

2025 Annual Conference
& EXPO **JUNE 23-25**

Sponsorship & Advertising
Prospectus

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IMPACT

LeadingAge[®]
Washington

STAND OUT.
BE SEEN.

MAKE AN IMPACT.

2025 LEADINGAGE WASHINGTON
Annual Conference
JUNE 23-25 | VANCOUVER HILTON

Held June 23-25 at the Vancouver Hilton, the LeadingAge Washington Annual Conference gathers influential decision-makers from the long-term care industry for expert-led sessions and exhibitor showcases, offering a 360-degree view of industry trends and best practices. Sponsorship presents a unique chance to boost your company's visibility and thought leadership among this esteemed audience of CEOs, CFOs, Trustees, Administrators, managers, and other long-term care professionals.

With diverse sponsorship options available, tailor your participation to achieve your marketing goals. Don't miss this transformative industry event - secure your sponsorship option now and prepare to meaningfully engage with leaders of aging services across Washington state.

SPONSORSHIP WILL:

- Create a high profile opportunity to strengthen market awareness of your products and service;
- Position your company as a true industry leader and strategic partner for the future;
- Place your company's solutions, products and services at the forefront of attendees' attention and consideration;
- Build brand loyalty and company recognition;
- Support the core values and mission of the association to advance housing and services for older adults.

2025 Conference Sponsorships

\$2,600 - available to all sponsors

Note for Diamond & Ruby Sponsors: Your sponsorship entitles you to ONE option from the list below; consider your schedule at the conference for maximum engagement.

- **Tuesday: Opening Session Keynote Speaker - Dr. Michael Gillette, Ethicist**
Includes an opportunity to introduce Dr. Gillette before the Keynote address or read a closing thank you after the Keynote address; logo on the main screen (2 sponsorships available)
- **Wednesday: General Session Speaker - Alayna Thomas, Gen Z Retention Strategist**
Includes an opportunity to introduce Ms. Thomas before the Keynote address or offer a closing thank you after the Keynote address; logo on the main screen (2 sponsorships available)
- **Wednesday Awards of Excellence & Recognition Luncheon**
Includes your logo on the screen & a public thank you during the event (2 sponsorships available)
- **Monday Evening Welcome Event**
Includes your logo on the screen & a public thank you during the event (2 sponsorships available)

\$2,200 - available to all sponsors

Note for Sapphire & Emerald Sponsors: Your sponsorship entitles you to ONE option from the list below; consider your schedule at the conference for maximum engagement.

Co-sponsorship includes your logo on the food tables, on the main screen during general sessions, & a public thank you.

- Tuesday Buffet Breakfast
- Tuesday Lunch
- Tuesday Refreshment Breaks
- Wednesday Buffet Breakfast
- Wednesday Refreshment Breaks
- Conference App

\$1,500

Includes your logo on a main screen during general sessions & a public thank you:

- Wine Wall
- Dessert Dash
- Conference Raffle Giveaways
- Conference Charging Station
- Wi-Fi Sponsorship
- Sponsorship of Monday's Deep Dive Sessions

Amplify your Brand with Additional Sponsorships to Support GRADUATION CELEBRATIONS at the 2025 Annual Conference



The LeadingAge Washington Leadership Institute has a proven track record of cultivating transformative leaders who make a tangible difference in their organizations and communities.

Let's Celebrate the 15th graduating class of Leadership Fellows.

This is an excellent opportunity to showcase your organization's hospitality and support for leadership development within LeadingAge Washington providers during a graduation event on Tuesday, June 24 from 5 - 6:15 pm.

\$3,000 Graduation Event Appetizers & Beverages

Provide refreshments and light bites for the Fellows, their supervisors, and conference attendees. **Your brand will be prominently displayed during the reception, creating a lasting impression and fostering connections with the attendees.**

\$2,000 Graduation Ceremony Program

Play a pivotal role in celebrating the fellows' accomplishments through sponsorship of professional audio-visual equipment and program expenses to ensure a memorable celebration. **As the sponsor, your organization's name and logo will be featured, recognizing your commitment to nurturing the next generation of business leaders.**

\$1,000 Professional Headshots for each Fellow

This sponsorship will provide each graduating fellow with a high-quality headshot to be used in their professional profiles. **As the sponsor, your branding will be displayed during the photography session, allowing you to associate your organization with the development of these emerging leaders.**

\$500 Graduation Sponsor

Your company logo will be displayed during the reception and included in the registration and conference program handout, providing extended visibility to attendees April - June.

2025 Selection Form Sponsorships & Advertising

Complete this form and email to cmeritt@leadingagewa.org

Note to Gem Sponsors: Diamond, Ruby, Sapphire & Emerald - Please select according to your available options outlined on the previous page.

Select your preferred sponsorship items below:

- \$2,600 (2 available): Opening Keynote Speaker - Dr. Michael Gillette
- \$2,600 (2 available): General Session Speaker - Alayna Thomas
- \$2,600 (2 available): Awards Recognition Luncheon
- \$2,600 (2 available): Monday Evening Welcome Event

Co-Sponsoring Options:

- | | |
|---|--|
| <input type="radio"/> \$2,200: Tuesday Buffet Breakfast | <input type="radio"/> \$1,500: Wine Wall |
| <input type="radio"/> \$2,200: Tuesday Lunch | <input type="radio"/> \$1,500: Dessert Dash |
| <input type="radio"/> \$2,200: Tuesday Refreshments | <input type="radio"/> \$1,500: Conference Raffle Giveaways |
| <input type="radio"/> \$2,200: Wednesday Buffet Breakfast | <input type="radio"/> \$1,500: Conference Charging Station |
| <input type="radio"/> \$2,200: Wednesday Refreshments | <input type="radio"/> \$1,500: Conference Wi-Fi Sponsorship |
| <input type="radio"/> \$2,200: Conference App | <input type="radio"/> \$1,500: Sponsorship of Deep Dive Sessions |

Additional Sponsorship Options for Leadership Institute Graduation:

- \$3,000: Graduation Event Appetizers & Beverages
- \$2,000: Graduation Event Ceremony Audio-Visual & Program
- \$1,000: Professional Headshots for each LI Fellow
- \$500: Graduation Sponsor

Complete this form and email to cmeritt@leadingagewa.org

Company: _____

Contact Person: _____ **Phone:** _____

Email: _____