



MASS·ALA

Massachusetts Assisted Living Association

2017

SPONSORSHIP AND ADVERTISING
PROGRAM » 2017



AWARDS DINNER / CONFERENCE & TRADESHOW
EDUCATION & TRAINING / PREMIER ANNUAL SPONSORSHIPS



2017 MASS-ALA SPONSORSHIP AND ADVERTISING

For more than 25 years, Mass-ALA's member assisted living communities have offered choices to older adults, treating them with dignity and respect for their privacy, independence and freedom of choice. Through engagement, education and advocacy, we have joined together to make a difference in the quality of life for Massachusetts seniors in a personal and caring manner, as we collectively shape the senior living industry. With the coming-of-age of the "baby boom" generation, the growing number of seniors with Alzheimer's disease and the need to continue to attract caring and competent staff, assisted living faces new challenges as well as opportunities. Mass-ALA has energetic new leadership, a forward-thinking public policy agenda and new initiatives to support the work of member assisted living communities in attracting and training a caring and competent workforce to deliver high-quality support and services for seniors of today and tomorrow.

Our available sponsorships and advertisements provide a range of opportunities for you to join with Mass-ALA in shaping the future of assisted living in Massachusetts. You'll build loyalty, brand value and strengthen the vital role of assisted living in the senior living continuum. With your generosity and support, we are better positioned to address the challenges that face our industry as we champion choice, dignity, independence, safety and quality of life for Massachusetts seniors. Lawrence Agresto is available to assist you in selecting the sponsorship opportunities that best match your business goals. He can be reached at 781-622-5999 x 104 or lagresto@mass-ala.org.

SPONSORSHIP LEVELS	ANNUAL CONFERENCE AND TRADE SHOW	ANNUAL EXCELLENCE AWARDS DINNER	THROUGHOUT THE YEAR
<p>DIAMOND STATUS \$20,000</p>	<p>Conference sponsor(s) Speaking opportunity at event One exhibit booth or five attendees Premium color ad (inside front cover, back cover or opposite inside front cover) in conference program book Logo on conference bag* Logo on slide reel* Logo prominently displayed on event collateral* Recognition from event stage</p>	<p>Award Dinner Sponsor(s) Speaking opportunity at event Two gold tables at event Reception sponsor(s) with a toast Entertainment sponsor Premium color ad (inside front cover, back cover or opposite inside front cover) in program book Logo prominently placed in program book* Logo on conference bag* Logo on slide reel* Recognition from event stage</p>	<p>Logo on website* Logo on slide reel at live trainings* A total of four registrations** per year for attendance at educational sessions, for example: a complimentary registration at Regulations Training, a registration for Nurses Training, and one per Boot Camp for two different Boot Camps (**excludes the Annual Conference)</p>
<p>PLATINUM STATUS \$15,000</p>	<p>Speaking opportunity at event Four attendees or one exhibit booth Full page ad in conference program book Logo prominently placed in conference program book* Logo prominently displayed on event collateral* Recognition front event stage Logo on slide reel* Logo on conference bag*</p>	<p>Full page ad in program book Logo prominently placed in program book* Logo prominently displayed on event collateral * Logo on slide reel* Recognition in the program Gold table at event Décor sponsor Speaking opportunity at event</p>	<p>Logo on website* Logo on slide reel at live trainings* A total of two registrations** per year for attendance at educational sessions, for example: a complimentary registration at Regulations Training, and a registration for Nurses Training (**excludes the Annual Conference)</p>
<p>GOLD STATUS \$10,000</p>	<p>Three attendees or one exhibit booth Recognition in the program Half page ad in conference program book Logo prominently placed in conference program book* Logo on slide reel* Logo on conference bag*</p>	<p>Logo in program book* Logo displayed on event collateral* Logo on slide reel* Recognition in the program Gold table at event Hors d'oeuvres sponsor</p>	<p>Logo on website* Logo on slide reel at live trainings*</p>
<p>SILVER STATUS \$5,000</p>	<p>One table or two attendees Quarter-page ad in conference program book Logo in conference program book* Logo on slide reel* Logo on conference bag*</p>	<p>Four tickets to the event Logo in program book* Logo displayed on event collateral* Logo on slide reel*</p>	<p>Logo on website* Logo on slide reel at live trainings*</p>

*Logos are required to be in .eps, .ai, or .png file format.

EDUCATION SPONSORSHIP LEVELS	
<p>ANNUAL TRAINING SPONSOR \$5,000 <i>(Excludes Annual Conference)</i></p> <p>Major sponsor designation(s) for all Trainings (excluding Annual Conference) Speaking Opportunity at all trainings Table outside training events to display marketing materials Logo prominently displayed on training material* Logo on website*</p>	<p>SINGLE TRAINING SPONSOR \$1,000</p> <p>Speaking opportunity at a training event Table at training events to display marketing materials Logo on display at training events*</p>



OPPORTUNITIES

MASS-ALA

The Massachusetts Assisted Living Association (Mass-ALA) is a nonprofit trade association proudly serving the more than 240 professional operated assisted living residences in Massachusetts that provide housing and services for seniors with varied needs and incomes in senior living communities that value choice, independence, privacy, and respect. **Learn more at mass-ala.org.**

EXCELLENCE AWARDS DINNER » MAY 8, 2017

It's the "academy awards of assisted living!" Join with Mass-ALA for a memorable evening to honor the best of the many caring and dedicated people in the assisted living field who serve the needs of seniors throughout the year. Let your company share the distinction in saluting all the deserving nominees!

MASS-ALA CONFERENCE AND TRADESHOW OCTOBER 25-26, 2017 » DCU CENTER, WORCESTER

Promote your business and join with the key people who make assisted living communities the ideal residential choice for Massachusetts seniors as they gather for a day and a half of learning and networking to stay in the forefront of this growing and personally-rewarding profession. With a prominent keynoter and reception highlighting the kick-off on October 25th and valuable educational sessions, networking and trade show on October 26th the event is a great opportunity to get your name before hundreds of assisted living professionals.

EDUCATIONAL SESSIONS

Education is a core component of Mass-ALA's mission. By sharing the latest research and up-to-date resources, we help ensure assisted living residents get the highest quality of care and services out there. Show your company as in-the-know and get your materials in front of senior living leaders as an Educational Session Sponsor.

Sponsor benefits include company's name on the event's registration announcement and in all Mass-ALA publications; public acknowledgment and company materials at the event; a list of contact information for event attendees; and an opportunity to speak to the audience at lunch.

2018 RESOURCE GUIDE

When seniors and their families choose assisted living, they choose the good life! The very popular Mass-ALA Resource Guide showcases the many high quality communities from which to choose. Whether you're a leading provider or a business which serves the needs of assisted living communities and their residents, your full-color ad will gain the attention of more than 2500 consumers statewide who receive this comprehensive publication and the additional thousands who visit Mass-ALA's web site.

ANNUAL CORPORATE SPONSORS

Shine all year long. Available at Diamond, Platinum, Gold and Silver levels, your generosity is conveniently packaged and broadcast at Mass-ALA events and publications throughout the year.

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EDUCATE. ENGAGE. ADVOCATE.

MASS-ALA 2017

SPONSORSHIP AND ADVERTISING ORDER FORM

Please fill out below, cut on dotted line and send forms and payments to:

EMAIL: massala@mass-ala.org • **FAX:** 781-622-5979 • **MAIL:** 465 Waverley Oaks Road, Suite 300, Waltham, MA 02452

ANNUAL CORPORATE SPONSORSHIPS

- Diamond Sponsors \$20,000
- Gold Sponsors \$10,000
- Platinum Sponsors \$15,000
- Silver Sponsors \$5,000

EDUCATIONAL SESSIONS SPONSORSHIPS

- Annual Education Sponsorship(s) (Excludes Annual Conference) \$5,000
- Individual Training Sponsorship(s) \$1,000

2017 RESOURCE GUIDE ADVERTISING

- Outside Back Cover \$3,900
- Opp. Inside Front Cover \$3,700
- Opposite Table of Contents \$3,500
- Half-Page \$1,800
- Inside Front Cover \$3,700
- Inside Back Cover \$3,500
- Full Page \$3,200
- Quarter-Page \$950

Organization Name _____

Organization Address _____

Contact Person _____ Phone _____

Email _____

Check enclosed Visa MasterCard AmEx

Card Number _____ Expiration Date _____ Verification Code _____

(If different from above)

Name on Card _____ Phone _____

Organization on Card _____ Address _____

Email _____

Card Signature _____

 Cut form and return per instructions.

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