



THE MASSACHUSETTS ASSISTED
LIVING ASSOCIATION'S

SPONSORSHIP OPPORTUNITIES 2026

MASSALA@MASS-ALA.ORG
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EDUCATE. ENGAGE. ADVOCATE.

2026 CORPORATE SPONSORSHIPS

**DIAMOND \$30,000
EXCLUSIVE**

SOLD

PLATINUM \$20,000

GOLD \$15,000

SILVER \$5,000

BRONZE \$2,000

Excellence Awards Dinner

- Awards Dinner Sponsor
- Two gold tables
- Premium full-page program ad
- Logo placement on:
 - Registration page
 - Event emails
 - Event slideshow
 - On-site signage

Annual Conference & Tradeshow

- Main Conference Sponsor
- Keynote Sponsor (2-3-minute speaking opportunity)
- Exhibitor table
- Five tickets
- Ballpark advertisement on field screen
- Ballroom and breakout table advertisements
- Full-page program ad
- Logo placement on:
 - Registration page
 - Event emails
 - Event slideshow
 - On-site signage

Regulations Training

- Presenter Sponsor (2-3-minute speaking opportunity)
- Exhibitor table
- Full-page program ad
- Ballroom table ad
- Logo placement on:
 - Registration page
 - Event emails
 - Event slideshow
 - On-site signage

Med Management, Boot Camp & Mandated State In-Service Virtual Trainings

- 3-5 minute speaking opportunity at each virtual training
- Full-page program ad
- Logo placement on:
 - Registration page
 - Event emails
 - Event slideshow

Throughout The Year

- Logo on the Mass-ALA website
- Four tickets to any event
- Recognition at all events

Excellence Awards Dinner

- One gold table
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow
- Logo on signage

Annual Conference & Tradeshow

- Workshop sponsor (2- 3 minute speaking opportunity)
- Four tickets
- Full-page program ad
- Logo on the registration page
- Logo on the slideshow
- Logo on the event emails
- Logo on signage

Regulations Training

- Exhibitor table or 2 Tickets
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow
- Logo on signage

Med Management & Mandated State In-Service Virtual Trainings

- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow

Compliance Training

- 3 - 5-minute speech at one of Compliance Series Trainings
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow

Throughout The Year

- Logo on the Mass-ALA website
- Four event tickets (excluding Awards Dinner)
- Logo on event emails
- Recognition at all events
- Logo on various signage

Excellence Awards Dinner

- One gold table
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow
- Logo on signage

Annual Conference & Tradeshow

- Three tickets
- Full-page program ad
- Logo on the registration page
- Logo on the slideshow
- Logo on the event emails
- Logo on signage

Med Management & Mandated State In-Service Virtual Trainings

- 3-5 minute speech at both virtual events
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow
- Logo on signage

Regulations Training

- Three Tickets
- Full-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow
- Logo on signage

Throughout The Year

- Logo on the Mass-ALA website
- Logo on event emails
- Recognition at all events
- Logo on various signage

Excellence Awards Dinner

- Two tickets
- Half-page program ad
- Logo on the registration page
- Logo on the slideshow
- Logo on signage

Annual Conference & Tradeshow

- Two tickets
- Half-page program ad
- Logo on the registration page
- Logo on the slideshow

Regulations Training, Med Management & Mandated State In-Service Virtual Trainings

- Half-page program ad
- Logo on the registration page
- Logo on the event emails
- Logo on the slideshow

Throughout The Year

- Logo on the website
- Recognition at all events
- Logo on various signage

Excellence Awards Dinner

- One ticket
- Quarter-page program ad
- Logo on the registration page
- Logo on the slideshow

Annual Conference & Tradeshow

- One ticket
- Quarter-page program ad
- Logo on the registration page
- Logo on the slideshow

Regulations Training, Med Management & Mandated State In-Service Virtual Trainings

- Quarter-page program ad
- Logo on the registration page
- Logo on the slideshow

Throughout The Year

- Logo on the website
- Recognition at all event
- Logo on various signage



2026 EVENT SPONSORSHIPS

REGULATIONS TRAINING

June 17, 2026 - Four Points by Sheraton Norwood

BAG SPONSOR \$3,000 EXCLUSIVE

- Your logo on bags
- Contact list pre-post event
- Logo on the slideshow

PEN SPONSOR \$2,000 EXCLUSIVE

- Your logo on pens
- Contact list pre-post event
- Logo on the slideshow

NOTEBOOK SPONSOR \$2,000 EXCLUSIVE

- Your logo on notebooks
- Contact list pre-post event
- Logo on the slideshow

NAME BADGE SPONSOR \$1,700 EXCLUSIVE

- Your logo displayed on the name badges
- Logo on the emails
- Logo displayed on the registration page
- Contact list pre-post event
- Logo on the slideshow

REGULATIONS AD OPPORTUNITIES

FULL PAGE AD \$1,500

- Full-page advertisement in the digital/print program

HALF PAGE AD \$900

- Half-page advertisement in the digital/print program

QUARTER PAGE AD \$500

- Quarter-page advertisement in the digital/print program

ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXECUTIVE DIRECTOR TRAINING \$5,000

March & September

- 3 – 5 minute speech at each session
- Full-page ad in the manual
- Your logo on the registration page
- Your logo on the emails
- Your logo on signage
- Your logo on the slideshow
- Contact list pre-post event

RESIDENT CARE DIRECTOR TRAINING \$2,000

April & August

- 3 – 5 minute speech at each session
- Full-page ad in the manual
- Your logo on the registration page
- Your logo on the emails
- Your logo on signage
- Your logo on the slideshow
- Contact list pre-post event

NETWORKING NIGHT \$1,000

- 3 – 5 minute speech
- Full-page ad displayed at the event
- Your logo on the registration page
- Your logo on the emails
- Your logo on signage
- Contact list pre-post event

INDEPENDENT LIVING VIRTUAL TRAINING \$2,000

- 3 – 5 minute speech
- Full-page ad in the digital program book
- Your logo on the registration page
- Your logo on the emails
- Your logo on signage
- Contact list pre-post event

ANNUAL CONFERENCE & TRADESHOW

September 30, 2026 - Polar Park, Worcester

WORKSHOP SPONSOR \$3,000

- Open one workshop with brief remarks (up to 3 minutes)
- Exhibitor Table – Includes registration for two
- Full-page program ad
- Logo on the emails
- Logo on the registration page
- Signage with your logo by the workshop room throughout the entire day
- Logo on the slideshow

BAG SPONSOR \$3,000 EXCLUSIVE

- Your logo on bags
- Logo on the emails
- Logo on the registration page
- Logo in the brochure
- Contact list pre-post event
- Logo on the slideshow

PEN SPONSOR \$2,700 EXCLUSIVE

- Your logo on pens
- Logo on the emails
- Logo on the registration page
- Logo in the brochure
- Contact list pre-post event
- Logo on the slideshow

NOTEBOOK SPONSOR \$2,700 EXCLUSIVE

- Your logo on notebooks
- Logo on the emails
- Logo on the registration page
- Logo in the brochure
- Contact list pre-post event
- Logo on the slideshow

NAME BADGE SPONSOR \$2,000 EXCLUSIVE

- Your logo displayed on the name badges
- Logo on the emails
- Logo on the registration page
- Logo in the brochure
- Contact list pre-post event
- Logo on the slideshow

BREAKFAST SPONSOR \$1,000

- Your logo on signage during breakfast
- Logo on emails
- Logo on the registration page
- Logo in the brochure
- Contact list pre-post event
- Logo on the slideshow

SNACK SPONSOR \$800

- Your logo on signage by the snacks
- Logo on the emails
- Logo in the brochure
- Logo on the registration page
- Contact list pre-post event
- Logo on the slideshow

CONFERENCE AD OPPORTUNITIES

FULL PAGE AD \$1,500

- Full-page advertisement in the digital/print program

HALF PAGE AD \$900

- Half-page advertisement in the digital/print program

QUARTER PAGE AD \$500

- Quarter-page advertisement in the digital/print program

Contact Christina Greenberg, Director of Marketing & Communications at CGreenberg@mass-ala.org or 781-622-5999 x100 to become a 2026 Sponsor!

NEW IN 2026!



Resident Care Director Training Program Offered twice in 2026!

 CareOne at Sharon
 **17** April 30, May 1, May 7 & 8, 2026
 9:00 AM – 4:00 PM

 Stonebridge at Burlington | Burlington, MA
 **17** August 13–14 & August 20–21, 2026
 9:00 AM – 4:00 PM



This four-day, in-person training program is designed specifically for current and aspiring Resident Care Directors in Massachusetts assisted living communities. Taught by experienced leaders from across the assisted living field, this program delivers regulation-grounded, real-world instruction that goes beyond basic orientation.

What This Training Covers

- Foundations of assisted living and the Resident Care Director role
- Massachusetts assisted living regulations
- Compliance, documentation, and survey readiness
- Medication management
- Resident care and clinical oversight
- Quality assurance, performance improvement, and fall prevention
- Nursing leadership and team management
- Collaboration with executive leadership, marketing, and sales



NCCDP: Alzheimer's & Dementia Care Seminar Certified Dementia Practitioner (CDP®) Course & Train-the-Trainer Opportunity!

 **17** September 3, 2026
 8:30 AM – 5:00 PM
 Virtual Training

This comprehensive Alzheimer's and Dementia Care Seminar is the foundational course for professionals seeking Certified Dementia Practitioner (CDP®) credentials. Designed for healthcare and assisted living professionals, the training strengthens dementia care knowledge, person-centered practices, and professional qualifications.

NCCDP: Montessori Concept in Dementia Care Certified Montessori Dementia Care Professional (CMDCP) & Train-the-Trainer Opportunity!

 **17** May 12, 2026
 8:30 AM – 5:00 PM
 Virtual Training

 **17** December 17, 2026
 8:30 AM – 5:00 PM
 Virtual Training

This interactive course introduces Montessori-based approaches to dementia care that support independence, dignity, and meaningful engagement. Participants gain practical tools that can be immediately applied in assisted living and memory care settings and are eligible to apply for CMDCP certification upon completion.