



THE POWER OF MEMBERSHIP

The Strength of Community.



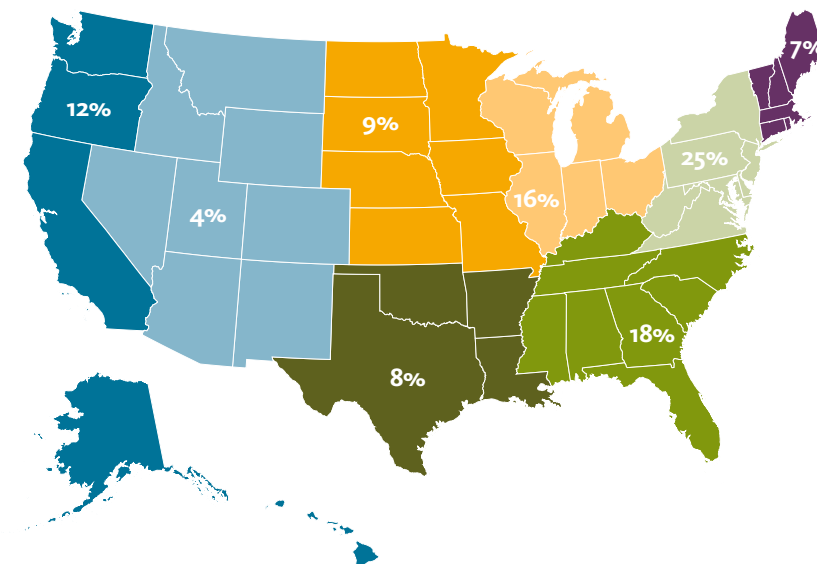
LeadingAge membership delivers professional tools and resources—and offers access to a network like no other. Your company will join a community of more than 5,000 providers, [38 state partners](#), and 350+ business partners who are committed to making America a better place to grow old. Together we are building an equitable and inclusive aging services sector, in which opportunities exist for all to thrive. We offer everything you would expect from your trade association, plus much more.

LEADINGAGE PROVIDES MEMBERS:

INSPIRE. SERVE. ADVOCATE.

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

Membership spans the nation and the aging services continuum, including skilled nursing, assisted living, affordable housing, life plan communities, adult day and PACE programs, hospice, and home-based services—plus businesses that are LeadingAge members through our Corporate Partner Program.



- New England 7%
- Northeast Central 16%
- Mid Atlantic 25%
- Northwest Central 9%
- South Atlantic 18%
- Mountain 4%
- Southwest Central 8%
- Pacific 12%

Business Solutions & Discounts

to help providers access the right partners for the right price.

LeadingAge members get special discounts and incentives from our trusted [Corporate Partners](#) and our member-driven group purchasing program [Value First](#) offers discounted pricing and rebates on food, equipment, and supplies.

Advocacy & Public Relations

to amplify the collective voice of providers.

Through our relationships with lawmakers and the press, LeadingAge elevates and illuminates the [issues that matter most](#) to aging services providers and older adults. Nationally and in your state, we fight to remove barriers to care and improve funding for the sector.

Education & Professional Development

to strengthen our field.

At the [LeadingAge Annual Meeting + E2](#) and [Leadership Summit](#), aging services providers can earn CE credits while networking with peers from across the sector. On-demand learning is available anytime from the [LeadingAge Knowledge Center](#)—and it's discounted or free for members. Members also have exclusive access to our signature [Leadership Academy](#), which has ignited the careers of hundreds of aging services professionals.



Senior Housing 15%



HCBS 22%



Assisted Living 37%



Nursing 44%



Life Plan Community 44%

LEADINGAGE PROVIDES MEMBERS:

Prestigious Research & Expertise to help providers adopt best practices.

LeadingAge helps members apply promising practices and leverage the latest insights from across the field. Members also participate in research and pilots led by the [LeadingAge LTSS Center @UMass Boston](#).

Technological Advancement to help improve the aging experience.

Our [Center for Aging Services Technologies \(CAST\)](#) is leading the charge to expedite the development, evaluation, and adoption of emerging technologies that can help our field and those it serves—working with more than 400 technology companies, aging services organizations, research universities, and government representatives across the globe.

Insider Access to a network of peers and partners.

LeadingAge members are a community of like-minded peers and other aging services organizations. Members connect with one another at events, through advisory groups, and through member networks to exchange knowledge, solve problems, and share resources.

Thought Leadership & Innovation to advance the field and your place in it.

LeadingAge works with members, regulators, business partners and other stakeholders to explore ideas and innovations. We're developing affordable aging services options so you can reach the underserved "middle market," and uncovering new ways to increase quality across the continuum.

We know you're busy!

You can rely on LeadingAge to ensure you never miss a member benefit. As a member of our Corporate Partner Program, you'll have your own account representative—plus you and your staff can get up-to-date news and resources through member emails and on [LeadingAge.org](#).

We are LeadingAge: the trusted voice for aging.

We are making America better for older adults in all the places they call home.



LeadingAge is focused on caring for our nation's elders like no other organization. I encourage you to join—you will not regret it.

— Deke Cateau
CEO, A.G. Rhodes, Atlanta, GA

Whether you're new to the market or looking to get more out of your current marketing budget, LeadingAge has a suite of options to fit your needs. We've collaborated with businesses like Ziegler, Greystone, and PointClickCare.

Corporate Partners Program

Our Corporate Partners Program offers select companies working in aging a chance to be part of the LeadingAge community. We leverage our deep reach and understanding in all areas of aging services to help businesses advance their strategic goals.

Partnership offers access to a variety of unique benefits you won't find anywhere else. Not only will you have critical opportunities to engage with LeadingAge members around the country, but also the first-hand access and information you need to effectively position your products and services to one of the fastest growing markets.

We have found that the most meaningful sponsorships require both parties to be committed and willing to put in the time to create value for both entities. Without a doubt, LeadingAge has been a committed partner to us throughout the years.

— Dan Hermann
President @ CEO, Ziegler



LeadingAge Member Ideals

Members of LeadingAge national and state associations are nonprofit aging services providers and others who share our common ideals. We are distinguished by our collective commitment to the following:

- **Quality & Innovation:** We provide quality care and services. Our work reflects promising practices, and we seek to advance innovation.
- **Integrity & Transparency:** We are mission-driven organizations. We are accountable to our workforce, our community, and the people we serve.
- **Shared Learning & Fellowship:** We are a cross-continuum community of providers serving older adults, people with disabilities, and youth. Our collective power is made greater through sharing, learning, and collaboration.
- **Inclusion, Diversity, & Equity:** We are steadfast in our efforts to build an equitable and inclusive aging services community, in which our staff, leadership, and the people we serve reflect the rich diversity of the U.S., and opportunities exist for all to thrive.
- **Compassion & Community:** We believe that aging services should be person-centered and rooted in community. Our work is guided by compassion and respect.

Ready to join our Corporate Partners Program?

Contact Sales@LeadingAge.org and one of our account executives will get you signed up.

2024 PARTNERSHIP LEVELS & BENEFITS

Benefits to Meet Your Needs

Partnership with LeadingAge opens the door to valuable benefits for your organization.

With four partnership levels, we offer custom and turnkey packages to fit your marketing goals and budget.

Benefits include unparalleled access to our diverse membership of aging services providers, including opportunities to introduce your company's products and services through brand visibility, thought leadership, and digital communications.

You'll also receive the information, industry news, analysis, and expertise that makes LeadingAge the go-to resource and thought leader for our field.

LeadingAge's business development team is on call to help you customize a package that works for your organization, and will stick with you as a concierge for your benefits throughout the year.

This chart is a snapshot of benefits for each partnership level, and detailed information is offered in the pages that follow.

Whether you're new to the field or looking to take your business to new heights, LeadingAge partnership is a critical component for your marketing and branding efforts.



Partner Benefits & Access	Gold	Silver	Bronze	Corporate Partner
Membership benefits for a specific number of staff members	●	●	●	●
Member-level access to all LeadingAge e-newsletters and to My LeadingAge member communities	●	●	●	●
Policy and research updates; and member data and survey findings, as available	●	●	●	●
Access to LeadingAge resources, content and education via the LeadingAge Learning Hub	●	●	●	●
Member discounts on all LeadingAge national event attendance	●	●	●	●
Dedicated LeadingAge Account Executive(s)	●	●	●	●
Recurring meeting for planning and review of the activation of all benefits	●	●	●	
Partner Dropbox to include activation reports, photos, logos, member data and survey findings				
Exclusive, customized, high-visibility, co-branded Strategic Project to be designed and implemented with LeadingAge Staff	●			
Access to LeadingAge staff experts for information and guidance as needed	●	●		
Opportunity to present an annual briefing to the LeadingAge staff	●			
Senior LeadingAge executive available to attend Partner event, based on availability	●			
Written letters of consideration of services for a provider by a LeadingAge staff member as requested	●			
Provider membership lists including primary contact mailing information; excluding emails	●	●	●	
Addition to the internal LeadingAge Speakers list for any speaking opportunity that arises	●	●	●	
Royalty-free rights to the LeadingAge partner logo	●	●	●	●
Member-level access to LeadingAge Peer Groups	●	●	●	●
Special Meetings & Events	Gold	Silver	Bronze	Corporate Partner
Invitation to join LeadingAge executives and Board members for a virtual Corporate Leadership Roundtable	●	●		
Invitation to CAST Commission Meetings as guests	●	●	●	
Invitation to join LeadingAge virtual, invitation-only webinar presenting our expert perspective on the future of the field	●	●	●	
Annual Meeting + E2	Gold	Silver	Bronze	Corporate Partner
Guaranteed opportunity to present an additional education session at the LeadingAge Annual Meeting + E2	●			
Invitations to the LeadingAge Board of Directors Reception at Annual Meeting	●			
Invitation to CEMO Leadership Forum during Annual Meeting	●			
Distinctive Partner floor decal in front of Annual Meeting booth space	●	●	●	
Recognition as a Corporate Partner through 2024, including during keynotes at the Annual Meeting, with logo scrolling on session screen(s)	●	●	●	
Session proposal guidance from a LeadingAge Knowledge Team staff member for the 2024 Annual Meeting	●	●	●	
Partner rate for LeadingAge Annual Meeting E2 booth space	●	●	●	●
Technology Company Add-Ons	Gold	Silver	Bronze	Corporate Partner
A seat on the CAST Commission (for technology companies)	●	●	●	
Partner Case Studies, promoted in dedicated articles in the CAST eNewsletter (for technology companies)	●	●	●	
Participation in CAST workgroups (for technology companies)	●	●	●	
Website Listings & Recognition	Gold	Silver	Bronze	Corporate Partner
Linked logo feature on the LeadingAge homepage	●	●		
Listing as a top-level supporter in the 2024 LeadingAge Annual Report	●	●		
Exclusive Partner web page, including company's description, links and additional content as provided by the partner	●	●	●	
Corporate Partners Program recognition on the LeadingAge website	●	●	●	●
Buyer's Guide listing (listing enhancement is dependent on level of partnership)	●	●	●	●
Promotion Packages	Gold	Silver	Bronze	Corporate Partner
Customized promotional email to LeadingAge members	●	●		
Customized promotion campaign(s) to promote webinar, event, product, service, special discount, or other offer.	●	●	●	

Exclusive, customized, high-visibility, co-branded strategic project to be designed and implemented with LeadingAge staff

Account Management & Care

- Dedicated LeadingAge account executive(s)
- Recurring monthly meeting to plan, review, and activate partner benefits
- Partner Dropbox folder that houses activation reports, photos, logos, member data, and survey findings
- Royalty-free rights to the LeadingAge Gold Partner logo

Membership Benefits

- Membership benefits for an unlimited number of staff members
- Policy and research updates, as available
- Member data and survey findings, as available
- Member discounts on all LeadingAge national event attendance
- Unlimited complimentary access to LeadingAge resources and content (including live and archived webinars) via the LeadingAge Learning Hub
- Member-level access to all LeadingAge e-newsletters
- Member-level access to LeadingAge Peer Groups

Access & Insights

- Opportunity to present an annual briefing to LeadingAge staff
- Access to LeadingAge staff experts for information and guidance, as needed
- Senior LeadingAge executive available to attend partner event, based on availability
- Provider membership lists to be provided quarterly, including primary contact mailing information (excluding email addresses)
- Written letters of consideration of services for a provider by a LeadingAge staff member as requested
- Addition to the internal LeadingAge Speakers list for any speaking opportunity that arises

Special Meetings & Events

- Two (2) invitations to join LeadingAge executives and Board members for a virtual Corporate Leadership Roundtable
- Two (2) invitations to CAST Commission Meetings, as guests
- Four (4) invitations to join LeadingAge for an invitation-only webinar that presents our expert perspective on the future of the field

Technology Company Add-Ons

- A seat on the CAST Commission (for technology companies)
- Participation in CAST workgroups (for technology companies)
- Up to four (4) CAST partner case studies, promoted in dedicated articles in the CAST e-newsletter

Annual Meeting + E2 & Leadership Summit

- Two (2) invitations to CEMO Leadership Forum during Annual Meeting
- Guaranteed opportunity to present an additional education session at the 2024 LeadingAge Annual Meeting + E2
- Four (4) invitations to the LeadingAge Board of Directors Reception at Annual Meeting & E2
- Distinctive Gold Partner floor decal in front of Annual Meeting & E2 booth space
- Recognition as a Gold Corporate Partner throughout 2024, including during keynotes at the Annual Meeting, with logo scrolling on session screen(s)
- Session proposal guidance from a LeadingAge Knowledge Team staff member for the 2024 Annual Meeting
- Early booth and sponsorship selection for Annual Meeting and Leadership Summit in order of partnership level
- Partner rate for LeadingAge Annual Meeting E2 booth space
- Access to sponsorship packages that are available exclusively to Corporate Partners

Website Listings & Recognition

- Exclusive Gold Partner web page on LeadingAge website, including company's description, links, and additional content as provided by partner
- LeadingAge Buyer's Guide listing with enhancements to include logo, priority placement in one sub-category of choice, partner recognition, company description, website, and social media links
- Listing as a Gold Partner in the LeadingAge Annual Report
- Rotating feature on LeadingAge homepage
- Recognition as a Corporate Partners Program Gold Partner on the LeadingAge website

Promotion Packages

- One (1) customized promotional email sent to LeadingAge members
 - Up to six (6) customized promotion packages* to promote partner webinar, event, product, special discount, or other offer
- * *Audiences need to see a message more than once in order for it to stick. That's why LeadingAge offers partners promotion packages to help generate awareness and engagement around their key events, content, and products/services. Each promotion package contains no fewer than five (5) of the tactics below, which the LeadingAge team will help choose and deploy based on partner goal(s). (Example: A goal of raising awareness of your company's rebrand will require different tactics than if your goal is to generate RSVPs for an upcoming webinar.)*

Promotion package tactics include:

- Newsletter ad
- Newsletter article
- Re-Tweet of existing corporate partner tweet
- Share of existing corporate partner Facebook post
- Share of existing corporate partner LinkedIn post
- Event listing on LeadingAge's event calendar, on [leadingage.org](https://www.leadingage.org)
- Website link/content (linking to press release on news page, adding content to corporate partner page, etc.)
- Custom Facebook post published by LeadingAge
- Custom LinkedIn post published by LeadingAge
- Custom Tweet published by LeadingAge
- Custom Instagram post published by LeadingAge

Account Management & Care

- Dedicated LeadingAge account executive(s)
- Recurring monthly meeting to plan, review, and activate partner benefits
- Partner Dropbox folder that houses activation reports, photos, logos, member data, and survey findings
- Royalty-free rights to the LeadingAge Silver Partner logo

Membership Benefits

- Membership benefits for up to 25 staff members (\$400 per additional staff member)
- Policy and research updates, as available
- Member data and survey findings, as available
- Member discounts on all LeadingAge national event attendance
- Member access to LeadingAge resources and content (including live and archived webinars) via the LeadingAge Learning Hub
- Member-level access to all LeadingAge e-newsletters
- Member-level access to LeadingAge Peer Groups

Access & Insights

- Access to LeadingAge staff experts for information and guidance, as needed
- Provider membership lists to be provided semi-annually, including primary contact mailing information (excluding email addresses)
- Addition to the internal LeadingAge Speakers list for any speaking opportunity that arises

Special Meetings & Events

- Two (2) invitations to join LeadingAge executives and Board members for a virtual Corporate Leadership Roundtable
- One (1) invitation to CAST Commission Meetings, as a guest
- Two (2) invitations to join LeadingAge for an invitation-only webinar that presents our expert perspective on the future of the field

Technology Company Add-Ons

- A seat on the CAST Commission (for technology companies)
- Participation in CAST workgroups (for technology companies)
- Up to three (3) CAST partner case studies, promoted in dedicated articles in the CAST e-newsletter

Annual Meeting + E2 & Leadership Summit

- Distinctive Silver Partner floor decal in front of Annual Meeting & E2 booth space
- Recognition as a Silver Corporate Partner throughout 2024, including during keynotes at the Annual Meeting, with logo scrolling on session screen(s)
- Session proposal guidance from a LeadingAge Knowledge Team staff member for the 2024 Annual Meeting
- Early booth and sponsorship selection for Annual Meeting and Leadership Summit in order of partnership level
- Partner rate for LeadingAge Annual Meeting E2 booth space
- Access to sponsorship packages that are available exclusively to Corporate Partners

Website Listings & Recognition

- Exclusive Silver Partner web page on LeadingAge website, including company's description, links, and additional content as provided by partner
- LeadingAge Buyer's Guide listing with enhancements to include logo, priority placement in one sub-category of choice, partner recognition, company description, website, and social media links
- Listing as a Silver Partner in the LeadingAge Annual Report
- Rotating feature on LeadingAge homepage
- Recognition as a Corporate Partners Program Silver Partner on the LeadingAge website

Promotion Packages

- One (1) customized promotional email sent to LeadingAge members
- Up to five (5) customized promotion packages* to promote partner webinar, event, product, special discount, or other offer

* *Audiences need to see a message more than once in order for it to stick. That's why LeadingAge offers partners promotion packages to help generate awareness and engagement around their key events, content, and products/services. Each promotion package contains no fewer than five (5) of the tactics below, which the LeadingAge team will help choose and deploy based on partner goal(s). (Example: A goal of raising awareness of your company's rebrand will require different tactics than if your goal is to generate RSVPs for an upcoming webinar.)*

Promotion package tactics include:

- Newsletter ad
- Newsletter article
- Re-Tweet of existing corporate partner tweet
- Share of existing corporate partner Facebook post
- Share of existing corporate partner LinkedIn post
- Event listing on LeadingAge's event calendar, on [leadingage.org](https://www.leadingage.org)
- Website link/content (linking to press release on news page, adding content to corporate partner page, etc.)
- Custom Facebook post published by LeadingAge
- Custom LinkedIn post published by LeadingAge
- Custom Tweet published by LeadingAge
- Custom Instagram post published by LeadingAge

Account Management & Care

- Dedicated LeadingAge account executive(s)
- Quarterly meeting to plan, review, and activate partner benefits
- Partner Dropbox folder that houses activation reports, photos, logos, member data, and survey findings
- Royalty-free rights to the LeadingAge Bronze Partner logo

Membership Benefits

- Membership benefits for up to 15 staff members (\$400 per additional staff member)
- Policy and research updates, as available
- Member data and survey findings, as available
- Member discounts on all LeadingAge national event attendance
- Member access to LeadingAge resources and content (including live and archived webinars) via the LeadingAge Learning Hub
- Member-level access to all LeadingAge e-newsletters
- Member-level access to LeadingAge Peer Groups

Access & Insights

- Provider membership list to be provided annually, including primary contact mailing information (excluding email addresses)
- Addition to the internal LeadingAge Speakers list for any speaking opportunity that arises

Special Meetings & Events

- One (1) invitation to join LeadingAge executives and Board members for a virtual Corporate Leadership Roundtable
- One (1) invitation to CAST Commission Meetings, as a guest
- One (1) invitations to join LeadingAge for an invitation-only webinar that presents our expert perspective on the future of the field

Technology Company Add-Ons

- A seat on the CAST Commission (for technology companies)
- Participation in CAST workgroups (for technology companies)
- Up to two (2) CAST partner case studies, promoted in dedicated articles in the CAST e-newsletter

Annual Meeting + E2 & Leadership Summit

- Distinctive Bronze Partner floor decal in front of Annual Meeting & E2 booth space
- Recognition as a Bronze Corporate Partner throughout 2024, including during keynotes at the Annual Meeting, with logo scrolling on session screen(s)
- Session proposal guidance from a LeadingAge Knowledge Team staff member for the 2024 Annual Meeting
- Early booth and sponsorship selection for Annual Meeting and Leadership Summit in order of partnership level
- Partner rate for LeadingAge Annual Meeting E2 booth space
- Access to sponsorship packages that are available exclusively to Corporate Partners

Website Listings & Recognition

- Exclusive Bronze Partner web page on LeadingAge website, including company's description, links, and additional content as provided by partner
- LeadingAge Buyer's Guide listing with logo enhancement
- Recognition as a Corporate Partners Program Bronze Partner on the LeadingAge website

Promotion Packages

- Up to three (3) customized promotion packages* to promote partner webinar, event, product, special discount, or other offer

* *Audiences need to see a message more than once in order for it to stick. That's why LeadingAge offers partners promotion packages to help generate awareness and engagement around their key events, content, and products/services. Each promotion package contains no fewer than five (5) of the tactics below, which the LeadingAge team will help choose and deploy based on partner goal(s). (Example: A goal of raising awareness of your company's rebrand will require different tactics than if your goal is to generate RSVPs for an upcoming webinar.)*

Promotion package tactics include:

- Newsletter ad
- Re-Tweet of existing corporate partner tweet
- Share of existing corporate partner Facebook post
- Share of existing corporate partner LinkedIn post
- Event listing on LeadingAge's event calendar, on [leadingage.org](https://www.leadingage.org)
- Website link/content (linking to press release on news page, adding content to corporate partner page, etc.)
- Custom Facebook post published by LeadingAge
- Custom LinkedIn post published by LeadingAge
- Custom Tweet published by LeadingAge
- Custom Instagram post published by LeadingAge

Nonprofit associations and organizations are eligible to receive a 50% discount off the Corporate Partner rate

Account Management & Care

- Dedicated LeadingAge account executive(s)
- Partner Dropbox folder that houses activation reports, photos, logos, member data, and survey findings
- Royalty-free rights to the LeadingAge Corporate Partner logo

Membership Benefits

- Membership benefits for up to 5 staff members (\$400 per additional staff member)
- Policy and research updates, as available
- Member data and survey findings, as available
- Member discounts on all LeadingAge national event attendance
- Member access to LeadingAge resources and content (including live and archived webinars) via the LeadingAge Learning Hub
- Member-level access to all LeadingAge e-newsletters
- Member-level access to LeadingAge Peer Groups

Annual Meeting + E2

- Partner rate for LeadingAge Annual Meeting E2 booth space
- Access to sponsorship packages that are available exclusively to Corporate Partners

Website Listings & Recognition

- LeadingAge Buyer's Guide listing (listing enhancements are available)
- Recognition as a Corporate Partner on the LeadingAge website



Ready to Join LeadingAge's Corporate Partner Program?

Contact Sales@LeadingAge.org and one of our account executives will get you signed up.