

2019 Event Sponsorship Opportunities

Are you not ready to commit to an annual corporate sponsorship, but you are interested in additional sponsorship opportunities? We have a wide variety of per event sponsorship opportunities available at different price points throughout the year at various events. Not seeing anything that catches your eye? We would be happy to build a sponsorship around your organizations goals, contact Christina Greenberg at CGreenberg@mass-ala.org or 781.622.5999 x107 to discuss sponsorship opportunities.

NURSES TRAINING

- Breakfast \$1,000
- Lunch \$1,500
- Speaker \$500
- Name Badge \$500
- Pens & Notebooks \$700
- Water & Coffee \$450
- Registration \$500
- Bags \$450



ANNUAL EXCELLENCE AWARDS DINNER

- Cocktail \$4,000
- Appetizers \$3,000
- Dinner \$7,000
- Dessert \$5,000
- Keynote Speaker \$1,000
- Registration \$500
- Photo Booth \$2,000
- Giveaway Gift \$3,000
- Award \$800
- Décor \$1,500
- Invitation \$1,000
- Program Book \$500



REGULATIONS TRAINING

- Breakfast \$1,000
- Lunch \$1,500
- Speaker \$500
- Name Badge \$500
- Pens & Notebooks \$700
- Water & Coffee \$450
- Registration \$500
- Bags \$450



ANNUAL CONFERENCE & TRADESHOW

- Breakfast \$2,000
- Lunch \$2,500
- Dessert \$700
- Pens & Notebook & \$1,500
- Water & Coffee \$500
- Snack \$1,000
- Breakout Session \$500
- Session Track \$800
- Name Badge \$500
- Keynote Speaker \$5,000
- Session Speaker \$700
- Happy Hour \$3,000
- Program Book \$500



ANNUAL CORPORATE SPONSORSHIPS

ANNUAL EXCELLENCE AWARDS DINNER

ANNUAL CONFERENCE AND TRADESHOW

THROUGHOUT THE YEAR

<p>DIAMOND STATUS \$25,000</p>	<p>Awards Dinner sponsor</p> <p>Two Gold tables at event</p> <p>Premium full page ad in program book</p> <p>Logo on event collateral</p> <p>Recognition at event</p> <p>Logo prominently displayed on various signage</p> <p>Logo on invitation (print/digital)</p> <p>Logo on slideshow</p>	<p>Conference and Tradeshow sponsor</p> <p>One exhibit booth or five attendee tickets</p> <p>Premium full page ad in program book</p> <p>Recognition at event</p> <p>Logo prominently displayed on various signage</p> <p>Logo on invitation (print/digital)</p> <p>Logo on slideshow</p>	<p>Logo on website</p> <p>Four attendee tickets at one of our educational sessions of your choice <i>**excludes Annual Conference & Awards Dinner</i></p> <p>Recognition at all events</p> <p>Logo on various signage</p> <p>Logo on digital marketing pieces (newsletter, e-blasts etc.)</p>
<p>PLATINUM STATUS \$15,000</p>	<p>Gold table at event</p> <p>Full page ad in program book</p> <p>Logo on event collateral</p> <p>Recognition at event</p> <p>Logo on slideshow</p> <p>Logo prominently displayed on various signage</p> <p>Logo on invitation (digital)</p>	<p>One exhibit booth or four attendee tickets</p> <p>Full page ad in program book</p> <p>Recognition at event</p> <p>Logo on slideshow</p> <p>Logo prominently displayed on various signage</p> <p>Logo on invitation (digital)</p>	<p>Logo on website</p> <p>Two attendee tickets at one of our educational sessions of your choice <i>**excludes Annual Conference & Awards Dinner</i></p> <p>Recognition at all events</p> <p>Logo on various signage</p> <p>Logo on digital marketing pieces (newsletter, e-blasts etc.)</p>
<p>GOLD STATUS \$10,000</p>	<p>Gold table at event</p> <p>Half page ad in program book</p> <p>Recognition at event</p> <p>Logo displayed on event collateral</p> <p>Logo on slideshow</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>One exhibit booth or three attendees tickets</p> <p>Half page ad in program book</p> <p>Recognition at event</p> <p>Logo displayed on event collateral</p> <p>Logo on slideshow</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>Logo on website</p> <p>Logo on digital marketing pieces (newsletter, e-blast etc.)</p> <p>Recognition at all events</p> <p>Logo on various signage</p>
<p>SILVER STATUS \$5,000</p>	<p>Four tickets to the event</p> <p>Recognition at event</p> <p>Logo displayed on event collateral</p> <p>Quarter page ad in program book</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>One exhibit booth or two attendees tickets</p> <p>Recognition at event</p> <p>Logo displayed on event collateral</p> <p>Quarter page ad in program book</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>Logo on website</p> <p>Recognition at all events</p> <p>Logo on various signage</p>
<p>BRONZE STATUS \$2,000</p>	<p>One attendee ticket</p> <p>Logo displayed on event collateral</p> <p>Recognition at event</p> <p>Quarter page ad in program book</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>One attendee ticket</p> <p>Logo displayed on event collateral</p> <p>Recognition at event</p> <p>Quarter page ad in program book</p> <p>Logo on invitation (digital)</p> <p>Logo prominently displayed on various signage</p>	<p>Logo on website</p> <p>Recognition at all events</p> <p>Logo on various signage</p>

EDUCATION SPONSORSHIP LEVELS

ANNUAL TRAINING SPONSOR \$5,000

****Excludes Annual Conference & Tradeshow****

- Designated area at all events to display marketing materials
- Speaking opportunity at 3 trainings of your choice
- Logo prominently displayed on signage
- Logo prominently displayed on printed/digital pieces (invitation, agenda, emails)
- Logo on website
- Recognition at the event

SINGLE TRAINING SPONSOR \$1,000

*****at event of your choice*****

****Excludes Annual Conference & Tradeshow****

- Speaking opportunity
- Designated area to display marketing materials
- Logo on event collateral
- Logo prominently displayed on training materials
- Logo prominently displayed on printed/digital pieces (invitation, agenda, emails)

To sign up to be a 2019 Sponsor, contact: CGreenberg@mass-ala.org/781.622.5999 x107

2019 SPONSORSHIP OPPORTUNITIES

EXCELLENCE AWARDS DINNER

MAY 14, 2019
Lombardo's, Randolph

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 and winners!

SEPTEMBER 26, 2019
Boston Marriott Newton

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 September 26th 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.

EVENT SPONSORS

Mass-ALA holds many events throughout the year. These events range in size and no two events are the same. Our events are always very well attended and receive positive feedback from attendees and speakers. Events grow each year and topics are generated through industry hot topics, member feedback and future items that may impact the assisted living sector. An event sponsorship is the perfect opportunity to have your company be seen by a diverse audience.

ANNUAL CORPORATE SPONSORS

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

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MASSACHUSETTS ASSISTED LIVING ASSOCIATION SPONSORSHIP & ADVERTISING PROGRAM 2019



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