



THE POWER OF PARTNERSHIP.

The Strength of Community.

LeadingAge®
New Jersey & Delaware

**BUSINESS PARTNER &
SPONSOR OPPORTUNITIES**

INSPIRE. CONNECT. ENGAGE.

LeadingAge New Jersey & Delaware is a community of nonprofit aging services providers and other mission-driven organizations serving older adults.



LeadingAge New Jersey & Delaware partnership delivers professional tools and resources—and offers access to a network like no other. Join our network of organizations united by their commitment to making America a better place to grow old.

Our members include more than 140 providers representing the full continuum of senior living and services, including skilled nursing, continuing care retirement communities, PACE, adult day centers, affordable senior housing, home health care, independent and assisted living.

Empowered by our business partners, we work to advance policies, promote practices, and deliver education that empowers our members to help older adults live fully as they age.

We invite you to partner with us in support of the good our members do.



Business partnership with LeadingAge NJ & DE offers access to a variety of unique benefits.

Not only will you have critical opportunities to engage with our members around the states, but also gain the first-hand access and information you need to effectively position your products and services in one of the fastest-growing markets.

Whether you're new to the market or looking to get more out of your current marketing budget, we have a suite of options to fit your needs.

LeadingAge New Jersey & Delaware 2023 Business Partner Packages

* indicates new benefits

	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
BRAND RECOGNITION					
Listing in and receipt of Electronic Member Directory	✓	✓	✓	✓	✓
Advertisement in Member Directory	Preferred Full Page	Preferred Full Page	Full Page	Half page	
Company listed on LANJDE website with logo and hyperlink	✓	✓	✓	✓	✓
Logo featured on scrolling web banner*	✓	✓	✓	✓	
Receipt of electronic Member Decal	✓	✓	✓	✓	✓
New Partner Spotlight in newsletter*	✓	✓	✓	✓	✓
Partner advertisement in newsletter*	✓ (4)	✓ (3)	✓ (2)	✓ (1)	
Holiday message to members	✓	✓			
Recognition at Annual Meeting + EXPO	✓	✓	✓	✓	
THOUGHT LEADERSHIP & MEMBER INSIGHTS					
Receipt of LANJDE e-newsletters	✓	✓	✓	✓	✓
Opportunity to provide an educational article or resource for e-newsletter	✓	✓	✓	✓	✓ (1)
Custom email to LANJDE members	✓ (2)	✓ (1)			

LeadingAge New Jersey & Delaware 2023 Business Partner Packages

	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
THOUGHT LEADERSHIP & MEMBER INSIGHTS cont.					
Opportunity for partner content to be shared on LANJDE social media	✓	✓	✓	✓	✓
Access to insights from LANJDE provider member focus groups*	✓	✓	✓	✓	
Opportunity to speak at Annual Meeting + EXPO	✓				
Priority consideration to sponsor and co-host an educational workshop, webinar, or member roundtable	✓	✓	✓	✓	
Opportunity to be referred or connected to provider members	✓	✓	✓	✓	✓
Access to LANJDE association management system with member only content	✓	✓	✓	✓	✓
Opportunity to serve on a LANJDE member committee	✓	✓	✓	✓	✓
Opportunity to join a meeting with our Board of Trustees*	✓	✓			
Opportunity to participate in bi-annual business partner focus group*	✓	✓	✓	✓	✓

* indicates new benefits

LeadingAge New Jersey & Delaware 2023 Business Partner Packages

	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
ASSOCIATION EVENTS					
Receive discounted member rates	✓	✓	✓	✓	✓
Complimentary Registration to LANJDE Awards Ceremony	✓ (2)	✓ (2)	✓ (1)	✓ (1)	
Exhibit Booth at LANJDE Annual Meeting + EXPO	Booth in preferred location + 2 Badges	Booth in preferred location + 2 Badges	Booth + 2 Badges	Booth + 2 badges	
Opportunity to attend exclusive networking events with members	✓	✓	✓	✓	✓
Featured at LANJDE Annual Golf Classic	Foursome + Tee Sponsor	Foursome	Tee sponsor	1 Promo Item	
Complimentary Registration to LANJDE State Night Out at the LeadingAge Annual Meeting	Sponsor (4)	(4)	(2)	(2)	
Speaking Opportunity at LANJDE Annual Awards Ceremony	✓	✓			
Access to attendee registration lists of LANJDE events*	✓	✓	✓	✓	
Opportunity to volunteer and get involved with LANJDE*	✓	✓	✓	✓	✓

* indicates new benefits

2023 Awards Ceremony Sponsorship Opportunities

January 25, 2023 | 9:00 – 12:00 noon
The Boat House at Mercer Lake



Our Annual Awards Ceremony is a great opportunity to recognize and honor our provider members across the continuum for all the ways that they make a difference in the lives of residents, colleagues, and their local community.

PRESENTING SPONSORSHIP: *\$3,000 Investment (2 available)*

- ✓ Introduction of an Award Category during ceremony
- ✓ Company logo on pre and post event marketing
- ✓ Company logo on event signage
- ✓ Two (2) Tickets to Awards Ceremony
- ✓ Receipt of attendee list before and after ceremony

2023 Annual Golf Classic Sponsorship Opportunities

September 11, 2023 | Cherry Valley Country Club



This is your opportunity to join us for a fun day out of the office with fellow LANJDE members on the links. The Golf Classic includes brunch, a full round of golf, and an afternoon reception for even more networking!

Host Sponsor \$5,500 – Exclusive Opportunity

- One complimentary foursome (reception included)
- Sponsor provided on-site banner to display throughout event
- Logo featured on event signage, and pre and post event marketing
- Speaking opportunity and special recognition throughout event
- One tee sign
- Receipt of attendee list before and after Golf Classic

Cocktail Reception Sponsor \$5,000 – Exclusive Opportunity

- One complimentary foursome (reception included)
- Logo on event signage, and pre and post event marketing
- Sponsor provided on-site banner to display at cocktail reception
- Speaking opportunity during cocktail reception
- One tee sign
- Receipt of attendee list before and after Golf Classic

Buggy Cooler Sponsor \$4,000 – Exclusive Opportunity

- One complimentary foursome (reception included)
- Logo exclusively on buggy coolers
- Logo on event signage, and pre and post event marketing
- Speaking opportunity and special recognition ahead of tee off
- Receipt of attendee list before and after Golf Classic

Scorecard Sponsor \$4,000 – Exclusive Opportunity

- Two complimentary golfers (reception included)
- Logo on scorecards provided to each foursome
- Logo on event signage, and pre and post event marketing
- Speaking opportunity to announce the tournament winners
- Receipt of attendee list before and after Golf Classic

Golf Ball Sponsor \$3,500 – Exclusive Opportunity

- Two complimentary golfers (reception included)
- Logo on golf balls (golf ball sleeves provided by sponsor)
- Logo on event signage, and pre and post event marketing
- Receipt of attendee list before and after Golf Classic

Brunch Sponsor \$3,500 – Exclusive Opportunity

- One complimentary golfer (reception included)
- Logo on event signage, and pre and post event marketing
- Speaking opportunity during brunch
- Receipt of attendee list before and after Golf Classic

Halfway House Sponsor \$3,000 – Exclusive Opportunity

- One complimentary golfer (reception included)
- Logo exclusively on signage at the halfway house
- Logo on event signage, and pre and post event marketing
- Receipt of attendee list before and after Golf Classic

Tee Sponsors \$1,000 – 16 Available

- Logo on tee sign
- One complimentary reception ticket
- Logo on event signage, and pre and post event marketing
- Receipt of attendee list before and after Golf Classic

Contest Prize Sponsors \$1,000 – 5 Available

- Logo on sign for Named Contest (hole-in-one, longest drive (2), closest to the pin (2))
- One complimentary reception ticket
- Logo on event signage, and pre and post event marketing
- Receipt of attendee list before and after Golf Classic

Swag Bag Sponsors \$1,000 - Multiple available

- Provide 150 sponsored items (towels, tees, sunscreen, lip balm etc.) with name/logo for participant swag bag
- One complimentary reception ticket
- Logo on event signage, and pre and post event marketing
- Receipt of attendee list before and after Golf Classic

2023 Annual State Night Out Sponsorship Opportunities

November 6, 2023 | McCormick Place - Chicago, IL



LANJDE's State Night Out is an exclusive event offering our Business Partners the opportunity to gather, network, & socialize with our provider members at the LeadingAge Annual Meeting. Free to provider members, our sponsors make this special event possible.

HOST SPONSORSHIP:

\$5,000 Investment (2 available)

- ✓ Speaking opportunity at State Night Out
- ✓ Logo featured prominently on event signage
- ✓ Logo featured prominently on all pre & post event marketing
- ✓ Six complimentary access passes to State Night Out
- ✓ Receipt of attendee list before and after State Night Out

STANDARD SPONSORSHIP:

\$2,500 Investment (multiple available)

- ✓ Logo on event signage
- ✓ Logo on all pre & post event marketing
- ✓ Four complimentary access passes to State Night Out
- ✓ Receipt of attendee list before and after State Night Out

2023 Annual Meeting + EXPO Sponsorship Opportunities

June 20 – 22, 2023 | Caesars Atlantic City

Our world is complex, but our common goal is simple - we dedicate ourselves to creating positive change and improving the lives of older adults wherever they call home. As we focus on a wide and rapidly-evolving range of issues - it's more important than ever to harness the combined power of our mission-driven LeadingAge New Jersey & Delaware professionals. That's why aging services leaders and key personnel from across our states will come together at our 2023 Annual Meeting + EXPO.

The LANJDE Annual Meeting + EXPO will ignite members' passion and purpose to advance their mission for those they serve. Together we are stronger for the greater good.

THE
GREATER
GOOD



WE BELIEVE WE
ARE STRONGER
TOGETHER

LeadingAge®
New Jersey & Delaware

GREATER GOOD SPONSORS

PREMIER EVENT SPONSORS — \$6,500 - 2 opportunities

This sponsorship is strategically linked to the delivery of the entire LANJDE Annual Meeting and creates multiple opportunities to get in front of attendees and shape their experience.

Sponsorship Main Features:

- Opportunity to hold a focus group or thought leader gathering for attendees
- Opportunity to feature your team's conference happenings / booth activities in pre event marketing, on the conference app, and in daily Annual Meeting emails to attendees
- Opportunity to produce branded marketing promotions for LANJDE to share with members ahead of the meeting via email and social media (promotional marketing video, thought leader quote, etc.)
- Recognition at the Opening Session of the Business Meeting
- Your brand prominently featured on all meeting materials, signage, and pre & post show marketing

SPONSOR CONTRACT WILL BE AVAILABLE IN 2023

2023 Annual Meeting + EXPO Sponsorship Opportunities

STRATEGIC THOUGHT LEADER OPPORTUNITIES

GENERAL SESSION – KEYNOTE | \$5,500 Investment | Exclusive Opportunity

Get in front of members at the most attended event at the LANJDE Annual Meeting.

Sponsorship Main Features:

- Introduction of keynote speaker ahead of the session
- Opportunity to network with the keynote speaker back stage ahead of the session
- Opportunity to produce branded marketing promotions of the keynote for LANJDE to share with members ahead of the meeting via email and social media
- Your brand exclusively featured on all keynote promotional materials prior to, during, and after the meeting
- Your brand on all meeting materials, signage, and pre and post show marketing

CLOSING SESSION – TOWN HALL | \$2,500 Investment | Exclusive Opportunity

An opportunity to have breakfast with LeadingAge New Jersey & Delaware members with a speaking opportunity. Hear from our members directly as they share their top policy priorities impacting their work and our field.

Sponsorship Main Features:

- Opportunity to provide closing remarks at the Town Hall
- Opportunity to greet members as they enter the session and network over breakfast
- Opportunity to produce branded marketing promotions of the Town Hall for LANJDE to share with members ahead of the meeting via email and social media
- Your brand exclusively featured on all Town Hall promotional materials prior to, during, and after the meeting
- Your brand on all meeting materials, signage, and pre and post show marketing



2023 Annual Meeting + EXPO Sponsorship Opportunities

STRATEGIC NETWORKING OPPORTUNITIES

WELCOME RECEPTION | \$3,500 Investment | Exclusive Opportunity

The welcome reception is an opportunity for all meeting attendees to connect, network, and set the tone for the rest of the Annual Meeting over hors d'oeuvres and drinks on June 20th.

Sponsorship Main Features:

- Opportunity to speak in front of members and welcome them to the meeting
- Opportunity to provide branded banners to be placed throughout the reception venue
- Your brand exclusively featured on all welcome reception promotional materials prior to, during, and after the meeting
- Your brand on all meeting materials, signage, and pre and post show marketing

GREATER GOOD RECEPTION | \$3,500 Investment | Exclusive Opportunity

The Greater Good member reception is an opportunity for all attendees to unwind and debrief after the first full day of the Conference over hors d'oeuvres and drinks on June 21st.

Sponsorship Main Features:

- Opportunity to speak in front of members at the reception
- Opportunity to provide branded banners to be placed throughout the reception venue
- Your brand exclusively featured on all Greater Good reception promotional materials prior to, during, and after the meeting
- Your brand on all meeting materials, signage, and pre and post show marketing

FUEL OUR ATTENDEES | Investment Varies | Exclusive Opportunities

During long Annual Meeting days, our members look forward to sharing a meal and connecting with one another at the opportunities listed below. The features of sponsoring any of the below meals include brand recognition at the meal and on all meeting materials, signage, and pre and post show marketing.

- Breakfast with Exhibitors on June 21st - \$2,000 Investment
- Lunch with Exhibitors on June 21st - \$3,000 Investment
- Afternoon Snack with Exhibitors on June 21st - \$2,000 investment
- Snacks To Go on June 22nd - \$1,500 investment

2023 Annual Meeting + EXPO Sponsorship Opportunities

STRATEGIC BRANDING OPPORTUNITIES

REGISTRATION | \$3,500 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Your brand exclusively featured on the registration webpage, registration form, registration marketing emails, and registration confirmation emails
- Opportunity to produce branded marketing promotions of Annual Meeting Registration for LANJDE to share with members ahead of the meeting via email and social media
- Opportunity to provide branded banners to be placed near the Registration table
- Your brand on all meeting materials, signage, and pre and post show marketing

CONFERENCE APP | \$3,500 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Your brand exclusively featured on the opening page of the conference app, attendees' main source of information to guide them through the meeting
- Your brand exclusively featured on all informational marketing pieces about the app
- Your brand on all meeting materials, signage, and pre and post show marketing

ANNUAL MEETING BROCHURE | \$2,500 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Your brand exclusively featured on the Annual Meeting Brochure. Containing all the info attendees need to plan for a successful meeting, this brochure is their one stop shop
- Opportunity to provide a full page advertisement to be placed prominently in the brochure
- Your logo incorporated into the artwork on the front and back pages of the brochure
- Your brand exclusively featured on all informational marketing pieces about the brochure
- Your brand on all meeting materials, signage, and pre and post show marketing

ENTERTAINMENT | \$2,500 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Your brand exclusively featured near the entertainment provided at meeting receptions
- Your brand on all meeting materials, signage, and pre and post show marketing

2023 Annual Meeting + EXPO Sponsorship Opportunities

STRATEGIC BRANDING OPPORTUNITIES

HOTEL KEYCARD | \$4,250 Investment | Exclusive Opportunity

Sponsorship Main Features:

- During the lifespan of an event, an attendee will actively look at their Hotel KeyCard 8-12 times/day, representing repeat impressions to your targeted demographic. You will have the opportunity to place an alternative to a business card in all of their hands
- Logo exclusively on each Annual Meeting Attendees' hotel key cards
- Your brand on all meeting materials, signage, and pre and post show marketing

ATTENDEE NAME BADGE | \$4,000 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Your brand exclusively featured on each attendees' name badge, meaning our members will be viewing your logo every moment throughout the entire event
- Your brand on all meeting materials, signage, and pre and post show marketing

ATTENDEE LANYARD | \$4,000 Investment | Exclusive Opportunity

Sponsorship Main Features:

- Opportunity to provide lanyards that exclusively feature your brand, which attendees will be wearing throughout the entirety of the event
- Your brand on all meeting materials, signage, and pre and post show marketing

GIVE AWAYS | \$1,000 Investment | Multiple Opportunities

Sponsorship Main Features:

- Opportunity to provide a branded item for all meeting attendees to be distributed at a prime opportunity during the meeting *All items are to be supplied by the sponsor with the approval of LANJDE*
- Opportunity to select your preferred distribution site (registration desk, keynote, reception)
- Your brand on all meeting materials, signage, and pre and post show marketing

HAVE A CREATIVE SPONSORSHIP IDEA?

Do you have a creative sponsorship idea? We would love to partner with you on a custom sponsorship offering. We know you have solutions our members need to expand their mission & we want to help you get those solutions in front of our annual meeting attendees.

Let's strategize how we can do that! Contact Ivy at ibeck@leadingagenjde.org

2023 Annual Meeting EXHIBITOR QUICK GLANCE

Who We Are

Our membership represents the continuum of aging services:

- Adult Day
- Affordable Senior Housing
- Assisted Living Residences
- Assisted Living Programs
- Home and Community-Based Services
- Home Health
- Hospice
- Life Plan Communities (CCRCs)
- Nursing Homes
- PACE

**THE TRUSTED VOICE
FOR AGING**

What We Buy

LeadingAge New Jersey & Delaware members spend millions of dollars annually on:

- Accounting / Banking / Financial Services
- Architecture/Construction/ Interior Design
- Bathing
- Building Equipment
- Communication Services
- Computer/Data Management
- Consulting
- Development Services
- Emergency Response Systems/ Wander & Fall Prevention
- Executive Search
- Facility Management
- Flooring
- Food Management
- Furniture
- Housekeeping
- Identification Systems
- Tech Solutions & Innovations

The Annual Meeting audience is comprised of professionals from across the continuum of care in the aging services and affordable senior housing sector.

This meeting attracts C-Suite professionals; middle/senior managers; department directors; administrators; nursing leaders; finance, quality and safety officers; public relations, communications and marketing professionals; human resources and information technology directors; affordable senior housing managers; social service coordinators and occupancy specialists; home and community based services providers; and more. Professionals in aging services and allied fields (i.e. fundraising, architecture, marketing, education, law, financial management and public administration) also attend the conference.



2023 Annual Meeting EXHIBITOR QUICK GLANCE

Draft EXPO Schedule

This is a tentative schedule and is subject to adjustments

Tuesday, June 20

12:00 – 5:00 Registration & Set up

6:00 – 7:30 Welcome Reception

Wednesday, June 21

8:30 – 9:30 Breakfast with Exhibitors

12:00 – 2:00 Lunch with Exhibitors

3:15 – 3:45 Snack Break with Exhibitors

3:45 – 5:30 Exhibitor Breakdown

5:30 – 7:00 Greater Good Reception

Thursday, June 22

8:30 – 10:00 Breakfast & Town Hall

1:00 – 1:30 Snacks to go

The floor plan, terms and exhibitor contract will be available in early 2023.

INVESTMENT:

LANJDE Business Partners:

EXPO Booth: \$1,000

Preferred Placement: \$1,200

Non Business Partner Rate:

EXPO Booth: \$1,800

BOOTH PACKAGE:

- 10' by 10' floor space in EXPO hall
- Pipe & drape and an ID sign
- Standard table, two chairs, and a waste basket
- Two booth badges
 - Exhibitors may purchase additional booth badges for \$200
- Opportunity to participate in all Annual Meeting events; gain critical insights from education sessions and take advantage of networking opportunities at evening receptions
- Hosted meal and break times with attendees
- Access to Annual Meeting App
- Receipt of attendee list with contact information

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We invite you to join our network of mission-driven organizations united by their commitment to making America a better place to grow old.

The LANJDE Business Partner Application is available [here](#).

Please don't hesitate to reach out to us with any questions.



Business Partner Program Contact:

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Sponsorship & EXPO Contact:

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