

AGING SERVICES OF MINNESOTA
2012 ANNUAL SPONSORSHIP PACKAGES

Partnership

A partnership is an arrangement where parties cooperate to advance their interests. Partners share management and decision-making authority, working or collaborating between individuals, organizations, or groups.

The **Power** of **Partnerships**



Aging Services
of Minnesota

LEADING CHANGE ■ CHANGING LIVES

AGING SERVICES OF MINNESOTA MEMBERSHIP

- 184 freestanding care centers
- 49 hospital-attached care centers
- 500 senior housing providers
- 91 multi-site organizations
- 173 business partners
- 35 Alliance Purchasing vendors
- 29 associate member companies
- 37 honorary members
- 14 individual members



Aging Services of Minnesota

LEADING CHANGE ■ CHANGING LIVES

WORKING TOGETHER TO CREATE THE FUTURE OF OLDER ADULT SERVICES THROUGH EXCELLENCE AND INNOVATION.

We invite you to partner with us in support of the good work our members do. Aging Services of Minnesota is Minnesota's largest association of aging services organizations. Our 700+ members serve over 100,000 Minnesotans every day in settings across the continuum from their homes to independent housing, assisted living and care centers. Aging Services members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services. Aging Services of Minnesota is the state affiliate of LeadingAge (formerly AAHSA) and the Assisted Living Federation of America (ALFA).

AGING SERVICES' MEMBERS ARE COMMITTED

- to the older adults they serve
- to their mission
- and to their Business Partners, Alliance Purchasing vendors and Annual Sponsors – the companies who help them accomplish their mission-driven work.



AGING SERVICES OF MINNESOTA'S ANNUAL SPONSORSHIP PACKAGES

Many of our valued Business Partner members and Alliance Purchasing vendors have told us they value the opportunity to sponsor events and meet with provider members face-to-face. But often by the time the invitation comes their budget is already allocated for the year and they are unable to participate. Annual Sponsorship is the solution.

BUILD YOUR OWN ANNUAL SPONSORSHIP PACKAGE!

This tool is designed to personalize your organization's recognition needs. With **Aging Services of Minnesota Annual Sponsorship**, you set your sponsorship budget for the year and customize the benefits to suit your promotion goals. We offer a number of opportunities in the areas of education, sponsorship, networking, and print and web recognition that can help you increase your exposure and access to Aging Services' members.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

- Aging Services of Minnesota member organizations spend over \$1.5 billion on human resources, goods and services to care for older adults. Put your company name and your representatives in front of the people who make the decisions on where their money is spent.
- Elevate your visibility within the Business Partner membership.
- No surprises – set your annual budget and customize your sponsorship to get the most value for your investment – all year long.
- Position your company as a true industry leader and strategic partner for the future.
- Support the fine work your association does to advance the missions of older adult services providers.

ABOUT THE ANNUAL SPONSORSHIP PACKAGES

Become a 2012 Annual Sponsor and enhance your exposure to over 700 Aging Services provider member organizations. Simply choose your sponsorship level for the year. All packages have a predetermined set of benefits. *Then, you decide how to customize your sponsorship by choosing the additional events and programs you wish to sponsor throughout the year that equal up to the amount of your sponsorship level.* You will see that each menu selection has a dollar value – the higher the value, the more visibility and prestige you will receive.

Return the enclosed commitment form to Jenny Prosser at Aging Services of Minnesota and she'll handle the details!



Look inside
to learn
more
about the
benefits of
**Aging
Services of
Minnesota
Annual
Sponsorship.**



PACKAGE BENEFITS

CHOOSE YOUR LEVEL OF SUPPORT

STANDARD BENEFITS

All sponsorship packages include:

- Special recognition as an Annual Sponsor in the 2012 Aging Services Membership Directory & Buyers' Guide.
- Signage identifying you as an Annual Sponsor at the sponsored event or activity.
- Listing in appropriate materials. Any time your representatives participate as faculty at an Aging Services of Minnesota freestanding educational program, your company receives recognition during welcoming remarks.
- Sponsor ribbon for company representatives attending Aging Services of Minnesota signature events.
- Recognition in Aging Services newsletters throughout the year.

Diamond Sponsorship

\$40,000+

Diamond level sponsors are recognized at the highest level of sponsorship. In addition to the standard benefits, your Diamond sponsorship includes:

- **2012 Business Partner membership**
- Your company's logo alternating on the agingservicesmn.org home page for a year
- Institute registration for six representatives (lodging not included)
- Full-page sponsorship recognition in the Institute registration brochure
- Full-page sponsorship recognition in the Institute onsite materials
- Recognition at the Institute opening ceremony
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **One complimentary prime booth location at the 2013 Institute**
- Annual Meeting registration for five representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Full-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Diamond Sponsor to use in your marketing materials
- Electronic tailored provider member list
- Banner featured in Aging Services of Minnesota newsletter for three months in 2012
- An attractive sponsorship plaque for display in your company's office

Platinum Sponsorship

\$30,000+

In addition to the standard benefits, the Platinum Sponsorship Package includes:

- **2012 Business Partner membership**
- Your company's logo alternating on the agingservicesmn.org home page for a year
- Institute registration for four representatives (lodging not included)
- Full-page sponsorship recognition in the Institute registration brochure
- Full-page sponsorship recognition in the Institute onsite materials
- Recognition at the Institute opening ceremony
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **One complimentary prime booth location at the 2013 Institute**
- Annual Meeting registration for four representatives (lodging and meal package not included)
- Annual Meeting golf tournament for two people
- Full-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Platinum Sponsor to use in your marketing materials
- Electronic tailored provider member list
- Banner featured in Aging Services of Minnesota newsletter for two months in 2012
- An attractive sponsorship plaque for display in your company's office

Gold Sponsorship \$20,000+

In addition to the standard benefits, the Gold Sponsorship Package includes the following benefits:

- **2012 Business Partner membership**
- Your company's logo alternating on the agingservicesmn.org home page for a year
- Institute registration for three representatives (lodging not included)
- Half-page sponsorship recognition in the Institute registration brochure
- Half-page sponsorship recognition in the Institute onsite materials
- Recognition at an Institute general session
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **One complimentary prime booth location at the 2013 Institute**
- Annual Meeting registration for three representatives (lodging and meal package not included)
- Annual meeting golf tournament for one person
- Half-page sponsorship recognition in the Annual Meeting onsite materials
- Special banner signage at Institute and Annual Meeting
- Prestigious logo identifying your company as a Gold Sponsor to use in your marketing materials
- Banner featured in Aging Services of Minnesota newsletter for one month in 2012
- An attractive sponsorship plaque for display in your company's office

Silver Sponsorship \$10,000+

Your Silver Sponsorship Package includes the following benefits:

- Your company's logo on Aging Services of Minnesota's Online Buyer's Guide for a year
- Institute registration for two representatives (lodging not included)
- Quarter-page sponsorship recognition in the Institute registration brochure
- Quarter-page sponsorship recognition in the Institute onsite materials
- An electronic mailing list that includes all Institute attendees (for one-time use)
- **Prime booth location at the 2013 Institute** (booth fee not included)
- Annual Meeting registration for two representatives (lodging and meal package not included)
- Quarter-page sponsorship recognition in the Annual Meeting onsite materials
- Prestigious logo identifying your company as a Silver Sponsor to use in your marketing materials
- Banner featured in Aging Services of Minnesota newsletter for two issues in 2012
- An attractive sponsorship certificate for display in your company's office

Bronze Sponsorship \$5,000+

The Bronze Sponsorship Package includes these benefits:

- Institute registration for one representative (lodging not included)
- **Prime booth location at the 2013 Institute** (booth fee not included)
- Annual meeting registration for one representative (lodging and meal package not included)
- Prestigious logo identifying your company as a Bronze Sponsor to use in your marketing materials
- An attractive sponsorship certificate for display in your company's office

BONUS FOR ACTING FAST

Submit your 2012 sponsorship commitment by Friday, Nov. 4, 2011, to ensure your company's name is highlighted as an Annual Sponsor in the 2012 Institute registration brochure.

FINAL DEADLINE
Aging Services of Minnesota must receive your sponsorship commitment by Friday, Dec. 23, 2011, to ensure your company's name is included in the 2012 Institute onsite materials, and to receive full benefits of sponsorship.



2012 MENU CHOICES

DESIGN YOUR PACKAGE...

Now, the fun part! After you've selected your Annual Sponsorship level, build your customized recognition program by selecting specific events and activities from the menu items listed. Combine as few or as many as you like up to at least the total dollar value of your sponsorship package. Remember, these benefits are *in addition to* the standard and package benefits that are included with every sponsorship level. Unless otherwise noted, all sponsorship items are exclusive, so you'll have prime recognition.

Institute

The Aging Services of Minnesota Institute is the largest conference of its kind in the country. This signature event is held each February and draws nearly 1,000 key decision-makers with an average overall attendance over 3,000. The Institute attracts all disciplines within the aging services field from all over the state of Minnesota. This three-day event features a two-day expo and more than 100 educational programs.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Learning Journal and Handout Carrier – \$15,000
- Leadership Intensive – \$10,000
- Attendee Name Badges – \$10,000
- Keynote/General Session Speakers – \$7,500
 - o Wednesday
 - o Thursday
 - o Friday
- Leadership Intensive Meal – \$4,000

AVAILABLE TO ALL SPONSOR LEVELS:

- Entertainment Wednesday Evening
 - o \$4,000 – limited to two sponsors OR
 - o \$7,000 for exclusive sponsorship
- Registration Brochure – \$5,000
- Hyatt Welcome Letter – \$5,000
- Hyatt Room Keys - \$5,000
- Awards Reception on Wednesday
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- Snack on the Exhibit Floor on Thursday
 - o \$3,000 – limited to two sponsors OR
 - o \$5,000 for exclusive sponsorship
- Ticket at Bottom of all Attendee Name Badges - \$3,000
- Cyber Café – \$3,000

2012 Institute
February 8-10



- Photo Text Messaging Sponsor - \$3,000
- First Timer Gathering - \$3,000
- Bookstore & Resource Center – \$3,000
- Interfaith Celebration – \$3,000
- QR Code Gallery or Treasure Hunt - \$2,500
- Full-page Sponsorship Recognition in Learning Journal – \$2,000 (limited to two sponsors)
- Water Stations - \$2,000
- Web Site Sponsorship (logo with link) on Institute Home Page (Dec.-Feb.) – \$1,500 (unlimited)
- Hotline – \$1,500
- Event Confirmations – \$1,500
- CEU Scorecards – \$1,500
- Attendee Electronic Evaluations – \$1,500
- Institute Provider Member Scholarship – \$1,500 (unlimited)
- Online Registration Page - \$1,500
- Networking Lunch - \$1,500 (call Aging Services for information on options)
- Tuesday Pre-Conference Intensive – \$1,500 (call Aging Services for information on options)
- Speakers' Lounge – \$1,500
- Three electronic event sponsorship promotions sent to 4,000 members (limited to three sponsors) - \$1,500
- Attendee Message Center – \$1,000
- Concurrent Session Sponsor – \$500 (more than 100 sessions to choose from; call Aging Services for information on options)



2012 MENU CHOICES cont.

2012
Annual Meeting
September 18-21



Annual Meeting & Leadership Forum

Each September Aging Services of Minnesota members gather for four days of education, networking, relaxation, and to conduct the association's annual business meeting. Over 350 business leaders attend this annual signature event; primarily corporate office executives, administrators of not-for-profit care centers and managers of senior housing in Minnesota.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Flash Drives with Conference Materials - \$7,500
- Keynote/General Session Speaker – \$5,000
 - o Wednesday
 - o Thursday
 - o Friday
- Wednesday Evening Dine Around – \$3,000 (limited to four sponsors)
- Golf Awards and Welcome Reception Host – \$5,000
- Attendee Name Badges – \$5,000
- Drive Beverage Cart in Golf Tournament – \$3,000 (limited to three sponsors)

AVAILABLE TO ALL SPONSOR LEVELS:

- Learning Journal – \$5,000
- Lunch for Golfers – \$3,000
- Registration Brochure – \$3,000
- Madden's Welcome Letter – \$2,000
- First Timer Gathering - \$2,000
- Web Site Sponsorship (logo with link) on Annual Meeting Home Page (July-Sept.) – \$1,500 (unlimited)
- Online Registration Page – \$1,500
- Golf Hole Sponsor – \$1,500 (limited to 14 sponsors)
- Networking Break – \$1,500
 - o Wednesday Morning
 - o Thursday Morning
 - o Wednesday Afternoon
 - o Thursday Afternoon
 - o Friday Morning

- Thursday Afternoon or Evening Event – \$1,500 (limited to two sponsors)
 - Event Confirmations – \$1,500
 - CEU Scorecards – \$1,500
 - Attendee Electronic Evaluations – \$1,500
 - Three electronic event sponsorship promotions sent to 4,000 members (limited to three sponsors) - \$1,500
 - Conference Registration Desk and Message Center – \$1,000
 - Registration Gift – \$1,000 (unlimited; sponsor supplies 350 gifts)
 - Water Stations – \$1,000
 - Golf Tournament for One Person – \$500 (unlimited)
- NOTE: The Diamond, Platinum and Gold packages include golf.**
- Annual Meeting Provider Member Scholarship – \$500 (unlimited)

Annual Education Events

Aging Services of Minnesota is at the forefront in developing leadership among providers of older adult services. At our annual New Member Orientation, association leadership and staff host newly joined members for a day and a half of information, discussion and networking. We build leadership through our Certificate Programs – extended training for housing managers, nurse managers in home care and marketing professionals. Participants earn professional certificates and are distinguished as leaders among their peers. In addition to these hallmark series, we offer 40+ freestanding educational programs to our members each year on a wide range of topics.

AVAILABLE TO ALL SPONSOR LEVELS:

- Webinars (2 a month - doesn't include certificate program webinars) - \$7,500
- Nursing Leadership Symposium - \$4,000
- Quarterly Falls Conference Calls - \$3,000
- Quarterly Unnecessary Medications Conference Calls - \$3,000
- 2012 Legislative Session Wrap Up - \$3,000
- 2012 Weekly Legislative Updates
 - o \$2,500 - limited to two sponsors OR
 - o \$4,000 for exclusive sponsorship
- Midsummer Senior Living Conference
 - o \$2,500 - limited to two sponsors OR
 - o \$4,000 for exclusive sponsorship
- New Member Orientation
 - o \$1,000 – limited to three sponsors OR
 - o \$2,500 for exclusive sponsorship
- Assisted Living and Home Care Conference
 - o \$2,500 (joint with one sponsor from Minnesota HomeCare Association)
- Certificate Programs – \$2,500
 - o Housing-with-Services Management
 - o Marketing and Sales for Senior Living Communities
 - o Nurse Managers in Home Care Settings (joint with one sponsor from Minnesota HomeCare Association)
- Freestanding Education Programs – \$1,000 per program
of programs ____ x \$1,000 = \$_____



NOTE: For educational events, signature events and webinars sponsorship includes logo on brochure, name/logo on agenda and recognition at event. Sponsorship does not include input into program content or faculty.

2012 MENU CHOICES cont.



Executive Events

Each year a handful of special events provide a unique opportunity to network closely with an elite group of Aging Services of Minnesota leaders and key decision-makers in the provider community. Sponsorship is restricted to a very limited number of participants.

AVAILABLE TO DIAMOND, PLATINUM, GOLD AND SILVER SPONSORS ONLY:

- Leadership Academy (*must be secured by Nov. 4*)
 - o \$5,000 - limited to three sponsors OR
 - o \$13,000 for exclusive sponsorship
- Minnesota Night Drink Tickets -
 - o \$3,000 - limited to two sponsors (includes admission to the event for two people) OR
 - o \$5,000 for exclusive sponsorship (includes admission to the event for four people)
- February Institute Opinion Leaders Meeting and Dinner (limited to 10 people)
 - o \$1,500 for one person OR
 - o \$2,500 for two people

Web Sponsorship

Provider members visit agingservicesmn.org for the latest information, educational offerings and help in finding suppliers of the products and services they purchase. Get your company's name in front of them through these exceptional opportunities.

AVAILABLE TO ALL SPONSOR LEVELS:

- Your company's logo alternating on Aging Services of Minnesota's home page for a year – \$1,500 (limited to four sponsors) **NOTE: The Diamond, Platinum and Gold packages include this benefit.**
- Your company's logo on Aging Services of Minnesota's Online Buyer's Guide for one year – \$1,200 (unlimited)
NOTE: The Silver package includes this benefit.

Electronic Recognition via Technology

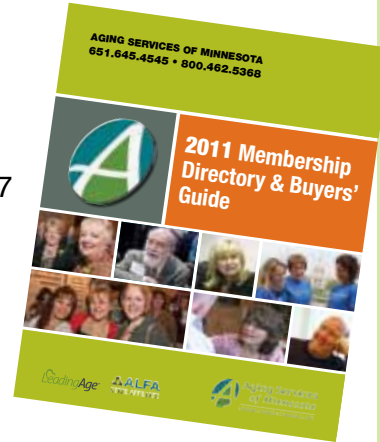
AVAILABLE TO ALL SPONSOR LEVELS:

- Banner in Monday Mailing Email Newsletter - \$300/month (4 issues)
NOTE: The Diamond, Platinum, Gold and Silver packages include this benefit.

ADDITIONAL RECOGNITION OPPORTUNITIES THAT ARE NOT INCLUDED IN THE ANNUAL SPONSORSHIP CAMPAIGN

Advertisement in Aging Services of Minnesota's 2012 Membership Directory & Buyers' Guide

Contact Jenny Mims for information on ad rates at 651.659.1407 or jmims@agingservicesmn.org. Publication March 2011.



PAC Related Events/Activities

Contact Kari Thurlow at Aging Services of Minnesota for more information on PAC events at 651.645.4545 or kthurlow@agingservicesmn.org.

Minnesota Night in Dallas, Texas in 2012

Aging Services' Minnesota Night at LeadingAge's Annual Meeting is \$250 per person. Don't miss this unique opportunity for face-to-face networking and relationship building. Join over 100 Aging Services provider member leaders for Minnesota Night at LeadingAge. For more information contact Jenny Prosser.

Foundation Related Events/Activities

Contact Gayle Kvenvold at Aging Services of Minnesota for more information on Foundation events at 651.645.4545 or gkvenvold@agingservicesmn.org.

Summer Board Retreat

Contact Nancy Garrett at Aging Services of Minnesota for more information on sponsoring this high profile event at 651.645.4545 or ngarrett@agingservicesmn.org.

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FINAL DEADLINE

Aging Services of Minnesota must receive your sponsorship commitment by Friday, Dec. 23, 2011, to ensure your company's name is included in the 2012 Institute onsite materials, and to receive full benefits of sponsorship.

INFORMATION:

For further information on Annual Sponsorship, contact Jenny Prosser, Director of Meetings & Conference Services, at 651.603.3548, 800.462.5368 or jprosser@agingservicesmn.org; Fax: 651.645.0002.



2012 Aging Services of Minnesota ANNUAL SPONSORSHIP PACKAGES

The Power of Partnerships

2012 Application and Agreement

INSTRUCTIONS:

Please read the sponsorship agreement and terms. Full payment or one fourth of the total amount is due with application. Checks should be made payable to Aging Services of Minnesota. Sponsorships may be charged to Visa, MasterCard or American Express. Return payment with application to: Aging Services of Minnesota, Attention: Jenny Prosser, 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900.

SPONSORSHIP AGREEMENT:

Aging Services of Minnesota reserves the right to determine whether a company meets the standards for sponsorship determined by Aging Services of Minnesota and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance and must be received no later than Friday, Dec. 23, 2011, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of Aging Services of Minnesota and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by Aging Services in advance. Promotion of the sponsor's products, services or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2012 and will not be entitled to any refund. Aging Services of Minnesota's recognition of sponsors in no way constitutes Aging Services endorsement of the sponsor's products, services or facilities. *Monies not allocated in 2012 will not be rolled over into future years.*

COMPETITIVE COMPANIES:

Aging Services of Minnesota is sensitive to competition between companies when assigning sponsored events. Every attempt will be made to prevent competing companies from sponsoring and speaking at the same event/ timeframe.

SECTION A: CHOOSE YOUR SPONSORSHIP LEVEL

- Diamond (\$40,000+)
- Platinum (\$30,000+)
- Gold (\$20,000+)
- Silver (\$10,000+)
- Bronze (\$5,000+)

CUSTOMIZE YOUR SPONSORSHIP PACKAGE:

Select from the menu choices, up to at least the dollar value of your sponsorship. Please call Jenny Prosser to discuss available options.

SECTION B: ADD-ONS FOR 2012 & 2013

- 2012 Business Partner Membership Dues – \$1,200 (Aging Services of Minnesota membership is required for all sponsor levels. Business Partner dues are included in Diamond, Platinum and Gold sponsorship packages.)
- 2013 Institute Booth – \$1,345
- 2013 Institute Booth and Electricity - \$1,420 (included in Diamond, Platinum and Gold sponsorship packages)

AGREEMENT:

We hereby apply to become a 2012 Aging Services of Minnesota Annual Sponsor. We agree to abide by the rules and regulations printed on this application, which are made part of this agreement.

Company Name _____

Key Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web site _____

SECTION C: TOTAL AMOUNT DUE

Section A (Sponsorship Amount) \$ _____

Section B (2012 Dues - \$1,200) \$ _____

Section B (2013 Booth Only - \$1,345) \$ _____

Section B (2013 Booth & Electricity - \$1,420) \$ _____

TOTAL: \$ _____

PAYMENT:

Enclosed is the total amount due for sponsorship.

Enclosed is a deposit of ¼ the total amount due for sponsorship. Please invoice me in March, June and September 2012 for the sponsorship balance due.

NOTE: 2012 Business Partner Membership Dues and 2013 Institute Booth payments are to be sent in the full amount. These options cannot be invoiced quarterly.

Amount Enclosed: _____

Please charge my:

Visa MasterCard American Express

Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

INFORMATION:

For further information on Annual Sponsorship, contact Jenny Prosser, Director of Meetings & Conference Services, at 651.603.3548, 800.462.5368 or jprosser@agingservicesmn.org; Fax: 651.645.0002.

For Aging Services of Minnesota Use Only

Date Received _____

Check Amount _____

Check # _____

Accounting Codes:

#40316-315 for 2012 Annual Sponsorship

2012 Business Partner Membership Dues

#6073 for 2013 Institute Booth/Electricity

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