MASSACHUSETTS ASSISTED LIVING ASSOCIATION

SPONSORSHIP & ADVERTISING PROGRAM 2020

MASS·ALA

WWW.MASS-ALA.ORG

2020 Event Sponsorship Opportunities

Are you not ready to commit to an annual corporate sponsorship, but are still interested in becoming a sponsor? We have a wide variety of event sponsorship opportunities available throughout the year. Are you 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 additional sponsorship opportunities.

NURSES TRAINING • REGULATIONS TRAINING • DEMENTIA TRAINING

- Breakfast, Lunch & Speaking Opportunity $1,000
- Pens & Notebooks $700
- Bags $600
- Name Badges $500
- Water & Coffee $500
- Agenda $300

CONFERENCE & TRADESHOW

- Breakfast , Lunch & Speaking Opportunity $2,500
- Keynote Speaker & Speaking Opportunity $2,500
- Water, Coffee & Snacks $1,500
- Pens & Notebooks $1,000
- Breakout Track $1,000
- Bags $600
- Program Book Ad $500

Corporate Sponsorship	Excellence Awards Dinner *30th Anniversary	Conference & Tradeshow	Throughout The Year
DIAMOND STATUS $25,000 SOLD	Awards dinner sponsor Two gold tables at event (10ppl per table) Premium full page ad in program book Logo on event collateral Recognition at event Logo prominently displayed on various signage Logo on invitation (print/digital) Logo on slideshow	Conference and tradeshow sponsor One exhibit booth or five attendee tickets Premium full page ad in program book Recognition at event Logo prominently displayed on various signage Logo on invitation (print/digital) Logo displayed on event collateral Logo on slideshow	Logo on website Four attendee tickets at one of our educational sessions of your choice **excludes Annual Conference & Awards Dinner Recognition at all events Logo on various signage Logo on digital marketing pieces (newsletter, e-blasts etc.)
PLATINUM STATUS $15,000	Gold table at event (10ppl per table) Full page ad in program book Logo on event collateral Recognition at event Logo on slideshow Logo displayed on various signage Logo on invitation (digital)	One exhibit booth or four attendee tickets Full page ad in program book Logo displayed on event collateral Recognition at event Logo on slideshow Logo displayed on various signage Logo on invitation (digital)	Logo on website Two attendee tickets at one of our educational sessions of your choice **excludes Annual Conference & Awards Dinner Recognition at all events Logo on various signage Logo on digital marketing pieces (newsletter, e-blasts etc.)
GOLD STATUS $10,000	Gold table at event (10ppl per table) Half page ad in program book Recognition at event Logo displayed on event collateral Logo on slideshow Logo on invitation (digital) Logo displayed on various signage	One exhibit booth or three attendee tickets Half page ad in program book Recognition at event Logo displayed on event collateral Logo on slideshow Logo on invitation (digital) Logo displayed on various signage	Logo on website Logo on digital marketing pieces (newsletter, e-blasts etc.) Recognition at all events Logo on various signage
SILVER STATUS $5,000	Four tickets to the event Recognition at event Logo displayed on event collateral Quarter page ad in program book Logo on invitation (digital) Logo on slideshow Logo displayed on various signage	One exhibit booth or two attendee tickets Recognition at event Logo displayed on event collateral Quarter page ad in program book Logo on invitation (digital) Logo on slideshow Logo displayed on various signage	Logo on website Recognition at all events Logo on various signage
BRONZE STATUS $2,000	One attendee ticket Logo displayed on event collateral Recognition at event Logo on slideshow Quarter page ad in program book Logo on invitation (digital) Logo displayed on various signage	One attendee ticket Logo displayed on event collateral Recognition at event Quarter page ad in program book Logo on invitation (digital) Logo on slideshow Logo displayed on various signage	Logo on website Recognition at all events Logo on various signage

Webinar Sponsor $1,000

At an upcoming Mass-ALA webinar of your choice

- Logo displayed on printed/digital pieces (invitation & emails)
- Logo on website
- Logo displayed as intro to the Webinar presentation
- Brief intro about your company at the beginning of the webinar
- Attendee contact list

Boot Camp Training Sponsor $5,000

- Designated area to display marketing materials
- Logo displayed on printed/digital pieces (invitation, agenda & emails)
- Logo on slideshow
- Logo on website
- Logo displayed on signage

SOLD

To sign up to be a 2020 Sponsor, contact CGreenberg@mass-ala.org / 781.622.5999 x107

2020 SPONSORSHIP OPPORTUNITIES

The Massachusetts Assisted Living Association (Mass-ALA) is a not-for-profit association dedicated to professionally operated assisted living residences in Massachusetts that provide housing and services for individuals 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.

EXCELLENCE AWARDS DINNER

30th Anniversary
May 14, 2020 DoubleTree by Hilton, Westboro

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 & winners!

CONFERENCE & TRADESHOW

October 1, 2020 DoubleTree by Hilton, Westboro

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 older adults. 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 annual conference & tradeshow, is a great opportunity to get your name or business 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. Our educational programs are more robust than ever, with content that speaks to the current state of assisted living.

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.

MASS·ALA
Massachusetts Assisted Living Association

TO SIGN UP TO BE A 2020 SPONSOR, CONTACT: CGREENBERG@MASS-ALA.ORG / 781.622.5999