



LeadingAge Colorado

2026 Business Membership & Sponsorship Opportunities

Enhance your exposure to LeadingAge Colorado provider member organizations while positioning your organization as a **trusted expert and strategic partner** in aging services. Our 2026 sponsorship packages are designed to provide **measurable value year-round**—combining visibility, relationship-building, and opportunities to share practical insights with senior living leaders.

Our business members represent the full ecosystem supporting senior living and aging services, including construction and design, healthcare and diagnostics, rehabilitation and pharmacy, property and facilities services, energy, transportation, foodservice, insurance, legal, accounting and financial advisory, capital markets, technology and cybersecurity, consulting, workforce development, housing advocacy, and industry media. Together, these partners provide the expertise, capital, and services that senior living providers rely on to deliver high-quality care, safe housing, and operational excellence.

Beyond Logos: Sponsorships That Build Trust

Traditional sponsorships often focus on short-term visibility—logos, signage, and event recognition. LeadingAge Colorado sponsorships go further by creating opportunities for sponsors to share expertise, insights, and perspectives in ways that are useful to members and aligned with each sponsor's role and strengths. Sponsors choose the level and format of engagement that fits their organization—whether that's visibility-focused, relationship-driven, or insight-based.

This may include:

- Practical insights on regulatory trends, financing, development, or operations
- Case examples or lessons learned from real-world projects
- Market outlooks, risk considerations, or best practices
- Thought leadership on emerging challenges facing aging services

Flexible Engagement Options for Diverse Sponsors

Our sponsorship model recognizes that **one size does not fit all**. Opportunities range from traditional recognition to deeper engagement:

- **Brand Visibility & Recognition:** Conference sponsorships, exhibit tables, newsletters, and digital presence
- **Insight Sharing (Optional):** Webinars, panels, or facilitated conversations focused on trends, compliance, finance, development, or strategy
- **Resource Contributions (Optional):** Case studies, tip sheets, checklists, or Q&A-style content
- **Advocacy & Relationship Building:** Day on the Hill sponsorships, board engagement, and networking events

Base Business Membership

Annual Dues: \$1,250

All business members receive:

- Access to electronic provider member list with decision-makers
- Listing in the online business membership directory
- Members-only email updates
- Discounted member rates for LeadingAge Colorado events and exhibit tables
- Opportunities to participate in conference and legislative committees

- Access to exclusive networking events
- Referrals based on member inquiries

Annual Sponsorship Packages

Benefits	Bronze Sponsor \$3,250	Silver Sponsor \$5,250	Gold Sponsor \$7,250
All Base Membership Benefits	✓	✓	✓
Company listing on LAC website with link	✓	✓	✓
Recognition in E-Connecting Newsletter (2x/month)	✓	✓	✓
Recognition at May Annual Conference & December Annual Meeting	✓	✓	✓
Standard exhibit table at Annual Conference (or equivalent sponsorship)	✓	✓	✓
Bronze Sponsor Spotlight – featured in newsletter or social media	✓	-	-
Social media mentions	Quarterly	Monthly + spotlight	Monthly + spotlight
Opportunity to present educational webinar		✓	✓
One free standard ad or advertorial in e-newsletter		✓	✓
App broadcast message during Annual Conference		✓	✓
Access to private meeting space during Annual Conference		✓	✓
Prime exhibit table at Annual Conference			✓
Exhibit table at Assisted Living Conference			✓
Thought leadership standalone email to all members			✓
Day on the Hill sponsorship			✓
Opportunity to address LAC Board of Directors at meeting/retreat			✓
New: Sponsored Insight Session (educational session hosted by sponsor)	Optional add-on	✓	✓
New: Member Resource Feature (case study, tip sheet, or best practice article)	Optional add-on	✓	✓

New Optional Opportunities (Framed as Insight, Not Instruction):

- **Sponsored Insight Session:** A facilitated discussion, panel, or briefing led by the sponsor on a relevant industry topic
- **Member Resource Feature:** A case example, market snapshot, checklist, or “what providers should know” article



- **Thought Leadership Communication:** A standalone or featured message sharing trends or considerations (not sales-focused)
- **Day on the Hill Sponsorship:** Align your brand with advocacy and policy engagement

Why Sponsor LeadingAge Colorado?


- **Build trust with decision-makers:** Be seen as a knowledgeable, credible partner—not just a vendor.
- **Reach the right audience:** Engage senior living leaders who influence purchasing and strategy.
- **Create year-round presence:** Stay visible and relevant beyond annual conferences.
- **Demonstrate expertise in your lane:** Share insights aligned with your firm's role—development, finance, compliance, operations, or strategy.
- **Strengthen relationships:** Sponsorships that focus on insight and connection lead to longer-term partnerships.

Let's Connect

We work with sponsors to design engagement that aligns with your organization's expertise, goals, and comfort level—whether that's high-visibility sponsorship, relationship-building, or insight sharing.

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