

LeadingAge™ DC 2015 PARTNER PROGRAM

A program designed specifically for cutting-edge business firms serving the aging services field.



LeadingAge DC

LeadingAge DC is the District's premier association and touches the lives of thousands of individuals, families, employees, and volunteers every day. With a strong membership base that includes senior housing, assisted living, skilled nursing, continuing care communities, and home and community-based services such as adult day treatment and hospice throughout Washington, DC we can connect you with your ideal audience—senior management and decision makers. LeadingAge DC members are diverse, but share a common focus on person-directed care and being mission driven.

What is the LeadingAge DC Partner Program

The Partner Program delivers a variety of strategies to position you as intellectual partners in the field of aging and helping providers continue to fulfill their mission and provide quality care for those they serve.

- **Partnership:** We highlight the expertise and intellectual capital of your organization as a gateway to open doors and build trust with providers. This approach creates a higher level of integration and will help you create partnerships.
- **Year Long Brand Exposure and Differentiation:** We provide a year-long integrated approach that includes a variety of tactics month after month to help you create new relationships and secure existing ones.
- **Flexible to Meet Your Needs:** We have several plans to best fit your budget and organizational goals. We'll work with you to maximize your plan benefits.



For more information contact **Christy Kramer, Director, LeadingAge DC** at CKramer@LeadingAge.org



2015 PARTNER BENEFIT LEVELS

Thought Leadership/Business Intelligence	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Connect privately with LeadingAge DC Board of Directors annually	X		
Access to conduct research survey of members of LeadingAge DC	X		
Access to data and survey findings on members' needs and motivations	X	X	
Bi-Annual forums on top aging services business issues and public policy issues with LeadingAge experts to provide useful information	X	X	
Opportunity to attend LeadingAge DC meetings and events at no fee	X	X	
Subscription to LeadingAge DC e-newsletters and alerts	X	X	X
Up to date contact information for LeadingAge DC Members	X	X	X
Business Development/Growth	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Strategic marketing support on positioning company to take advantage of the LeadingAge DC Member market	X		
Opportunity to have LeadingAge DC Director attend company's conference or client event to demonstrate LeadingAge DC's support at the highest level.	X		
Access to top-level leadership and decision-makers at LeadingAge DC organizations	X	X	
Brand Exposure/Differentiation	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Inclusion of company's content in LeadingAge DC's emails to position company as a source of quality, helpful, replicable information	X		
Exclusive sponsored component at LeadingAge DC Annual Meeting	X		
Tabletop exhibit space at LeadingAge DC Annual Meeting	X	X	
Substantive recognition at LeadingAge DC Annual Meeting general sessions, signage, printed materials and website to build company's brand on members' affinity for LeadingAge DC events.	X	X	
Extensive and exclusive logo and brand visibility across media, including web; print; e-newsletters; conference publications and websites to ensure company's brand stays "up front" with members year-round.	X	X	X
Opportunity to submit educational content for consideration at meetings/webinars	X	X	X
Invitation to LeadingAge DC reception at the 2015 LeadingAge PEAK Leadership Summit	X	X	X
	\$5,000	\$2500	\$500
	5 available	10 available	Unlimited



2015 PARTNER APPLICATION

organization name

primary contact

title

address

city

state

zip

phone

fax

e-mail

additional contact

additional contact

brief organization description for website director

Gold Partner—\$5,000 Silver Partner—\$2,500 Business Partner—\$500

I understand that membership is conditional upon approval by LeadingAge DC, that it is a non-voting membership, and that membership does not indicate endorsement or support of a particular product or service by LeadingAge DC.

Send this form and payment to:

Christy Kramer, Director
LeadingAge DC
2519 Connecticut Avenue NW,
Washington, DC 20008

Checks Payable to: LeadingAge DC

If you have questions, please contact Christy Kramer at CKramer@LeadingAge.org or (202) 508-9446.