LeadingAge®
Wisconsin

2020 SPRING CONFERENCE & ANNUAL BUSINESS MEETING

May 6 – May 8, 2020

Kalahari Resort & Convention Center, Wisconsin Dells, Wisconsin

Together
OUR SPONSORSHIPS

The sponsorship opportunities available through this conference provide your company an avenue to reach the executive, administrative, management, and supervisory professionals throughout the state.

SPRING EVENT

Join LeadingAge Wisconsin in creating an exciting and memorable Spring Conference in 2020 for Wisconsin’s long-term care, assisted living, senior housing, and community service program professionals. We expect more than 500 individuals to attend.

CALL US WITH QUESTIONS

608-255-7060

YOU CHOOSE

Our sponsorship opportunities provide you a forum to promote your company’s products and services and your support of quality educational programs. You choose the events that work best for you.

Educational Sessions
Social Functions
Registration Details
App Banner
GCD Program
Sponsorship Overview
In an effort to provide you a greater opportunity to meet and interact with conference delegates, the 2020 Spring Conference offers various activities that are available for sponsorship or co-sponsorship. Such sponsorship will be recognized prior to and at the conference in a number of ways, including recognition in conference promotional materials, through signs and announcements at the conference, and in the conference app.

This packet discusses the available sponsorship opportunities related to:

- Educational Sessions
- Social Functions
- Registration Details
- Conference App Banner
- GCD Program

After considering the various options, please select the avenues of promotion most appropriate for your company. Complete the appropriate participation forms and return them with the proper remittance to the LeadingAge Wisconsin office at your earliest possible convenience.

Past experience has proven that these sponsorship opportunities are claimed fast, and participation forms will be honored on a first-come-first-served basis. If you have any questions, please feel free to contact Janice Mashak (JMashak@LeadingAgeWI.org), Vice President of Member Services & Innovation, LeadingAge Wisconsin.

**LeadingAge Wisconsin does not host a tradeshow at our Spring Conference.** Our tradeshow is held in conjunction with our annual Fall Conference, which will be held in October 2020 in Green Bay, Wisconsin. Information regarding our annual tradeshow will be sent to you in June.

This packet will provide you information about LeadingAge Wisconsin and about sponsorship opportunities available through our 2020 Spring Conference.
1 - Educational Sessions
The LeadingAge Wisconsin Spring Conference will be held May 6-8, 2020 at the Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin. The theme for this conference is *Together*.

This LeadingAge Wisconsin conference will feature a variety of educational sessions, each of which will explore what we can do *Together* to shape senior services and supports.

We anticipate about 500 participants at the conference, mostly representing voluntary board members, chief executive officers, executive directors, administrators, directors of nursing, activity and therapy directors, directors of finance, directors of social services, retirement living/senior housing managers, assisted living providers, adult day care professionals, chaplains, human resource directors, and other managers and supervisory personnel from long-term care, assisted living, retirement living/senior housing, and community service programs. Typically, about 80 percent of the attendees are from not-for-profit organizations.

**There are multiple opportunities available for sponsoring educational sessions at this conference, including the pre-conference workshops on May 6th, the keynote address on May 7th, and conference sessions throughout the conference on May 7th through May 8th.**
Sponsor Participation Form
Educational Session

My company will sponsor an educational session at the LeadingAge Wisconsin 2020 Spring Conference at the following level (please check one)

_____ $  250
_____ $  500
_____ $1000
_____ $5000
____ Other (please specify amount $ ____________)

As closely as possible, I would like the topic of the session we sponsor to relate to: _________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Contact Person ______________________________________________________________
Organization ________________________________________________________________
Mailing Address ______________________________________________________________
City, State, Zip _______________________________________________________________
Phone Number including Area Code ______________________________________________
E-Mail Address _______________________________________________________________

Please write a brief (no more than 100 words) sponsorship acknowledgment paragraph pertaining to your company. Your paragraph will be incorporated into a special insert within the conference promotional material. Also, if you want your company logo included in the sponsorship acknowledgment, please e-mail an electronic, high resolution file of your logo (JPG, EPS, or PDF format) to JMashak@LeadingAgeWI.org.

___________________________________________________________________________
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Please return this participation form along with the full payment by January 31, 2020, to LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703. You may make checks payable to LeadingAge Wisconsin or, if you prefer to pay by credit card, please call the LeadingAge Wisconsin office at 608-255-7060.
2 - Social Functions
The LeadingAge Wisconsin Spring Conference will feature a variety of social functions. These social functions provide time for conference attendees not only to kick back and relax, but also to enjoy camaraderie and networking conversations with their peers from across the state. Social functions available for sponsorship at this conference include:

**Wednesday, May 6, 2020**

**Welcoming Reception**
- Beverages (already sponsored)
- Hors d’oeuvres (already sponsored)

**Thursday, May 7, 2020**

**Continental Breakfast (estimated cost: $2500)**

**Light Refreshment Break (estimated cost: $1500)**

**Conference Luncheon (estimated cost: $4000)**

**Evening Event**
- Host for the Evening (already sponsored)
- Reception Hors d’oeuvres (already sponsored)
- Beverages (already sponsored)
- Dinner (already sponsored)
- Entertainment (already sponsored)
- **R&E Fund Raising Auction (estimated cost: $1000)**

**Friday, May 8, 2020**

**Breakfast Buffet (estimated cost: $3500)**

**Light Refreshment Break (estimated cost: $1500)**

LeadingAge Wisconsin has more sponsorship options available. If you don’t see something that interests you, please call Janice Mashak at the LeadingAge Wisconsin office (608-255-7060) to discuss other options.

For additional information on any of the above listed activities or to discuss bundling multiple sponsorship opportunities into a Diamond Sponsor Package please contact Janice Mashak at the LeadingAge Wisconsin office. We also recommend you call Janice prior to submitting your participation form to verify the availability of the event you wish to sponsor.

You may sponsor a function in part or in total; co-sponsorship also is an alternative. Estimated costs will vary according to the sponsor’s wishes and the actual conference attendance. LeadingAge Wisconsin staff will work with sponsors to determine the specifics in each instance.

The deadline for submitting the participation form is January 31, 2020. This will enable LeadingAge Wisconsin to announce the sponsors within the conference promotional material.
Sponsor Participation Form
Social Function

Please contact Janice Mashak (JMashak@LeadingAgeWI.org or 608-255-7060) to confirm the event you would like to sponsor is still available. Once you receive confirmation that it is available for sponsorship, please list here the event your company would like to sponsor:

___________________________________________________________________________
___________________________________________________________________________

Contact Person ______________________________________________________________
Organization ________________________________________________________________
Mailing Address ______________________________________________________________
City, State, Zip _______________________________________________________________
Phone Number including Area Code ______________________________________________
E-Mail Address _______________________________________________________________

Please write a brief (no more than 100 words) sponsorship acknowledgment paragraph pertaining to your company. Your paragraph will be incorporated into a special insert within the conference promotional material. Also, if you want your company logo included in the sponsorship acknowledgment, please e-mail an electronic, high resolution file of your logo (JPG, EPS, or PDF format) to JMashak@LeadingAgeWI.org.

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Please return this participation form along with the full payment by January 31, 2020, to LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703. You may make checks payable to LeadingAge Wisconsin or, if you prefer to pay by credit card, please call the LeadingAge Wisconsin office at 608-255-7060.
3 - Registration Details
Electronic Promotional Publication

LeadingAge Wisconsin will promote the annual Spring Conference through a variety of media, including a professional PDF document that is posted to our website and sent via email to key contact people in long-term care, assisted living, senior housing, and community support services throughout the state.

LeadingAge Wisconsin is providing you the opportunity to be a sponsor of this electronic publication. Sponsorship acknowledgments will be sold only in the sizes as specified below:

- $ 500  Quarter-page  (3½" wide x 4¾" tall)
- $ 800  Half-page  (7¼" wide x 4¾" tall)
- $1200  Full-page  (7¼" wide x 9¾" tall)

The deadline for submitting your participation form, payment, and a high resolution electronic file of your acknowledgment is January 31, 2020. You must submit your acknowledgment in the correct size proportions. Placement of your acknowledgment is at the discretion of the LeadingAge Wisconsin staff and will be determined based on an overall pleasing layout design of the document.

Other Registration & Conference Enhancements

LeadingAge Wisconsin works continuously to enhance the conference experience for attendees and to build new and innovative opportunities for companies interested in sponsorships. Recent enhancements include:

Online Registration ($3000)

All conference attendees must register through our online system and, when they do, they will see the logo for our sponsoring organization.

Attendee Lounge (already sponsored)

Conference attendees are invited to register, pick up their name badge, network, and ask questions of the LeadingAge Wisconsin staff in our Attendee Lounge. The Attendee Lounge will be open throughout the conference. It’s a great place to meet new people!

Conference App ($3000)

This app puts every detail of the conference right into the hands of every conference attendee. Conference sessions, speakers, agendas, handouts, attendees, sponsors, maps and more are available and easily accessible. The logo of the company sponsoring this app splashes across the screen every time anybody accesses our conference app, which brings incredible visibility to your company.

Conference Name Badges (already sponsored)

Our newly designed large format conference name badges not only list the name of the attendee and the logo of the sponsoring company, but also the full conference agenda and a map of the conference site.
Sponsor Participation Form
Registration Details

If you are interested in being a sponsor of our Spring Conference Registration Details, please complete this form and return it to LeadingAge Wisconsin along with your remittance and the electronic file of your high-resolution sponsor acknowledgment. The deadline for submitting your participation form, payment, and sponsor acknowledgment is January 31, 2020.

Contact Person ______________________________________________________________
Organization ________________________________________________________________
Mailing Address ______________________________________________________________
City, State, Zip _______________________________________________________________
Phone Number including Area Code ______________________________________________
E-Mail Address ______________________________________________________________

Electronic Promotional Publication (check only one)

_____ $  500 Quarter-page 3¼" wide x 4¾" tall
_____ $  800 Half-page 7¼" wide x 4¾" tall
_____ $1200 Full-page 7¼" wide x 9¾" tall

Please send your electronic, high resolution acknowledgment to Janice Mashak at JMashak@LeadingAgeWI.org. Your acknowledgment may be submitted in any of the following formats:

• EPS File
• JPG File
• PDF File (remember to embed all graphics and fonts)
• Call to Make Arrangements for Any Other Format

_____ $3000 Conference App
(please email a high resolution file of your color logo to JMashak@LeadingAgeWI.org)

Total Amount Enclosed (as indicated on the above price list): $ ____________

Please note, we already have sponsors for our 2020 Spring Conference online registration, name badges, and the attendee lounge. If you have ideas you would like to sponsor to enhance our conference promotion and registration process, please contact Janice Mashak (608-255-7060 or JMashak@LeadingAgeWI.org).

Please return this participation form by January 31 2020, to LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703. If you have any questions, please call Janice Mashak at 608-255-7060. You may make checks payable to LeadingAge Wisconsin or, if you prefer, you may call the LeadingAge Wisconsin office at 608-255-7060 to pay by credit card.
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4 - Conference App Banner
LeadingAge Wisconsin is developing a comprehensive conference app, which will offer unparalleled parity between devices, giving every attendee full use of the app no matter what mobile device they choose to use. Attendees can integrate their social media accounts, sync their conference schedules, set reminders for sessions, rate sessions, share contacts, send messages, navigate the event, and more.

Sponsors have access to measurable banner ads, have access to push notifications, and are recognized with rotating banners while the app is open on any device. Like attendees, sponsors can easily navigate the conference from any mobile device.

All educational sessions, social events, registered attendees, and sponsors will be highlighted in this mobile app.

Based on historical data, the banner for each of our sponsors is viewed approximately 7,000 times!

Now, you can bring this level of exposure to your company with a banner on our Spring Conference App.

Please note, however, that we will accept up to six banners for the app, so please reserve your banner ad quickly!

With your sponsorship of an app banner, you can design your banner to take attendees directly to your company’s website.

You must submit your banner in two formats to ensure it works with all mobile devices. The two formats are:

• Mobile Phone Banner -- 640 x 150 pixels, PNG or JPG only
• Tablet/Online Event Banner -- 552 x 150 pixels, PNG or JPG only

Grab a banner sponsorship today! The deadline for submitting the participation form and full payment is January 31, 2020 or until each banner has been claimed (whichever comes first).

**App Banner Fees:**

<table>
<thead>
<tr>
<th>Membership</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>LeadingAge Wisconsin Members:</td>
<td>$600.00</td>
</tr>
<tr>
<td>Non-Members:</td>
<td>$850.00</td>
</tr>
</tbody>
</table>
If you are interested in sponsoring a banner on the LeadingAge Wisconsin Spring Conference App, send this completed participation form, along with your remittance and the electronic file of your two banners by the deadline of January 31, 2020.

Contact Person ______________________________________________________________
Organization ________________________________________________________________
Mailing Address ______________________________________________________________
City, State, Zip _______________________________________________________________
Phone Number including Area Code _____________________________________________
E-Mail Address ______________________________________________________________

**App Banner Fees:**

- LeadingAge Wisconsin Members: $600.00
- Non-Members: $850.00

Total Amount Enclosed (as indicated on the above price list): $ ____________

You must submit your banner in two formats to ensure it works with all mobile devices. The two formats are:

- Mobile Phone Banner -- 640 x 150 pixels, PNG or JPG only
- Tablet/Online Event Banner -- 552 x 150 pixels, PNG or JPG only

Please send the electronic file for your two banners to Janice Mashak at: JMashak@LeadingAgeWI.org.

**Please note, we already have sponsors for four banners, so we only can accept two more!**

Please return this participation form by January 31 2020, to LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703. If you have any questions, please call Janice Mashak at 608-255-7060. You may make checks payable to LeadingAge Wisconsin or, if you prefer, you may call the LeadingAge Wisconsin office at 608-255-7060 to pay by credit card.
5 - GCD Program
LeadingAge Wisconsin has a subsidiary foundation known as the Wisconsin Association of Homes for the Aging Research and Education Foundation (R&E). The R&E is a 501(c)(3) organization. The mission of the R&E is to advance the delivery of long-term services and supports and senior housing services through the financial support of education, training, and research. The R&E is visible, viable and responsive to the Wisconsin long-term services and supports and senior housing provider community. The R&E is organized exclusively for charitable, religious, educational, scientific, and research purposes.

R&E is seeking funds and donations to grow and sustain the Geriatric Career Development Program in Wisconsin.

Overview of the Geriatric Career Development (GCD) Program

R&E is building a bridge between high school at risk students and long-term care providers. Through the GCD program, we are working to:

• Ensure at risk students have promising career paths to ensure family stability, regional vitality, and long-term economic mobility.
• Ensure new healthcare workers have the opportunity to sharpen their skills and stay current on aging-related issues.
• Address critical gaps in the healthcare workforce and strengthen programs that enhance the quality of care provided to older adults throughout Wisconsin.

The community and statewide support of our program has far surpassed our expectations. Various organizations are beginning to donate money and/or volunteer time to help these students. Our first pilot of this program is going so well that we already are gearing up to launch this program in several more communities throughout the state. This puts us more than one year ahead of schedule!

We have determined that the program costs more than we had imagined and requires more time than we had anticipated, but the outcomes and benefits far surpass what we had ever dreamed. We have calculated that the cost of the program is approximately $4300 per student per year.

With our current finances, we are confident we can begin working with up to five additional organizations with the goal that they will be ready to enroll students by fall of 2020. We hope this next roll out includes some rural communities as well as at least one program dedicated to the Young Adult Program. The GCD Young Adult Program works with individuals who are 18-24 years old, who dropped out of high school, and who find it difficult to find meaningful employment. We use the same curriculum that we use for our at-risk students, but it is taught at an accelerated pace, preparing them for employment in as little as two months.

You Can Help!

You can help grow and sustain this very necessary innovative program in Wisconsin by making a donation to the R&E Foundation. LeadingAge Wisconsin will acknowledge donors, sponsors, and contributors in printed and online publications.
Geriatric Career Development Program Donation

I am making a donation to help the Wisconsin Association of Homes for the Aging Research & Education Foundation (R&E) grow and sustain the Geriatric Career Development Program (GCD) in Wisconsin.

**Level of Donation (please check one):**

_____ Major Donor (More than $5,000) – Please enter amount: $ _______________

_____ Platinum Sponsor: $5000

_____ Gold Sponsor: $2500

_____ Silver Sponsor: $1000

_____ Bronze Sponsor: $500

_____ Contributor – Please enter amount: $ _______________

This Amount is Donated by (please check one):

_____ A Company/Organization

_____ An Individual

Name of Company/Organization ____________________________________________________________

Name of Individual/Contact Person _______________________________________________________

Mailing Address ________________________________________________________________

City, State, Zip ________________________________________________________________

Telephone _______________________________________________________________________

Email Address ________________________________________________________________

Return this form with your donation made payable to Wisconsin Association of Homes for the Aging Research & Education Foundation (R&E), 204 South Hamilton Street, Madison, WI 53703.

Thank you for your interest and support in helping R&E grow and sustain the Geriatric Career Development Program.
LeadingAge Wisconsin is a statewide membership organization of not-for-profit corporations principally serving seniors and persons with a disability. Membership is comprised of 152 religious, fraternal, private, and governmental organizations which own, operate and/or sponsor 163 nursing homes, 7 facilities for the developmentally disabled, 88 residential care apartment complexes (RCACs), 105 community based residential facilities (CBRFs), 11 adult family homes, 93 senior housing facilities, and more than 300 community service agencies which provide programs such as Alzheimer’s support, adult day care, home health, hospice, home care, and meals on wheels. In addition, we have 14 for-profit organizations (owning a total of 95 skilled nursing and assisted living facilities) which subscribe to the services the association provides. All totaled, LeadingAge Wisconsin serves 562 long-term care, assisted living, senior housing, and other community-based providers principally serving elderly persons and individuals with a disability. LeadingAge Wisconsin members employ over 38,000 people who provide compassionate care and service to over 48,000 individuals each day.

LeadingAge Wisconsin enhances not-for-profit members’ dedication to excellence in providing programs and services to assist members in meeting the needs of seniors and individuals with a disability. LeadingAge Wisconsin demonstrates a caring commitment to the highest quality of life and greatest independence for each individual served.

LeadingAge Wisconsin believes in taking a leadership role in representing and promoting the interests of its members through activities of advocacy, education, professional development, research and services. LeadingAge Wisconsin also believes in enhancing its members’ ability to meet the social, health, environmental and quality of living needs of the individuals and communities they serve.

The association serves and represents its members to better enable them to enhance the quality of life for residents and others served by member programs. LeadingAge Wisconsin does this by:

• Providing professional development
• Interpreting social, economic, and political trends
• Influencing public policy formation
• Sharing information
• Providing a broad array of services

LeadingAge Wisconsin recognizes that not-for-profit facilities are community based, community owned, and community accountable. Leading-Age Wisconsin promotes the community responsiveness inherent in the philosophy of all nonprofit facilities. The association is dedicated to the development of a continuum of care that meets the physical, spiritual, emotional and social needs of aging persons while providing the individual with options and a means of achieving maximum independence. LeadingAge Wisconsin encourages its members to achieve high professional standards and to provide innovative approaches to the delivery of quality services that are both effective and efficient and which result in the enhancement and enrichment of the lives of those served. Overall our goal is to work tirelessly toward expanding the world of possibilities for aging.

Detailed information about LeadingAge Wisconsin, the services we provide, and benefits of membership and subscriber services are available at www.LeadingAgeWI.org.