# Leading Age DC 2015 PARTNER PROGRAM

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



#### **LeadingAge DC**

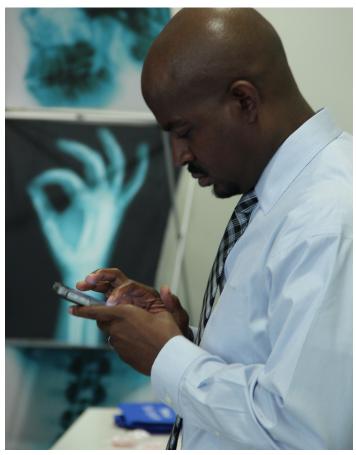
LeadingAge DC is the District's premier association and touches the lives of thousands of individuals, families, employees, and volunteers every day. With a strong membership base that includes senior housing, assisted living, skilled nursing, continuing care communities, and home and community-based 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.







### **2015 PARTNER BENEFIT LEVELS**

Thought Leadership/Business Intelligence	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Connect privately with LeadingAge DC Board of Directors annually	Х		
Access to conduct research survey of members of LeadingAge DC	Х		
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	Х	Х	
Opportunity to attend LeadingAge DC meetings and events at no fee	X	X	
Subscription to LeadingAge DC e-newsletters and alerts	Х	X	Χ
Up to date contact information for LeadingAge DC Members	X	Х	Χ
Business Development/Growth	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Strategic marketing support on positioning company to take advantage of the LeadingAge DC Member market	Х		
Opportunity to have LeadingAge DC Director attend company's conference or client event to demonstrate LeadingAge DC's support at the highest level.	Х		
Access to top-level leadership and decision-makers at LeadingAge DC organizations	Х	Χ	
Brand Exposure/Differentiation	GOLD PARTNER	SILVER PARTNER	BUSINESS PARTNER
Brand Exposure/Differentiation  Inclusion of company's content in LeadingAge DC's emails to position company as a source of quality, helpful, replicable information			
Inclusion of company's content in LeadingAge DC's emails to position company as a	PARTNER		
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### **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 Partne	r—\$5,000 ☐ Silver Partner—\$2,500 ☐ Busir	ness Partner—\$500
	itional upon approval by LeadingAge DC, that ent or support of a particular product or servi	
Send this form and payment to:		
Christy Kramer, Director		

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

LeadingAge DC

2519 Connecticut Avenue NW,

Checks Payable to: LeadingAge DC

Washington, DC 20008