

LeadingAge®  
Washington

ADVOCATE • EDUCATE • ENGAGE • INSPIRE

2026 Annual Conference  
& EXPO **JUNE 1 - 3**

Wenatchee Convention Center

## Sponsorship & Advertising Prospectus

Change

Makers



*I'm in the  
business of  
changing lives.*

# **Join us in Wenatchee for the 75th LeadingAge Washington Annual Conference**

**Across Washington, LeadingAge members are reshaping the future of aging—one breakthrough, one voice, one community at a time. They are the changemakers.**

**They imagine new ways forward. They drive progress. They speak up and stand strong. And they inspire those around them to think bigger, act bolder, and serve better.**

**At the LeadingAge Washington Annual Conference, we will celebrate and empower the changemakers among us—those leading aging services with heart, grit, and vision.**

**This is where local leaders come to connect, recharge, and recommit to the work that matters most. Where ideas take root, innovations grow, and together, we chart a future that reflects the best of who we are.**

**Come ready to ignite change—right here, right now, in Washington.**



# SPONSORSHIP OPPORTUNITIES

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.

## **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.



# 2026

## CONFERENCE SPONSORSHIPS



### The following sponsorship options are open to **DIAMOND & RUBY Sponsors:**

Your sponsorship entitles you to ONE option from the top-tier list below; consider your schedule at the conference for maximum engagement.

- ✓ **Monday Evening: Welcome Event**  
Includes your logo on the screen & a public thank you during the event (2 available)
- ✓ **Tuesday Morning: Opening Keynote Speaker – George Carroll**  
Includes an opportunity to introduce George Carroll before the Keynote address or read a closing thank you after the Keynote address; logo on the main screen (2 available)
- ✓ **Tuesday Afternoon: General Session Speaker – Andrew Smith, HumanGood**  
Includes an opportunity to introduce Andrew Smith before the Keynote address or offer a closing thank you after the session; logo on the main screen (2 available)
- ✓ **Wednesday Afternoon: 75th Anniversary Program & Awards Recognition**  
Includes your logo on the screen & a public thank you during the event (2 available)
- ✓ **Wednesday Lunch: Closing Keynote Speaker – Jack Stahlmann**  
Includes an opportunity to introduce Jack Stahlmann before the Keynote address or read a closing thank you after the Keynote address; logo on the main screen (2 available)



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### The following sponsorship options are open to **SAPPHIRE & EMERALD Sponsors:**

Your sponsorship entitles you to ONE option from the mid-tier list below; please note some categories may be co-sponsored.

- ✓ **Buffet Breakfast** (T or W)
- ✓ **Refreshment Break** (T or W)
- ✓ **Lunch (served during EXPO)** (T)
- ✓ **Conference App**
- ✓ **Breakout Session of your choice**
- ✓ **Deep Dive Session – Executive Strategy** (M)
- ✓ **Deep Dive Session – Behavioral Health** (M)
- ✓ **Deep Dive Session – Management/Culture** (M)
- ✓ **Buddy Program Welcome Event for Newcomers** (M)
- ✓ **Exclusive sponsorship of “Know Before You Go” email**



# 2026

# CONFERENCE SPONSORSHIPS

The following sponsorship options are open to all members and non-members.

Gem sponsors may add these to their sponsorship package.

- ✓ **Exclusive Executive Session with Opening Keynote Speaker, George Carroll: \$750 (1)**  
Signage and opportunity to welcome executives; introduce George Carroll as host for the session.
- ✓ **Exclusive Executive Session with Closing Keynote Speaker, Jack Stahlmann: \$750 (1)**  
Signage and opportunity to welcome executives; introduce Jack Stahlmann as host for the session.
- ✓ **Exclusive Sponsorship of Leadership Institute's Breakfast with LAWA Board: \$750 (1)**  
Signage and opportunity to welcome the Fellows and Board Members on Wednesday morning.
- ✓ **NEW! Change Makers in Action Poster Gallery: \$1,500 (2)**  
Logo in digital program, signage for two days within lobby gallery
- ✓ **75<sup>th</sup> Anniversary Luncheon Program: \$3,000\* (1) | \$1,000 (4)**  
Logo in digital program, signage during program; \* includes opportunity to welcome attendees
- ✓ **Change Maker Awards Recognition: \$1,000 (4)**  
Logo in digital program, signage during program
- ✓ **Conference Wi-Fi Sponsorship: \$1,200**  
Logo in digital program, signage
- ✓ **Conference Raffle Giveaways: \$1,500**  
Logo in digital program, signage, and hosting of Raffle Giveaway segment on Wednesday.
- ✓ **Drink Tickets Sponsor - Leadership Institute Graduation: \$2,000 (1)**  
Logo on main screen, signage, public thank you during program; option to hand out tickets.
- ✓ **Appetizer Sponsor - Leadership Institute Graduation: \$3,000 (1) | \$1,500 (2)**  
Varies based on sponsorship level; call for details.
- ✓ **Program Sponsor - Leadership Institute Graduation: \$3,000 (1) | \$1,000 (3) | \$750 (4)**  
Varies based on sponsorship level; call for details.
- ✓ **Scholarship Fundraiser: \$2,500 (1) | \$1,250 (2)**  
Formerly Dessert Dash / Wine Wall; call for details on 2026 fundraiser.



# SELECTION FORM SPONSORSHIPS

2026 Annual Conference  
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Diamond & Ruby

## Select your preferred sponsorship items below:

- Welcome Event (M)
- Opening Keynote Speaker - George Carroll (T)
- General Session Speaker - Andrew Smith (T)
- 75th Anniversary & Awards Recognition Lunch (W)
- Closing Keynote Speaker - Jack Stahlmann (W)

Emerald & Sapphire

## Select your preferred sponsorship items below:

- Buffet Breakfast (T)
- Lunch (T)
- Refreshments (T)
- Buffet Breakfast (W)
- Refreshments (W)
- Conference App
- Deep Dive Session - Executive Strategy (M)
- Deep Dive Session - Behavioral Health (M)
- Deep Dive Session - Management/Culture (M)
- Buddy Program Welcome Event for Newcomers (M)
- Exclusive sponsorship of "Know Before You Go" email
- Breakout Session of your choice

## Select your preferred sponsorship items below:

Receive a complimentary registration with sponsorships of \$2,000 or more (excluding Gems)

- Exclusive Executive Session with Opening Keynote Speaker, George Carroll: \$750 (T)
  - Exclusive Executive Session with Closing Keynote Speaker, Jack Stahlmann: \$750 (W)
  - Leadership Institute's Breakfast with LAWA Board \$750 (W)
  - Change Maker Awards Recognition: \$1,000 (W)
  - NEW! Change Makers in Action Poster Gallery: \$1,500
  - Conference Wi-Fi Sponsorship: \$1,200
  - Conference Raffle Giveaways: \$1,500
  - Scholarship Fundraiser:  \$2,500 or  \$1,250
  - 75th Anniversary Luncheon Program:  \$3,000 or  \$1,000 (W)
- Leadership Institute Graduation Reception for all conference attendees (T) (choose one):  
Drink Tickets  \$2,000 | Appetizer:  \$3,000  \$1,500 | Program:  \$3,000  \$1,000  \$750

Open to All Members

Please print clearly and email to [cmeritt@leadingagewa.org](mailto:cmeritt@leadingagewa.org)

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_