

# Annual 2-day CONFERENCE *virtual* September 29 & 30

**\$2,000**

## Keynote Sponsor

LIMITED opportunity to be the keynote session sponsor.

Receives everything listed in the \$500 level, plus...

1. Company presentation (up to 4-minutes)
2. Introduce the keynote speaker
3. 2-free attendee links
4. Inclusion in social media posts
5. Full page advertisement in the program book
6. Logo on postcards

**\$1,500**

## Session Sponsor

LIMITED opportunity to be the only sponsor at one of our educational sessions.

Receives everything listed in the \$500 level, plus...

1. Company presentation (up to 3-minutes)
2. Introduce the speaker(s)
3. 1-free attendee link
4. Inclusion in social media posts
5. Half page advertisement in the program book
6. Logo on postcards

**\$1,000**

## Break Sponsor

LIMITED opportunity to be the only sponsor during one of our scheduled breaks.

We find that many attendees stay logged on during the breaks and that the attendance is typically high.

Receives everything listed in the \$500 level, plus...

1. Company presentation (up to 2-minutes)
2. Introduces the next speaker(s)
3. Inclusion in social media posts
4. Quarter page advertisement in the program book
5. Logo on postcards

**\$500 Members / \$700 Non-Members**

## Member & Non-Member Conference Sponsor

1. Logo on a dedicated sponsorship web page
2. Logo on pre-event sponsor focused email/mailed piece, which includes a short description of your business
3. Logo in the program book
4. Inclusion in follow up newsletter
5. Recognition during the event
6. A complete list of registered participants (pre-post event)



THE MASSACHUSETTS  
ASSISTED LIVING  
ASSOCIATION

WWW.MASS-ALA.ORG



# 2021 EVENT SPONSORSHIP OFFERINGS

## WEBINARS

**\$2,000**

*Exclusive opportunity to be the sponsor at a webinar of your choice*

1. Logo on emails/postcards (*promotional materials*)
2. Logo on website
3. Logo on virtual training slideshow and registration page
4. Company presentation at the beginning of the webinar (*3-minutes*)
5. A complete list of registered participants

## VIRTUAL TRAININGS

**NURSES TRAINING** • **REGULATIONS TRAINING** • **DEMENTIA TRAINING**  
*April* • *June* • *November*

**\$1,000**

1. Full page digital advertisement in the online program book
2. Inclusion in social media posts
3. Session Sponsor: introduce a session & company presentation (*2-minutes*)
4. Logo on a dedicated sponsorship web page
5. Logo on emails
6. Inclusion in pre-event email to attendees with company description
7. Recognition during opening and closing remarks
8. Logo on virtual training slideshow
9. Logo on postcard (*promotional materials*)
10. A complete list of registered participants (*pre-post event*)
11. 3-complimentary attendee links to the virtual training

**\$500**

1. Logo on a dedicated sponsorship web page
2. Logo on emails
3. Quarter page digital advertisement in the online program book
4. Inclusion in pre-event email to attendees with company description
5. Recognition during opening and closing remarks
6. Logo on virtual training slideshow
7. Logo on postcard (*promotional materials*)
8. A complete list of registered participants (*pre-post event*)

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 organization's goals, contact Christina Greenberg at [CGreenberg@mass-ala.org](mailto:CGreenberg@mass-ala.org) or 781.622.5999 x107 to discuss additional sponsorship opportunities.

Event details can be viewed at [www.mass-ala.org](http://www.mass-ala.org)

## Corporate Sponsorships Nurses, Regulations & Dementia Virtual Trainings Annual 2-Day Conference Throughout The Year

|   |   |  |  |
|---|---|--|--|
| <b>DIAMOND STATUS</b><br><b>\$25,000</b>  | Premium full page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails | Conference sponsor<br>Five attendee tickets<br>Premium full page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails | Logo on website<br>Four attendee tickets at one of our virtual trainings or webinars of your choice<br>Recognition at all events<br>Logo on digital marketing pieces (newsletter, e-blasts etc.)   |
| <b>PLATINUM STATUS</b><br><b>\$15,000</b> | Full page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails         | Four attendee tickets<br>Full page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails                               | Logo on website<br>Two attendee tickets at one of our virtual trainings or webinars of your choice<br><small>**excludes Annual Conference</small><br>Recognition at all events<br>Logo on digital marketing pieces (newsletter, e-blasts etc.) |
| <b>GOLD STATUS</b><br><b>\$10,000</b>     | Half page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails         | Three attendee tickets<br>Half page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails                              | Logo on website<br>Recognition at all events<br>Logo on digital marketing pieces (newsletter, e-blasts etc.)   |
| <b>SILVER STATUS</b><br><b>\$5,000</b>    | Quarter page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails      | Two attendee tickets<br>Quarter page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails                             | Logo on website<br>Recognition at all events   |
| <b>BRONZE STATUS</b><br><b>\$2,000</b>    | Logo in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails                 | One attendee ticket<br>Quarter page ad in the program book<br>Recognition at event<br>Logo on slideshow<br>Logo on emails                              | Logo on website<br>Recognition at all events   |

### Boot Camp Training Sponsor \$5,000

*Opportunity to be the exclusive Boot Camp sponsor for 2021 at 5 virtual Boot Camp trainings*

Logo displayed on digital pieces emails/postcards (*promotional materials*)

Full page advertisement in the Boot Camp manual and in the virtual training slideshow

Logo on slideshow and registration page

Logo on website

Company presentation at the beginning of the training (*2-minutes*)

If you are interested in becoming a 2021 Sponsor, contact [CGreenberg@mass-ala.org](mailto:CGreenberg@mass-ala.org)/781.622.5999 x107