
- Provider Membership contact lists provided annually (excluding emails)
- Opportunity to have one white paper featured in the LeadingAge Oregon's News in Brief

### PLATINUM MEMBERSHIP: \$10,000

- Gold membership benefits PLUS:
- Additional \$2,500 LeadingAge Oregon Credit toward sponsorship opportunities (**\$8,650 total credit**)
- First opportunity for special sponsorships (when available)
- Linked logo on the LeadingAge Oregon home website to your company's website
- Six additional ads in LeadingAge Oregon News in Brief bi-weekly newsletter (12 total/year)
- One additional white paper(s) featured in News in Brief (2 total/year)
- Opportunity to develop and conduct LeadingAge Oregon educational webinar
- Sponsored email sent to entire distribution list

**SILVER, GOLD & PLATINUM MEMBERS: USE YOUR CREDIT TO  
PURCHASE EXHIBIT AND SPONSORSHIP OPPORTUNITIES  
ON NEXT FEW PAGES**

# Annual Conference & Expo

Eagle Crest Resort, Redmond, Oregon | May 10 - 13, 2022

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## EXHIBIT SPACE

### Booths and Other Options

- XL 12' Non-corner/end Booth (Limited # Available) **\$1,250**
- Standard 8' Booth (Limited # Available) **\$1,100**
- Standard Tabletop Display **\$1000**
- Electricity Option **\$25**
- Additional Box Lunch **\$25** (*Two included with booth or tabletop*)

## SPONSORSHIP OPPORTUNITIES

### Thursday Banquet and Fun Night (1 available) **\$4,000**

- Two free tickets to event
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Keynote Sponsor (1 available) **UNAVAILABLE**

- Opportunity to introduce your sponsored speaker
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Annual Meeting and Awards Luncheon (1 available) **UNAVAILABLE**

- Two free tickets to event
- Introduction at Awards Luncheon
- Sit at the "Reserved" table
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Treasure Hunt (1 available) **\$1,500**

- "Compliments of (your company name)" on each Treasure Hunt Envelope
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Closing Speaker (1 available) **\$1,500**

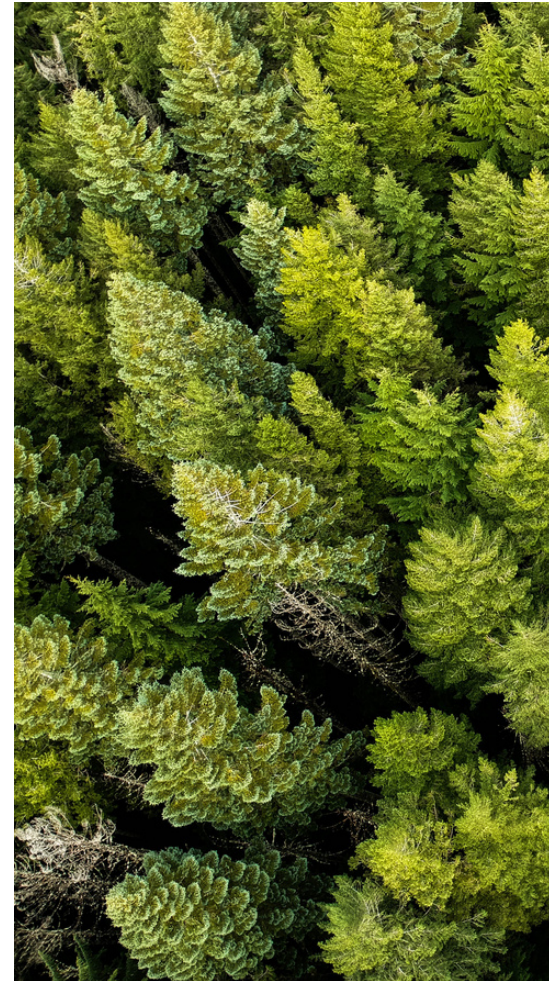
- Opportunity to introduce your sponsored speaker
- "Closing Session Prize" - you get to draw the winning ticket
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Welcome BBQ Beverage Sponsor (1 available) **UNAVAILABLE**

- Dedicated conference signage with company name and logo
- Acknowledgement in conference brochure

## ABOUT SPONSORSHIPS

All members can purchase sponsorships! Silver, Gold & Platinum Members use your Credit to purchase exhibit and sponsorship opportunities.



# Annual Conference & Expo

Eagle Crest Resort, Redmond, Oregon | May 10 – 13, 2022



## SPONSORSHIP OPPORTUNITIES

Welcome BBQ Venue Sponsor (3 available) **UNAVAILABLE**

- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

Welcome BBQ Door Prize Sponsor (4 available) **\$150**

- Recognition at Welcome BBQ
- Announce the winners during the BBQ
- Recognition on sponsor signage

Morning Yoga Sponsor (1 available) **\$1,000**

- Yoga sign w/company name and logo
- Acknowledgement in conference brochure

Audio Visual Equipment (1 available) **\$2,500**

- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

Conference App Sponsorship (1 available) **\$1,000**

- Dedicated "Conf App" conference signage
- Exclusive sponsorship acknowledgement on "Conf App"
- Acknowledgement in conference brochure

Online Registration (1 available) **\$1,000**

- Your company name and logo on online registration page
- Acknowledgement in conference brochure

Speaker Sponsorships (4 available) **\$800**

- Dedicated "Speaker Sponsors" conference signage
- Opportunity to introduce your sponsored speaker
- Acknowledgement in conference brochure

Grand Prize Drawings (3 available) **\$600**

- "Grand Prize Sponsor" Conference signage
- You get to draw and announce the winner

Coffee Break (3 available) **\$450**

- Dedicated "Coffee Break Sponsor" Conference signage

Phone/Electronic Device Charging Station (1 available) **\$400**

- Dedicated "Charging Station" Conference signage

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# Golf Tournament

EAGLE CREST RESORT \* MAY 10, 2022

**Title Sponsor (1 available) UNAVAILABLE**

- Your company logo and name displayed on printed tournament and conference materials
- Your banner displayed at the golf course staging area (company must supply banner)
- Signage on all golf carts
- Tee sign featuring your name and logo at a prominent course hole
- One complimentary foursome, including registration, golf cart

**Eagle Sponsor (3 available) \$1,250**

- Tee sign featuring your name and logo at a prominent course hole
- Two complimentary players, including registration, golf cart
- Recognition on sponsor signage

**Hole-in-One Sponsor (1 available) \$500**

- Provides insurance coverage with prize awarded to anyone making a “hole in one” on designated par-three hole
- Tee sign featuring your name and logo at the designated hole
- Recognition on sponsor signage

**Beverage Cart Sponsor (2 available) \$700**

- Your company logo and name displayed on beverage cart
- Tee sign featuring your name and logo at a prominent course hole
- Recognition on sponsor signage

**Individual Contest Sponsor (5 available) \$350**

- Tee sign featuring your name and logo at a selected contest course hole
- Recognition on sponsor signage
- Choose from one of the following: Long Drive (Men's), KP (Men's), Straight Drive, Long Drive (Women's), KP (Women's)

**Tee-Sign Sponsor (12 available) \$325**

- Tee sign featuring your name and logo at a prominent course hole

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# Fall Leadership Conference

Hood River, Oregon | November 7-9, 2022



## EXHIBIT SPACE

### Booths and Other Options

- 8' Tabletop Space (Limited # Available) **\$775**
- 6' Tabletop Space (Limited # Available) **\$575**
- Electricity Option **\$25**

## SPONSORSHIP OPPORTUNITIES

### Principal Sponsor (1 available) **\$2,500**

- 8' Tabletop Exhibit Space
- Dedicated PRINCIPAL SPONSOR signage
- Acknowledgement in conference brochure
- Introduction and opportunity to introduce Keynote Speaker

### Welcome Reception (1 available) **\$1,500**

- Opportunity to hand out drink tickets at the door to attendees
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

### Breakfast Sponsorship (2 available) **\$800**

- Dedicated "Breakfast Sponsor" Conference signage
- Acknowledgement in conference brochure

### Supporting Sponsor (3 available) **\$1,000**

- Acknowledgement in conference brochure

### Online Registration Sponsor (1 available) **\$800**

- Company Name on online registration page

### Conference App Sponsorship (1 available) **\$1,000**

- Dedicated "Conf App" conference signage
- Exclusive sponsorship acknowledgement on "Conf App"
- Acknowledgement in conference brochure

## ABOUT SPONSORSHIPS

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### Contributing Sponsors (3 available) **\$700**

- Acknowledgement in conference brochure

### Grand Prize Sponsors (3 available) **\$600**

- Opportunity to announce winner and present prize

### Audio Visual Equipment (1 available) **\$1250**

- Acknowledgement in conference brochure
- Conference signage with company name

### Phone/Device Charging Station (1 available) **\$400**

- Dedicated "Charging Station" Conference signage

### Closing Prize Sponsor (1 available) **\$350**

- Opportunity to announce winner and present prize

### Coffee Break Sponsors (2 available) **\$350**

- Dedicated "Coffee Break Sponsor" Conference signage



# Additional Sponsorship Opportunities



## Leadership Academy (1 available) \$2,500

- Acknowledgement in our newsletter, conference brochures, Leadership Academy application and materials
- Dedicated signage with company name and logo at LeadershipAcademy Events and Fall Leadership Conference
- Introduction to the incoming Leadership Academy Class at Fall Conference Meet & Greet with Alumni present
- Opportunity to share your leadership journey with the 2019-2020 Class
- Leadership Luncheon Sponsor at Fall Conference
- Introduction at Leadership Luncheon at Fall Leadership Conference
- Two tickets to the Leadership Luncheon at Fall Leadership Conference
- Class Project Presentations Attendance Invitation

## Educational Classes (10 available) \$500

- Audience: Varies
- Classes include but not limited to:
  - 1) Nursing Practice in Community-based Care: A training for nurses in ALFs, RCFs & Memory Care - Available: Four 3-day classes
  - 2) Navigating the MDS 3.0: RAI Training for Nursing Facility Staff - Available: Four 2-day classes
  - 3) Care Area Assessment (CAA) Review: Conducting & Documenting a Comprehensive Assessment Available: One 1-day class
  - 4) Medication Administration: Best Practices for Caregivers & Medication Aides in ALFs & RCFs - Available: Two 1-day classes
- Sponsorship logo on marketing flyers
- Sponsorship signage at education event
- Vendor opportunity at class, if desired

## Ageless Art – Resident Event (2 available) \$600

- Full one-day event
- Sponsorship logo on marketing flyers
- Sponsorship signage at event
- Company name and logo on the “Virtual Exhibit Video” posted on website.

## Creative Writing – Resident Event (2 available) \$600

- Full one-day event
- Sponsorship logo on marketing flyers
- Sponsorship signage at event
- Company name and logo on the “Reflections” electronic book; posted on website.



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