

OPPORTUNITIES

2018

The **Massachusetts Assisted Living Association** (Mass-ALA) is a non-profit trade association proudly serving the **240+ professionally operated assisted living residences** in Massachusetts that provide housing and services for seniors with varied needs and income levels. Mass-ALA serves as the **voice of assisted living** in Massachusetts, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a **model of care** which treats all residents with **dignity**, provides **privacy** and encourages **independence** and freedom of **choice**. **EDUCATE, ENGAGE, ADVOCATE!**



MASSACHUSETTS ASSISTED LIVING ASSOCIATION

EXCELLENCE AWARDS

MAY 23, 2018
Best Western, Marlborough

It's the "academy awards of assisted living!" Join Mass-ALA for a memorable evening to celebrate and honor those who make a difference in the lives of seniors. Let your organization share the distinction in saluting all the deserving nominees!

OCTOBER 25, 2018
DCU Center, Worcester

CONFERENCE & TRADESHOW

Don't miss the opportunity to network, promote your business, educate yourself and join some of the key people who make assisted living communities the ideal residential choice for Massachusetts seniors. Come gather for a day of learning to stay in the forefront of this growing and personally-rewarding profession, with a variety of engaging speakers, educational sessions and an intimate tradeshow. Our October 25th 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 Sponsor.

RESOURCE GUIDE

When seniors and their families choose assisted living, they choose the good life! The very popular Mass-ALA Resource Guide showcases a variety of high quality communities throughout Massachusetts. 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 2,500 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, Silver & Bronze levels, your generosity is conveniently packaged and broadcast at Mass-ALA events and publications throughout the year.

To sign up to be a 2018 Sponsor, contact us at: MassALA@mass-ala.org / 781.622.5999



2018

SPONSORSHIP & ADVERTISING PROGRAM



EDUCATE. ENGAGE. ADVOCATE

WWW.MASSALA.ORG

2018 MASS-ALA SPONSORSHIP & ADVERTISING

As the preeminent voice for assisted living in Massachusetts over the past 25 years, Mass-ALA and its member assisted living communities have offered freedom of choice to older adults in the Commonwealth – treating them with dignity, respecting their privacy and providing independence. 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, while collectively shaping the senior living industry.

2018 provides the assisted living community with new challenges and opportunities. The senior population continues to grow, and our industry needs to attract and retain more caring and competent staff. An evolving State House landscape means that we need to be more proactive than ever in promoting policy that supports the values of our industry. Mass-ALA will be doubling down on our education, training, and advocacy to position the industry for years of success ahead.

Your support drives this mission.

Our available sponsorships and advertisements provide a range of opportunities to partner with Mass-ALA in shaping the future of assisted living in Massachusetts. You will build loyalty and brand value while strengthening 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.

To learn more about the sponsorship opportunities that best match your business goals, see additional information outlined in this brochure or you can contact us at MassALA@mass-ala.org or 781-622-5999.

Thank you!



Christopher Cullen
Board Chair



SPONSORSHIP LEVELS

| | ANNUAL EXCELLENCE AWARDS DINNER | ANNUAL CONFERENCE AND TRADE SHOW | THROUGHOUT THE YEAR |
|---|--|---|--|
| DIAMOND STATUS \$25,000 | Awards Dinner sponsor(s) Speaking opportunity at event Two gold tables at event Reception sponsor(s) Entertainment sponsor(s) Premium color ad in program book (inside front cover, back cover or opposite inside front cover) Logo prominently placed in program book Logo on event collateral Recognition at event | Conference sponsor(s) Speaking opportunity at event One exhibit booth or 5 attendees Premium color ad in program book (inside front cover, back cover or opposite inside front cover) Logo on conference promotional materials Logo prominently displayed on event collateral Logo prominently placed in program book Recognition at event | Logo on website Logo on materials at live trainings A total of four registrations per year for attendance at one of our educational sessions of your choice (can be split into different sessions, bootcamp, regulations, nurses etc.) (**excludes Annual Conference) Logo on all digital marketing pieces (newsletter, e-blast, social media post etc.) Recognition at all events |
| PLATINUM STATUS \$15,000 | Full page color ad in program book Logo prominently placed in program book Logo prominently displayed on event collateral Recognition in the program Gold table at event Décor sponsor(s) Speaking opportunity at event Recognition at event | Speaking opportunity at event One exhibit booth or 4 attendees Full page color ad in program book Logo prominently placed in program book Logo prominently displayed on event collateral Recognition at event Logo on event collateral | Logo on website Logo on materials at live trainings A total of two registrations per year for attendance at one of our educational sessions of your choice (can be split into different sessions, bootcamp, regulations, nurses etc.) (**excludes Annual Conference) Logo on all digital marketing pieces (newsletter, e-blast, social media post etc.) Recognition at all events |
| GOLD STATUS \$10,000 | Full page color ad in program book Logo in program book Logo displayed on event collateral Recognition in the program Gold table at event Hors d'oeuvre sponsor(s) Recognition at event | One exhibit booth or 3 attendees tickets Recognition at event Half page color ad in program book Logo prominently placed in program book Logo on event collateral | Logo on website Logo on materials at live trainings Logo on all digital marketing pieces (newsletter, e-blast, social media post etc.) Recognition at all events |
| SILVER STATUS \$5,000 | Four tickets to the event Logo in program book Logo displayed on event collateral Beverage sponsor(s) Recognition at event | One exhibit booth or 2 attendees tickets Quarter-page color ad in program book Logo in program book Logo on event collateral Recognition at event | Logo on website Logo on materials at live trainings Logo on all digital marketing pieces (newsletter, e-blast, social media post etc.) Recognition at all events |
| BRONZE STATUS \$2,000 | One ticket to the event Logo in program book Logo displayed on event collateral Recognition at event | 1 attendee ticket Logo in program book Logo on event collateral Recognition at event | Logo on website Logo on materials at live trainings Logo on all digital marketing pieces (newsletter, e-blast, etc.) Recognition at all events |

EDUCATION SPONSORSHIP LEVELS

ANNUAL TRAINING SPONSOR \$5,000

Major sponsor designation(s) for all trainings (excluding Annual Conference)
Speaking opportunity at 3 trainings of your choice
Designated area at training events to display marketing materials
Logo prominently displayed on event collateral
Logo on website
Logo on all training digital marketing pieces (invitations, social posts etc.)

SINGLE TRAINING SPONSOR \$1,000

at event of your choice

Speaking opportunity
Designated area to display marketing materials
Logo on event collateral
Logo prominently displayed on training material
Logo on event digital marketing pieces (invitations, social posts etc.)

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