Sponsorship Opportunities

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2021 Fall Conference. Sponsorships are used to help defray the registration fees for our members which enables them to bring even more staff. This is another opportunity for you to be actively involved and have your name in print for members to see! A variety of sponsorship options are listed below. Please select each option that fits your desire and ability to share in the success of this conference. Your organization's support helps make the LeadingAge Iowa (LAI) Fall Conference successful.

Sponsorship Options

$2,000 Conference Pocket Agenda Sponsor (0 Available/ 1 Secured)	Includes half-page ad in registration brochure and pocket agenda; recognition on the bottom of every other page in the conference pocket agenda, in pre-event marketing promotions, LAI program webpage and on-site.
$1,500 Evening Social Food & Drink Sponsor	Includes half-page ad in registration brochure and pocket agenda; pull-up banner display at Social Reception; recognition in pre-event marketing promotions, LAI program webpage, and on-site.
$1,500 Keynote Speaker Sponsor	Includes half-page ad in registration brochure and pocket agenda; pull-up banner display on stage during General Session; recognition in pre-event marketing promotions, LAI program webpage, and on-site when the session is featured.
$1,500 Lunch Sponsor	Includes half-page ad in registration brochure and pocket agenda; pull-up banner display in meal service area; recognition in pre-event marketing promotions, LAI program webpage, and on-site.
$1,500 Breakfast and Break Sponsor	Includes half-page ad in registration brochure and pocket agenda; pull-up banner display in breakfast and break service area; recognition in pre-event marketing promotions, LAI program webpage, and on-site.
$1,500 Hotel Room Key Cards Sponsor (1 Available)	Includes half-page ad in registration brochure and pocket agenda; company logo on all hotel room key cards; recognition in pre-event marketing promotions, LAI program webpage, and on-site.
$1,500 Lanyard Sponsor (0 Available/1 Secured)	Includes half-page ad in registration brochure and pocket agenda; company logo on all attendee lanyards to be ordered and supplied by sponsor; recognition in pre-event marketing promotions, LAI program webpage, and on-site.
$1,500 Registration Sponsor (2 Available/1 Secured)	Includes half-page ad in registration brochure and pocket agenda; ability to meet attendees as they arrive at the conference; pull-up banner display at registration desk; recognition in pre-event marketing promotions, LAI program webpage, and on-site; Sponsor is limited to 2 staff at the registration desk.
$1,000 Bottled Water Sponsor (0 Available/1 Secured)	Attendees use your bottled water during the conference with your logo on it which you supply and send in advance to the conference location by no later than Sept. 13; recognition in registration brochure and pocket agenda, pre-event marketing promotions, LAI program webpage, and on-site.
$1,000 WiFi Sponsor (0 Available/1 Secured)	Your company name will be the WiFi password; recognition in registration brochure and pocket agenda, pre-event marketing promotions, LAI program webpage, and on-site.
$1,000 Evening Social Musician Sponsor	Includes recognition in registration brochure and pocket agenda; pull-up banner display at Social Reception; recognition in pre-event marketing promotions, LAI program webpage and on-site.
$500 Breakout Speaker Sponsor	Includes recognition in registration brochure and pocket agenda; recognition in pre-event marketing promotions, LAI program webpage, and on-site when the session is featured.

Partial and customized sponsorships are available, please contact Dawn Balder at DBalder@LeadingAgeIowa.org or 515-440-4630 to discuss these options to help find what best fits your marketing needs and budget.

Advertising Opportunities

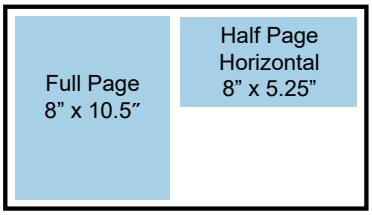
$1,000 Conference Webpage Advertisement (1 Available)	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
$750 Pre-Conference Marketing Advertisement	Your advertisement and a link to your company website to be featured in one pre-conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.
$600 Registration Confirmation Email Advertisement	Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the fall conference.
$600 Registrant Care Package - Put Your Swag in the Bag	A fun care package will be sent to fall conference registrants after the conference. You can provide branded items featuring your logo to be included in the package. The fee will help cover shipping expenses. Items must be approved by LAI in advance. Once approved, LAI will send shipment instructions and items will need to be delivered no later than Sept. 3. Item examples include snacks, hand sanitizer, masks, fidget spinners, small stress balls, pens, notepads, sunglasses, or other fun items. You can determine the quantity you'd like to provide. If you provide a quantity that is less than the registered attendee total, LAI will determine who receives the items in their care package.
$600 Daily Conference Highlights Email Advertisement (2 Available/ 1 Secured)	Your logo and a link to your website to be exclusively featured on one of the daily emails that will be sent out to all attendees each morning of the event that features the conference highlights of the day.
$600 Stay Safe Advertisement	You can provide branded items featuring your logo to be available at the registration/help desk for attendees during the conferece. Items must be approved by LAI in advance. These items will need to be either brought to the conference during the exhibitor setup the evening of Tues., Sept. 14, or delivered to the conference location by no later than Sept. 13. Item examples include hand sanitizer, face masks (required by all during the event), lanyards for face masks, and sanitizing wipes. LAI will consider your recommendations for this category. You can determine the quantity you'd like to provide.

Print Advertising Opportunities:

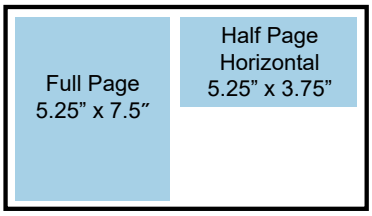
All advertising purchases below include full-color ad space in registration brochure, conference pocket agenda and on conference webpage, giving you three times the exposure for one low price. Please send advertisements in electronic format to Dawn Balder at DBalder@LeadingAgeIowa.org. Advertisement for the registration brochure is due on **June 4** and for the pocket agenda due on **August 20**.

Please Choose from the Following Advertising Options:

Page Space	Price
Back Cover Full Page	$800.00
Full Page	$500.00
Half Page	$400.00



(Demonstrated for registration brochure.)



(Demonstrated for pocket agenda.)