

Business Partner Benefits Comparison



	Premier Sponsor \$30,000+	Presenting Sponsor \$10,000+	Exhibitors \$3,000+	Business Partners \$1,000
Use of LAPA Premier Sponsor Logo	X			
Use of LAPA Sponsor Logo	N/A			
Feature prominently at all LAPA events throughout year	X			
One guaranteed webinar presentation to LAPA members	X			
One targeted email communication to primary contacts	X			
Quarterly member email blasts to promote sponsor education events	X			
Quarterly meetings with LAPA senior staff	X			
Utilization of LAPA's Director of Special Events to create a collaborative event with other LAPA sponsors/business partners	X			
Premier Sponsor recognition in annual membership directory	X			
Sponsor recognition in annual membership directory	N/A	X		
Free standard ad in LeadingAge PA Weekly Member Update – rotating weekly with other Premier sponsors	N/A	X		
One free standard ad in LeadingAge PA Weekly Member Update	X	X		
One advertorial article in the LeadingAge PA Weekly Member Update	X	X		
Branding exposure on LAPA website for entire period of Agreement	X	X		
Feature prominently in all marketing for Annual Conference	X	X		
Invitation to networking event with LAPA Board of Directors	X	X		
Posting of PA-based education events on website calendar of events	X	X		
Representation on the Business Partner Advisory Council	X	X		
Complete member contact list with emails	X	X		
Annual Conference attendee list with email address	X	X		
Registration for two additional EXPO staff (total of four)	X	X		
Early hotel registration and early booth set up for Annual Conference + EXPO (when applicable)	X	X		
Access to private meeting space during Annual Conference	X	X		
Sponsor signage provided for EXPO hall	X	X	X	
Standard EXPO booth at Annual Conference	X	X	X	
Priority EXPO booth reservation for the following year's Annual Conference	X	X	X	
Inclusion in exhibitor listing in Annual Conference brochure and on Annual Conference website	X	X	X	
Annual Conference attendee list	N/A	N/A	X	
Free job postings on LeadingAge PA's Job Board	X	X	X	X
Invitation to State Night Reception at LeadingAge National Annual Meeting (when applicable)	X	X	X	X
Listing in annual membership directory (Print and online)	X	X	X	X
Referrals based on member inquiries	X	X	X	X
Opportunity for paid advertisements in LeadingAge PA weekly member update newsletter	X	X	X	X
Use of business member logo	X	X	X	X
Inclusion in the Business Member Community Lounge	X	X	X	X
Member-only access to website and email updates	X	X	X	X
Discounted (member) rates for LAPA events	X	X	X	X

Custom sponsorship packages are negotiable for any investment level. Contact Natalie MacDonald for more information; nmacdonald@leadingagepa.org