

Your partnership supports advocacy, education, and innovation - while connecting you directly with provider leaders shaping the future of our field.

Business Member For organizations beginning their relationship with Washington's aging-services network.



Primary Advantage: Connect with members, stay informed, and lay the groundwork for deeper partnership.

Highlights:

- Member rates for conferences and educational programs
- Access to newsletters & policy updates
- Directory listing & annual report inclusion
- Option to purchase EXPO booth

Pearl Sponsor For organizations seeking foundational visibility and connection opportunities.



Primary Advantage: Establish your presence through consistent recognition and relationship-building.

Highlights:

- Eligible for participation in committees & policy discussions
- Invitation to exclusive social gatherings
- Use of LAWA Partner logo
- Enhanced listing in member-only directory
- Sponsorship of a webinar or network meeting

Emerald Sponsor For organizations expanding credibility and engagement.



Primary Advantage: Balanced exposure through LAWA's education, events, and communications.

Highlights:

- Mid-tier conference sponsorship recognition
- Featured webinar or newsletter article
- Invitation to board roundtable
- Promotion of your trainings & resources on LAWA's website
- Logo placement in digital programs

Sapphire Sponsor For organizations ready for sustained visibility and thought-leadership.



Primary Advantage: Build meaningful relationships through education, events, and recognition.

Highlights:

- Personalized introductions to provider executives
- Periodic engagement check-ins with LAWA leadership
- Targeted digital outreach opportunity
- Complimentary EXPO booth & mid-tier visibility
- Featured webinar or article/advertorial

Ruby Sponsor For organizations seeking high-level engagement and leadership access.



Primary Advantage: Strengthen relationships and influence through tailored collaboration and recognition.

Highlights:

- Strategic partnership meeting with LAWA leadership team
- Thought-leadership opportunities & social media spotlight
- Prominent visibility at conferences
- Complimentary EXPO booth & top visibility

Diamond Sponsor For organizations pursuing maximum visibility, influence, and strategic partnership.



Primary Advantage: Exclusive access to leadership, personalized engagement, and premier recognition.

Highlights:

- Opportunity to present to the LAWA Board of Directors
- Premier recognition at conferences & on LAWA website
- Strategic introductions to provider executives
- Advertisement and logo in newsletter
- 50% off Leadership Institute

Business Membership is the foundation of partnership with LeadingAge Washington. Sponsorship levels build upon these core benefits to add visibility, collaboration, and strategic recognition.

Items marked with * are new benefits

	Diamond	Ruby	Sapphire	Emerald	Pearl	Business
	\$11,000	\$8,500	\$5,800	\$3,300	\$1,400	\$700
Experiences & Events						
50% discount on one Leadership Institute registration*	X					
Complimentary registration for LAWA select virtual educational programming*	X3	X2	X			
Sponsorship of a featured event	X	X	X	X	X	
Invitation to LAWA State Night Reception (<i>annual meeting registration required</i>)	X	X	X	X	X	X
Member rates and early-bird pricing on events, programs and workshops	X	X	X	X	X	X
Thought Leadership & Engagement						
Opportunity for a brief presentation at LAWA Board meeting*	X					
Membership benefit strategy meeting with LAWA President & CEO & Vice-Presidents*	X3	X2				
Opportunity to hold a complimentary webinar for LAWA providers*	X	X	X			
Personalized introductions to provider executives, facilitated by LAWA	X	X	X			
Invitation to join a virtual roundtable with LAWA Board members*	X	X	X	X		
Opportunity to publish a thought-leadership article or sponsored advertorial link in LAWA's bi-newsletter*	X	X	X	X		
Eligible to serve on LAWA committees	X	X	X	X	X	
Eligible to participate in LAWA Policy Cabinet (non-voting)	X	X	X	X	X	X
Inclusion on LAWA / state partners Speakers List for future speaking opportunities*	X	X	X	X	X	X
Eligible to participate in LAWA professional networks	X	X	X	X	X	X
Benefits & Access						
Personalized introduction letter from LAWA senior staff (upon request)*	X					
Advertisement in bi-weekly <i>Level Up</i> newsletter*	X4					
Sponsored email to preferred group of members from LAWA President & CEO*	X	X				
Logo in LAWA bi-weekly <i>News Bulletin</i>	X	X				
Periodic Discovery Calls with LAWA VPs to identify engagement opportunities*	X	X	X			
One-time digital mailing list for targeted provider types	X4	X3	X2			
Invitation to LAWA's provider-hosted social gatherings*	X	X	X	X	X	
Opportunity to sponsor a LAWA Professional Network Meeting*	X	X	X	X	X	
Permission to display LAWA Partner logo in marketing*	X	X	X	X	X	
Sponsorship of one LAWA webinar (logo + brief introduction)	X	X	X	X	X	
Enhanced listing in Online Members-Only Directory	X	X	X	X	X	
Access to LeadingAge Washington newsletters, resources and education	X	X	X	X	X	X
Policy and research updates, member data and survey findings (as available)	X	X	X	X	X	X
Membership benefits extended to all staff members	X	X	X	X	X	X
Access to provider member contact information	X	X	X	X	X	X
Spotlight in <i>News Bulletin</i> for New Business Members and New Partnership Sponsors	X	X	X	X	X	X
Annual Conference + EXPO & Fall Conference						
Priority access to one reserved room at the host hotel*	X					
Top-Tier Sponsor option: keynote, general sessions, luncheon or welcome event	X	X				
Complimentary EXPO Booth (includes one booth attendee + attendee list)	X	X	X			
Priority for Fall Conference booth (if applicable)	X	X	X			
Logo in annual conference marketing emails / logo in annual & fall conference programs	X	X	X			
1/8-page ad in annual conference digital program / logo in fall conference digital program	X	X	X			
Logo on annual conference sponsor poster / logo in fall conference PowerPoint slide	X	X	X	X		
Mid-Tier Sponsor option: meals, refreshments, app or breakouts			X	X		
Logo within annual conference digital program and fall conference digital program				X		
Option to purchase EXPO booth (includes one booth attendee + attendee list)				X	X	X
Website & Social Recognition						
Business Logo in a prominent position on LAWA website	X					
Curated social media recognition, highlighting partnership & impact*	X	X	X			
Opportunity to promote your training events & resources on LAWA website & calendar*	X	X	X	X		
Logo included in new member welcome package	X	X	X	X		
Listing in annual report and new member welcome package	X	X	X	X	X	X
Listing (with link) on LAWA website and online directory	X	X	X	X	X	X

Items marked with * are new benefits

Featured Events

Sponsor & Host breakfast for LAWA Board at their fall annual strategic meeting*	\$1,500 (exclusive)		
Day at the Olympia Capitol Sponsorship*	\$500 (exclusive)		
Emergency Preparedness one-day workshop with national expert for staff/managers*	\$5,000 (1)	\$3,000 (1)	\$1,500 (3)
Emergency Preparedness half-day workshop with national expert for IL resident committees/councils*	\$4,000 (1)	\$1,500 (1)	\$500 (2)
Co-host a social gathering at a provider's location for all regional members*	\$1,000 (exclusive)		
Leadership Institute Graduation Celebration with all conference attendees – program sponsor	\$4,000 (exclusive) or	\$1,000 (2)	\$500 (4)
Leadership Institute Graduation Night with all conference attendees – appetizer sponsor	\$3,500 (exclusive) or	\$1,500 (2)	
Leadership Institute Graduation Night with all conference attendees – drink tickets sponsor	\$2,000 (exclusive)		
Leadership Institute Professional Headshots for fellows*	\$3,000 (exclusive) or	\$1,250 (2)	
Leadership Institute Premier Sponsorship*	\$5,000 (exclusive) or	\$2,500 (2)	
Assisted Living "ELEVATE" Training (4-days) program sponsor*	\$2,000 (exclusive)		
State Night Out (with California, Oregon & Arizona) at National Conference	Inquire for more information		

Virtual / Digital Communications

Sponsorship of Bi-weekly SNF Update Virtual Call (3 months / 4 avail)*	\$500 (exclusive)		
Banner in Legislative Report / Policy Update Email Newsletter (1 month:4 issues; 3 avail)*	\$500 (exclusive)		
Opportunity to upgrade advertisement size in online directory	Inquire for more information		

Annual Conference

Monday's Pre-Conference Deep Dive Session (select one)*	\$500 (exclusive)		
Monday's Buddy Program – New Faces/First Timers (logo and introduction)*	\$500 (exclusive)		
Exclusive sponsorship of "Know Before You Go" email prior to conference*	\$500 (exclusive)		
Host the Raffle Giveaways segment with all conference attendees	\$1,500 (exclusive)		
Host and give introduction at Leadership Institute's exclusive breakfast with LAWA Board	\$1,500 (exclusive)		
Host & sponsor Scholarship Fundraising Activity during conference luncheon	\$2,500 (exclusive) or	\$1,250 (2)	
EXPO booth (includes one booth attendee for lunch, expo and social event) + conference attendee list			\$925

Questions? Contact Cassi Meritt at 253-964-8870 or cmeritt@leadingagewa.org