



LeadingAge®CA

PREMIER BUSINESS PARTNER

Opportunities

ABOUT LEADINGAGE CALIFORNIA

LeadingAge California represents nearly 700 providers of senior living and care – including affordable housing, continuing care retirement communities, assisted living, skilled nursing homes, and home & community-based care; as well as our business partners and residents.

We are affiliated with the national organization, LeadingAge, is an association of 6,000 nonprofit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.

BECOME A PREMIER BUSINESS PARTNER

As a Premier Business Partner, you will be granted two seats to LeadingAge California's Executive Connect, an exclusive networking and educational event with C-Suite level professionals and other influential industry leaders. In addition, you will have the opportunity to sit down with your peers, leaders of the association and legislative staff to align strategic initiatives, resources and advocacy efforts affecting your business at the state and/or federal level.

But the benefits don't stop there. Prepare to be amazed as you gain unparalleled access to over 500 LeadingAge California provider members throughout the year. Your brand will shine brightly through various communication channels and networking opportunities, ensuring your message reaches its intended audience. Imagine the thrill of being present at the annual conference, summits, and regional events where you can forge connections, share insights, and build lasting relationships with key industry players.

Join LeadingAge California as a Premier Business Partner and embark on an exhilarating journey that will transform your business and elevate your impact in the aging services community. The future is full of excitement and possibilities—seize this opportunity today!



PREMIER BUSINESS PARTNER **BENEFITS**

Premier Business Partners benefit from visibility among Aging service providers. Your company will be at the forefront of leaders who make purchasing decisions as well as legislative staff who advocates on behalf of older adults. As a Premier Business Partner and supporter of LeadingAge California, you'll enjoy the following benefits:

Executive Connect

- Two invitations to the exclusive Executive Connect Event
- Access to networking receptions with other Premier Business Partner members and Association leaders

Online Brand Exposure

- Recognition on LeadingAge California's website as a Premier Business Partner (logo and link)
- Listing in online Membership Directory and a free color advertisement in the printed membership directory and buyer's guide
- Ability to provide up to three podcasts and one white paper for posting online

Communications with LeadingAge California

- Opportunity to attend in-person regional meetings hosted at provider communities and properties.
- Opportunity to develop educational programming for region meetings
- Electronic mailing list once a year (includes email addresses)
- Eligible to participate in LeadingAge California Committees

LeadingAge California Annual Conference & Expo

- Standard furnished booth at Annual Conference (\$2,500 value)
- Two complimentary full conference registrations (includes access to CE Sessions)
- Two invitations to the Board of Directors/ Premier Business Partner mixer in conjunction with the LeadingAge California Annual Conference & Expo
- Recognition on conference signage, on-site printed guide, mobile app, and exhibitor floor decal

And there's more...

- Discounts on education event registration and sponsorship opportunities
- Access to exclusive networking events

With these benefits, your brand will stay engaged with the aging services community. Don't miss the opportunity to make a difference in your brand and play an active role in enhancing care for older adults.

PREMIER BUSINESS PARTNER APPLICATION

Fee: \$5,835

Get ready for an electrifying experience as a Premier Business Partner with LeadingAge California! As a member, you'll enjoy unparalleled visibility among aging services providers, giving you a competitive edge in influencing purchasing decisions across more than 500 senior living and care facilities. You'll take center stage in all public policy and legislative advocacy efforts, working hand in hand with influential leaders of LeadingAge California and esteemed staff representatives at the State Capitol.

- Invitation to exclusive Premier Business Partner networking events: Executive Connect, and Board of Director's/Premier Business Partner mixer
- Recognition on LeadingAge California website; includes logo and link to company landing page
- Recognition as Premier Business Partner member at the LeadingAge California BOLD Annual Conference & Expo, recognition on conference badge, ribbon, signage, printed and electronic signage, onsite printed guide, and mobile app
- Standard furnished booth at LeadingAge California Annual Conference & Expo
- Discounts on education event registration and sponsorship opportunities
- Web link included in online Membership Directory
- One contact (dedicated staff liaison), one agreement (for all benefits), one streamline invoice

CONTACT INFORMATION

Company Name	Phone	Fax
Address, City, State, Zip		Website
Representative 1 Name	Title	
Phone	Email	
Representative 2 Name	Title	
Phone	Email	

Please tell us how your involvement with BPC will further either LeadingAge California's mission to advance housing, care and services for older adults or your mission?

Please briefly list topics you would like to discuss with members of the Business Partner Council?

PAYMENT INFORMATION

Payment type: Check# _____ (Payable to LeadingAge California)

Mail to:

LeadingAge California
1315 I Street, Suite 100
Sacramento, CA 95814

Questions? Please contact 916.392.5111 or membership@leadingageca.org.

The applicant business and I agree to LeadingAge California's policies and to be bound by LeadingAge California's bylaws and by all applicable rules and regulations, as they may be amended from time to time by LeadingAge California (a copy of these policies are available by written request to LeadingAge California by mail at 1315 I Street, Sacramento, CA 95814.) All sales are final. No refunds on annual membership dues. 10% of your dues support LeadingAge California PAC (Political Action Committee ID#1371227) which promotes the nonprofit voice in the State Capitol by supporting public office candidates that advocate for nonprofit housing, care and service providers and the older Californians they serve. If you would like to opt-out of this contribution please submit a request in writing to info@leadingageca.org

Privacy Consent Language for LeadingAge California Communications: Whenever I provide e-mail address(es) and fax number(s) to LeadingAge California the business and I are consenting to receive LeadingAge California communications by email and fax, including, but not limited to, conference/hotel registration notices, legislative updates, exhibitors' communications, educational opportunities and membership reminders, as well as promotions of LeadingAge California's various programs and services provided as benefits of membership.