

*LeadingAge*<sup>®</sup> *New York*

**2023**

**Business Engagement  
Package**

Partner • Sponsor • Advertise

*NOTE: All live conferences and events subject to change based on regulations and pandemic conditions.*

# Business Partner Program

## Ask about customizable Business Partner Packages!

Do you plan to engage with LeadingAge New York membership in multiple formats throughout the year? Allow us to help you customize your package to meet your business needs and receive extra value **at no additional cost.**

## Business Partner Package Levels

<b>Platinum</b>	\$15,000
<b>Gold</b>	\$10,000
<b>Silver</b>	\$7,500

*Look at the customized **sample** package below. You can build your own package based on your marketing needs and budget.*

## Platinum Level Business Partner Package

### (SAMPLE)

- Access to all events and offerings (if available).
- Premium sponsor at the Annual Conference and Exposition.
- Premium sponsor at the Financial Professionals Annual Conference and Exposition.
- Dinner Sponsor at the CCRC Summer Summit.
- Two Cabinet meeting presentations (10 min.).
- Listing on Solutions Website.
- Unlimited monthly content in Solutions Newsletter.
- Associate Plus membership.
- Eagle sponsor with foursome for LeadingAge New York Annual Golf Tournament.

# LIVE Conferences

## ANNUAL CONFERENCE & EXPOSITION

**Conference Dates:** May 22-24 and Exposition Day is May 23

**Conference Dates:** The Saratoga Hilton and Saratoga Springs City Center, Saratoga Springs

**Who Attends:** CEOs, administrators, executive directors and other decision-makers including Human Resources and Finance professionals from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based service providers, health care specialists, continuing care retirement communities and consultants.

## Sponsorship Packages

### **PREMIER Sponsorship (\$5,000)**

**Company representative(s) present a one-hour educational session with continuing education credits available to attendees. *Limited Spots Available. Act now! Deadline is 1/17/2023.***

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- Sponsorship recognition during first plenary session.
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Two-minute video on *Solutions Gallery* playing near registration.
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **EXPERIENCE Sponsorship (\$5,000) NEW!**

**COMPANY PROVIDED Non-traditional SPACE TO OFFER CONFERENCE PARTICIPANTS A UNIQUE EXPERIENCE. Opportunity to interact in a new way with leads and spotlight company brand and expertise. *Limited Spots Available!***

- Unique space provided in Registration Lobby/Gallery to create a participatory experience for attendees to enjoy.
- Sponsorship recognition during first plenary session.
- ***New campaign – Unique Value.*** One-month virtual ad campaign for pre-and post-conference messaging. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Two-minute video on *Solutions Gallery* playing near registration.
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **EXPO LOUNGE Sponsorship (\$5,000) NEW!**

**COMPANY PROVIDED with non-traditional SPACE TO OFFER CONFERENCE PARTICIPANTS A UNIQUE AND CONVERSATIONAL EXPERIENCE IN EXPO HALL! Opportunity to interact in a new way with leads and spotlight company brand and expertise. *Only two spots available!***

- Unique space provided in the Exposition Hall to create a participatory experience for attendees to enjoy.
- Sponsorship recognition during first plenary session.
- ***New campaign – Unique Value.*** One-month virtual ad campaign for pre- and post-conference messaging. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Two-minute video on *Solutions Gallery* playing near registration.
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Keynote Sponsorship (\$4,000)**

**Company representative(s) will introduce will present a two-minute company introduction (or video) and then introduce Keynote speaker. *Exclusive!***

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- Sponsorship recognition at keynote.
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees).
- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Micro-Learning Happy Hour Host (\$4,000) NEW!**

**Company representative(s) will present a ten-minute micro learning session during this special Happy Hour on an educational topic of interest to the member audience. *Limited 10-minute spots available. Act now!***

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Round Table Sponsor (\$3,000)**

**Company representative(s) will co-host a round table discussion with a LANY staff member on a mutually determined topic relevant to members during the Annual Conference and Exposition. *Limited Spots Available!***

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Hospitality Sponsor (\$2,000)**

**Company signage near all food offerings during conference.**

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for (1) person.
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Session Sponsor (\$1000)**

- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Banner ad on conference app
- Two-minute video introduction to play at registration.
- Logo recognition in event promotions
- Logo link on conference webpage
- Conference attendee list.

### **Virtual Ad Campaign (\$700)**

#### ***New campaign – Unique Value***

- One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- In-depth analytics post campaign cycle.
- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Basic Sponsor (\$500)**

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

# LIVE Conferences

## FINANCIAL PROFESSIONALS ANNUAL CONFERENCE & EXPOSITION

**Date:** September TBA

**Who Attends:** CEOs, administrators, chief financial officers, directors of finance, executive directors and other top decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based services providers, health care specialists and consultants.

## Sponsorship Packages

### **PREMIER Sponsorship (\$3,000)**

**Company representative(s) present a one-hour educational session with continuing education credits available to attendees. Limited Spots Available!**

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. ***New for 2023: Choose traditional booth or high-top version.*** Sponsorship recognition during first plenary session.
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Two-minute video on *Solutions Gallery* playing near registration.
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- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.



### **Micro-Learning Happy Hour Host (\$3,000) NEW!**

**Company representative(s) will present a ten-minute micro learning session during this special Happy Hour on an educational topic of interest to the member audience.**

***Limited 10-minute spots available!***

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
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- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Round Table Sponsor (\$3,000)**

**Company representative(s) will co-host a round table discussion with a LANY staff member on a mutually determined topic relevant to members during the Annual Conference and Exposition. *Limited Spots Available!***

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for (2) people. ***New for 2023: Choose traditional booth or high-top version.***
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
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- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Hospitality Sponsor (\$2,000)**

**Company signage near all food offerings during conference.**

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for (1) person.
- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner add on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Session Sponsor (\$1000)**

- ***New campaign – Unique Value.*** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Banner ad on conference app
- Two-minute video introduction to play at registration.
- Logo recognition in event promotions
- Logo link on conference webpage
- Conference attendee list.

### **Virtual Ad Campaign (\$700)**

***New campaign – Unique Value***

- One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- In-depth analytics post campaign cycle.
- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Basic Sponsor (\$500)**

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

# VIRTUAL Conferences

## HOUSING PROFESSIONALS CONFERENCE

**Date:** TBA March 2023

**Who Attends:** Decision-makers including directors of senior housing, housing managers, facility directors/engineers and service coordinators. NOTE: Audience is from affordable housing organizations **nationwide**.

### Sponsorship Packages

#### **Sponsor Plus (\$1000)**

**Introduce your company then provide speaker introductions.**

- Logo on registration site.
- ***New campaign – Unique Value!*** One-month virtual ad campaign – choose specific facilities or search word campaigns (2 ads). Includes in-depth analytics post campaign cycle.

#### **Virtual Ad Campaign (\$600)**

***New campaign – Unique Value***

- One-month virtual ad campaign – choose specific facilities or search word campaigns (2 ads).
- In-depth analytics post campaign cycle.

#### **Sponsor (\$600)**

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

# VIRTUAL Conferences

## RECREATION AND ACTIVITIES PROFESSIONALS VIRTUAL CONFERENCE

**Date:** TBA October 2023

**Who Attends:** Therapeutic recreational specialists, directors of activity, leisure time specialists, program directors, therapeutic recreational and activity staff members and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational programming. Note: Participants are from locations **nationwide**.

### Sponsorship Packages

#### **Sponsor Plus (\$1000)**

**Introduce your company then provide speaker introductions.**

- Logo on registration site.
- ***New campaign – Unique Value!*** One-month virtual ad campaign – choose specific facilities or search word campaigns (2 ads). Includes in-depth analytics post campaign cycle.

#### **Virtual Ad Campaign (\$600)**

***New campaign – Unique Value***

- One-month virtual ad campaign – choose specific facilities or search word campaigns (2 ads)
- In-depth analytics post campaign cycle.

#### **Sponsor (\$600)**

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

# LIVE Summits

## HOUSING PROFESSIONALS SUMMIT

**Date:** TBA June 2023

**Who Attends:** Decision-makers including directors of senior housing, housing managers, facility directors/engineers and service coordinators.

### Sponsorship Packages

#### **Basic Package: \$500**

- Logo recognition in event promotions.
- Logo/link on Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

#### **Dinner: \$2,000**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Two-minute sponsor segment at dinner.

#### **Cocktail Party: \$1,500**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Personal acknowledgment of sponsorship at Cocktail Party.

#### **Breakfast/Lunches: \$1,000**

Basic Package plus:

- Branding collateral at event.
- Free attendance for a second employee at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

# **NURSING AND SOCIAL WORK PROFESSIONALS SUMMIT**

**Date:** Late Fall TBA

**Who Attends:** Nursing, clinical, social work and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational programming.

## **Sponsorship Packages**

### **Basic Package: \$500**

- Logo recognition in event promotions.
- Logo/link on Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

### **Dinner: \$2,000**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Two-minute sponsor segment at dinner.

### **Cocktail Party: \$1,500**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Personal acknowledgment of sponsorship at Cocktail Party.

### **Breakfast/Lunches: \$1,000**

Basic Package plus:

- Branding collateral at event.
- Free attendance for a second employee at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

# CCRC SUMMIT SPONSOR

**Date: TBA June 2023**

**In Person Location: TBA**

**Who Attends:** Leadership from within existing Continuing Care Retirement Communities (CCRCs), CCRCs in development, as well as outside experts in CCRC accounting, finance, legal issues and operations.

## Sponsorship Packages

### **Basic Package: \$500**

- Logo recognition in event promotions.
- Logo/link on Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

### **Dinner: \$2,000**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Two-minute sponsor segment at dinner.

### **Cocktail Party: \$1,500**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Personal acknowledgment of sponsorship at Cocktail Party.

### **Breakfast/Lunches: \$1,000**

Basic Package plus:

- Branding collateral at event.
- Free attendance for a second employee at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

# RETIREMENT COMMUNITIES SUMMIT

**Date: TBA October 2023**

**Who Attends:** Leaders of non-profit, market-rate retirement communities throughout New York State including their board members, CEOs, executive directors, directors, and other interested parties.

## Sponsorship Packages

### **Basic Package: \$500**

- Logo recognition in event promotions.
- Logo/link on Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

### **Dinner: \$2,000**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Two-minute sponsor segment at dinner.

### **Cocktail Party: \$1,500**

Basic Package plus:

- Free attendance for a second employee at Summit.
- Personal acknowledgment of sponsorship at Cocktail Party.

### **Breakfast/Lunches: \$1,000**

Basic Package plus:

- Branding collateral at event.
- Free attendance for a second employee at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.



# HUMAN RESOURCES (HR) SUMMIT

**Date: March 29 or 30, 2023, Manhattan**

**Who Attends:** Professionals working in employment, recruitment and placement; labor relations specialists; human resources consultants; training and development managers; compensation and benefits managers; human resources managers and directors and other HR specialists.

## Sponsorship Packages

### **Basic Package: \$500**

- Logo recognition in event promotions.
- Logo/link on Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

### **Breakfast/Lunches: \$1,000**

Basic Package plus:

- Branding collateral at event.
- Free attendance for a second employee at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

# Small Group Options

## WEBINAR SPONSOR

### **Option A - \$1,000**

- Deliver educational content directly to attendees. **(Topic must be educational and relevant).**  
May choose which sectors of long-term care, housing and services the content will address.
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

### **Option B - \$500**

- Company introduction and introduction of LeadingAge NY webinar presenter
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

## REGIONAL TOPICAL C-SUITE MEETINGS SPONSOR (\$1,000)

- Serve as joint facilitator/host along with LeadingAge NY staff for small groups.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

## SOLUTIONS WEBINARS (1,000) (limited available)

- Deliver a webinar that illustrates pressing problem/solution members are facing. Reference or invite a provider who experienced the problem and benefited from the solution.
- Serve as joint host along with LeadingAge NY staff for max. of 12 member participants.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

## **MEMBER INTELLIGENCE MEETINGS (\$2,000/year)**

Join LeadingAge New York policy staff and your colleagues monthly for business intelligence discussions to provide you with the last information regarding current issues and trends effecting members. **Free access to Endorsed Vendors, Business Partners, and Associate Plus Members.**

# Meetings

## **REGIONAL COUNCIL MEETINGS- \$1,000/each**

**Councils:** Directors of Nursing, Facility Engineer, Social Worker, CIO/Information Technology, Chief Financial Officer Councils.

### **Spring, Summer and Fall 2023**

(Note: due to staffing and COVID status outbreak of facilities, these meetings may be in person or virtual and they are subject to change with little notice.)

#### **Basic Package: \$1,000**

- Logo recognition in Council Meeting promotions.
- Two-minute company introduction at one (1) Council Meeting and attendance for one (1) person.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.

#### **Plus Package: \$2,000**

Basic Package plus:

- Ten-minute educational presentation to position as content expert.

## **CABINET MEETINGS** (pricing per meetings)

#### **Basic Package: \$1,000**

Cabinets: Nursing Facility, Assisted Living, HCSB, Affordable Housing, CCRC (Life Plan Communities), PACE/MLTC and Market Rate Senior Housing.

- Logo recognition in Cabinet Meeting online promotions.
- Logo/link on Cabinet Meeting portal.
- Onsite signage during Cabinet Meeting.
- Branding collateral at event.

#### **Plus Package: \$2,000**

Basic Package plus:

- Ten-minute educational presentation to position as content expert.

# Special Programs

## DATA ANALYTICS TOOL SPONSORSHIP

LeadingAge New York produces a quarterly 5-Star report for nursing home members that is distributed to ALL LeadingAge (national) members providing a comprehensive view of their current data related to their Centers for Medicare & Medicaid Services (CMS) 5-Star rating. Additionally, nursing home members receive a free Trend Report (dashboard view) or access to a detailed view via Quality Metrics that provides data which can help them in planning to maintain or improve their 5-Star Rating. This report is distributed to all members in the LeadingAge (national) database with 14,000 views per quarter nationally.

**Get your brand in front of LeadingAge members as they think about staffing, quality measures and other aspects of their CMS 5-Star rating.**

### **Annual Sponsorship: \$4,000**

- Image-logo and/or business card size advertisement plus 2-3 sentence message.
- Ad appears on 5-Star Report, Trend Report and on in the Quality Metrics tool.
- For 5-Star Report and Trend Reports you can choose to have it appear nationally to all members or ad can be targeted to specific states.
- Priority placement in the first advertisement spot.
- Super Value: Notification pop up message upon opening report- message should provide an informational or datapoint that links to a specific product or service your company provides that ties to any aspect of the CMS 5-Star rating. Text limits apply, typically a paragraph.

## **THREE (3) BOARDS/CABINETS BOARD PORTAL**

LeadingAge New York uses an online tool for sharing information and resources with Board of Director, Cabinet and Committee members (Board Portal). It is the one place you can find everyone in a volunteer leadership position within the association. There are more than 250 individual users accessing this portal each year offering great reach toward your marketing targets.

### **Monthly: \$1,000**

- Logo and company web link on Board Portal website.
- Logo and company web link at LeadingAge New York's website.
- List of board members from three (3) boards.

### **Full Year: \$3,000**

Monthly Package plus:

- Ten-minute educational presentation (one (1) board meeting).
- :15 second commercial in Board Portal.

## **BOARD MEETING SPONSOR** *(pricing per meeting/limited availability)*

### **Basic Package: \$1,000**

- Logo recognition in Cabinet Meeting online promotions.
- Logo/link on Cabinet Meeting portal.
- Onsite signage during Cabinet Meeting.
- Branding collateral at event.

### **Plus Package: \$3,000**

Basic Package plus:

- Ten-minute educational presentation to position as content expert.

## **TRAVELING ART SHOW**

The LeadingAge New York Art Competition and Show is a longstanding tradition. Residents and staff at member facilities submit more than 300 pieces in most years that go through a formal judging process with multiple award levels. Those that rise to the top become part of the official Traveling Art Show that travels to live conferences and to interested member facilities for display for a limited period. When not traveling, the show is on display at the LeadingAge New York offices and available to members visiting for live meetings. You can support your clients and help clients and potential clients bring the show to their facility.

### **Art Show Package: \$1,000**

- Logo recognition in event promotions.
- Logo/link on member page of LeadingAge New York website.
- Logo on Art Show display panels.
- Logo/link on the Virtual Art Show Facebook page.
- Advertisement and advertorial in Art Show brochure.

## **Business Solutions Online Gallery Listing**

Looking for a spot to highlight your company's products and services in a one-stop center for member's use in shopping for solutions? The Business Solutions Website is the ticket. Free for Endorsed Vendors, Business Partners and Associate Plus Members.

**Pricing: \$1200 Annually/\$250 monthly**

# Golf Tournament

**Date: May 22, 2023**

## ***NEW LOCATION: Saratoga Lake Golf Club***

### **GOLF CART SPONSORSHIP (\$2,500)**

Includes your company's logo on golf cart, golf giveaways, signage at Tournament, in Tournament promotions, on Golf Registration site; **plus**, one (1) foursome; and (2) Conference reception tickets on Aug. 31.

### **HOLE-IN-ONE SPONSORSHIP (\$1,500)**

Get your company's logo on golf giveaways, signage at Tournament, in Tournament promotions, on Golf Registration site; **plus**, one (1) foursome; and (2) Conference reception tickets on Aug. 31.

### **FAIRWAY SPONSORSHIP (\$1,000)**

Get your company's logo on golf giveaways, signage at Tournament, in Tournament promotions, on Golf Registration site; **plus**, one (1) foursome; and (1) Conference reception tickets on Aug. 31.

### **PRIZES SPONSORSHIP (\$500)**

Includes your company's logo on signage at Tournament, in Tournament promotions, on Golf Registration site.

### **TEE SIGN SPONSORSHIP (\$250)**

Get your company logo on one T-sign on golf course.

### **GOLF REGISTRATION PRICING**

Single	\$135
Twosome	\$270
Threesome	\$405
Foursome	\$540



# Advertisement Rates

## Consumer Guide to Continuing Care

Produced annually to market the services of LeadingAge New York non-profit, mission-driven membership and distributed to hospital social workers, libraries and perpetually available online throughout the year. Special advertising rates for members and businesses who would market directly to consumers of long-term care, senior housing and senior services.

**Advertising Sales will begin May 1, 2023.**

### Net Advertising Rates

All rates include ad and link in the digital edition of the Guide.

<b>Full-Color</b>	<b>Rate</b>	<b>Specifications (no bleed)</b>
Outside Back Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Inside Front Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Inside Back Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Full Page Tab	\$2,200	5 WIDE x 7 3/4 HIGH
Full Page	\$2,000	5 WIDE x 7 3/4 HIGH
1/2 Page (HORIZONTAL)	\$1,000	5 WIDE x 3 1/2 HIGH
1/4 Page (VERTICAL)	\$700	2 WIDE x 3 1/2 HIGH

<b>Black and White</b>	<b>Rate</b>	<b>Specifications (no bleed)</b>
Full Page	\$1500	5 WIDE x 7 3/4 HIGH
1/2 Page (HORIZONTAL)	\$800	5 WIDE x 3 1/2 HIGH
1/4 Page (VERTICAL)	\$400	2 WIDE x 3 1/2 HIGH

### **FAN PAGE NEW!**

**Attention Business/Associate members! Support your clients advertising in this publication by posting your logo on the FAN PAGE. \$200 per logo.**

*PLEASE NOTE SPECIFICATIONS AND DO NOT REVERSE THE DIMENSIONS*

*If using bleed: Up to 5 3/4 WIDE X 8 5/8 HIGH **PLUS** bleed crop marks and 1/8 bleed all the way around. Revisions and artwork \$50/hour if not publish-ready. 10% discount for multiple ads for organizations with the same corporate parent within LeadingAge New York membership.*

## **ELECTRONIC PUBLICATIONS RATES:**

Logo with link to sponsor's website posted within publications below. Price chart is per publication.

- \$500 one (1) month
- \$800 six (6) months
- \$1,000 annually

### **Publication Options:**

#### **Daily News Clips**

Daily compilation of headlines impacting long term care and supports.

#### **Intelligence**

Weekly electronic newsletter that delivers critical information to the membership.

#### **Solutions Newsletter**

Monthly newsletter of business solutions to members offering products and services to solve current needs. Free to Endorsed Vendors, Business Partners and Associate Members.

#### **Career Center**

Hosted on LeadingAge New York website and used by employers and job seeker in NY and other states to recruit candidates or find positions.

#### **Website**

Sidebar banner: (Rotation format/link to sponsor's website) 300px x 100px (WxH)