



2025

ASSOCIATE MEMBERSHIP

Membership and Sponsorship Information

<https://www.leadingageky.org>



About LeadingAge Kentucky

LeadingAge Kentucky is the trusted voice for mission-driven organizations dedicated to serving older adults and individuals in need of long-term care across the Commonwealth. Our membership is composed primarily of not-for-profit and independent aging services providers, who deliver high-quality care, housing, and supportive services to thousands of Kentuckians every day.

As a strong advocate for aging services, LeadingAge Kentucky works closely with policymakers, regulators, and community leaders to advance legislation and policy that supports our members and the people they serve.

We are a full-service association offering a wide range of benefits to our members and business partners, including educational programming, group purchasing opportunities, timely policy updates, peer networking, operational support, and leadership development. Our knowledgeable and responsive staff is committed to helping our members thrive in an ever-changing landscape.

LeadingAge Kentucky is proud to be one of 37 state partners of LeadingAge, the national association representing aging services providers. Together, we are united by a shared mission to provide exceptional care and foster communities where older adults can age with dignity, purpose, and quality of life.



Vision & Mission

Vision:

LeadingAge Kentucky envisions a Commonwealth where every older adult and individual with disabilities has access to compassionate, high-quality care and supportive services. We strive to empower our members to lead innovation in aging services, advocate for person-centered policies, and build inclusive communities where people can age with dignity, purpose, and connection.

LeadingAge Kentucky Core Values:

These core values reflect LeadingAge Kentucky's dedication to supporting its members, which include nursing facilities, personal care homes, intermediate care facilities for individuals with intellectual and developmental disabilities, assisted living, independent housing units, continuing care retirement communities, and multi-facility agencies offering direct care to the elderly and disabled. Additionally, LeadingAge Kentucky members meet the needs of others through community outreach services that include home and community-based service programs.

Our Members

Vendor

Grow your business and expand your network by becoming an Associate Member of LeadingAge Kentucky! Our members include key decision-makers across the aging services sector, representing not-for-profit and mission-driven organizations throughout the Commonwealth. As an Associate Member, you'll have direct access to senior leadership in long-term care, housing, and community-based services—helping you build lasting relationships and position your business for success.

Join LeadingAge Kentucky today and connect with a statewide network of providers dedicated to improving the lives of older adults. Be part of advancing innovation and shaping the future of aging services in Kentucky.

Provider

LeadingAge Kentucky is a membership association representing not-for-profit and mission-aligned providers of aging services. Our members include nursing facilities, assisted living communities, independent housing providers, continuing care retirement communities, and agencies that offer home- and community-based services and support for individuals with intellectual and developmental disabilities.

We exist to empower our members with the tools they need to deliver high-quality, person-centered care. Through advocacy, education, collaboration, and leadership development, LeadingAge Kentucky helps organizations navigate complex challenges and seize new opportunities—ultimately enhancing the lives of older Kentuckians across the state.

Benefits of Membership

Maximize Your Business Potential with LeadingAge Kentucky Associate Membership

As an Associate Member of LeadingAge Kentucky, you'll gain unparalleled access to a statewide network of nonprofit and mission-driven providers in the long-term care and aging services sector. Connect with industry leaders, promote your products and services, and position your business as a trusted partner in senior care.

Connect with Key Decision Makers

Gain direct access to executive leaders, administrators, and decision-makers from across Kentucky's continuum of aging services. Our members represent a diverse mix of organizations, giving you the opportunity to build meaningful relationships with current and prospective clients.

Showcase Your Expertise and Build Your Presence

Take advantage of exclusive opportunities to exhibit at LeadingAge Kentucky's annual conference and other events—often at discounted rates. You'll also receive access to our membership directory, expanding your ability to connect and grow your presence statewide.

Get Involved and Increase Your Visibility

Enhance your engagement by participating in committees, presenting educational content, or sponsoring events. Active involvement raises your profile and demonstrates your commitment to Kentucky's aging services community.

Share Your Knowledge and Build Credibility

Position yourself as an industry expert by contributing articles, hosting professional development sessions, or joining collaborative roundtables. These opportunities allow you to showcase your insights and leadership to a statewide audience.

Stay Informed and Ahead of the Curve

Stay in the know with regular updates, e-newsletters, and policy alerts. As an Associate Member, you'll receive valuable insights into trends, regulations, and innovations shaping the future of long-term care and aging services in Kentucky.

2025 Sponsorship Opportunities



At LeadingAge Kentucky, our mission is to champion and empower aging services providers through education, advocacy, and collaboration—ensuring that older adults across the Commonwealth receive the highest quality of care and support.

As we look ahead to 2025, we invite our Associate Members and business partners to join us in this mission through a wide range of impactful sponsorship opportunities.

These sponsorships offer more than visibility—they are a meaningful way to support our members, strengthen Kentucky's aging services community, and advance a shared commitment to person-centered care.

Sponsoring LeadingAge Kentucky events is a unique opportunity to elevate your brand while aligning your business with a trusted, mission-driven organization. Whether you choose to sponsor our annual conference, educational seminars, or exclusive networking events, your support directly contributes to the success and sustainability of the aging services sector across Kentucky.

Each sponsorship package is thoughtfully designed to provide valuable exposure, build strong relationships with decision-makers, and showcase your dedication to improving the lives of older adults. From logo placement to speaking opportunities, these benefits help amplify your voice in a competitive marketplace—while investing in a cause that matters.

Join us in 2025 as we work together to create a stronger, more compassionate aging services network in Kentucky. We're proud to partner with organizations like yours—and we look forward to making a lasting impact, together.

Vendor Membership Choices

2025 LeadingAge Kentucky Business Opportunities	LeadingAge KY Members			
	Contributor \$850	Friend \$2,000	Supporter \$4,000	Partner \$6,000
Advertising Opportunities				
Your Logo will be located on our website and called out on what level of vendor you are. Your logo will have a direct link to your website from LeadingAge KY website. Your will obtain a special LeadingAge (x) Sponsor logo to display on any collateral (print or digital) and permission to link that logo directly to LeadingAge KY website.			✓	✓
Member Level sponsor logo with web link to LeadingAge KY website.		✓	✓	✓
Will be given referrals for information from the LeadingAge KY office.	✓	✓	✓	✓
Logo on newsletter (2/year)	✓			
Logo on newsletter (4/year)		✓		
Logo on newsletter (6/year)			✓	
Logo on newsletter (12/year)				✓
Exhibitor Services & Space				
Trade Show Booth at Annual Conference which includes: (1) skirted table, (2) chairs, (1) wastebasket, internet and carpet (if exhibitor hall is not carpeted) & designated booth space in main isle.				✓
Trade show booths will be among the first assigned.				✓
Trade Show Booth at Annual Conference which includes (1) skirted table, (2) chairs			✓	
Trade Show Booth at Annual Conference (with NO Furnishings)		✓		
Attendee List for the Annual Conference	✓ Day of Trade Show	✓ Day of Trade Show	✓ Day of Trade Show	✓ Day of Trade Show
Member rate for Trade Show space \$850		✓		
Access to LeadingAge KY Members				
Acknowledgement as Vendor Member of LeadingAge Kentucky	✓	✓	✓	✓
LeadingAge KY membership contact information (Quarterly)		✓	✓	✓
Ability to Participate in LeadingAge KY Committees			✓	✓

Vendor Membership Choices

2025 LeadingAge Kentucky Business Opportunities	LeadingAge KY Members			
	Contributor \$850	Friend \$2,000	Supporter \$4,000	Partner \$6,000
Publications & Website Presence				
Authorship of 1 or 2 white papers to be distributed by LeadingAge KY to members/posted to website			1	2
Subscription to LeadingAge KY Member News (Weekly Newsletter) & Member Alerts	✓	✓	✓	✓
Access to & Listing in the LeadingAge KY Digital Membership Directory	✓	✓	✓	✓
Professional Development & Events				
\$2,500 Annual Conference Sponsorship Credit. First come, first serve. See attached Conference Sponsorship Offering (41% of total contribution)				✓
\$1,250 Annual Conference Sponsorship Credit. First come, first serve. See attached Conference Sponsorship Offering (31% of total contribution)			✓	
\$500 Annual Conference Sponsorship Credit. First come, first serve. See attached Conference Sponsorship Offering (25% of total contribution)		✓		
Ability to present webinar sessions (value \$600 each) - Educational Options that will be a KY CEU		✓	✓ 1 Per Year	✓ 2 Per Year
Marketing material distribution at Annual Conference				✓
1 Full (\$800 value) or 1/2 page (\$450 value) Ad in Annual Conference program		1/4	1/2	1 Full
Discount or Complimentary registrations at the Annual Conference (up to \$850 value)		Discount Registration	1	2
Display of company logo during sponsored Annual Conference sessions			✓	✓
Eligible for Member Rates on all Education/ LeadingAge KY Events & Products	✓	✓	✓	✓
Opportunity to submit a session for the Annual conference	✓	✓	✓	✓
* Membership Year runs from January 1 - December 31				

2025



LeadingAge
Kentucky

2025 LeadingAge Kentucky Conference Sponsorship Opportunities

September 31 – October 1, 2025

Louisville Marriott East Hotel

LeadingAge Kentucky's Annual Conference is the premier event for mission driven providers of high-quality health care, housing and services. Our members come to our annual meeting to find life changing products & services for their residents and clients, and we connect you face to face with senior level leaders who purchase hundreds of thousands of dollars of goods and services annually.

Benefits of Conference Sponsorship:

In addition to the benefits described below, each conference sponsorship includes the following:

- Your company's logo and a link to your website in conference promotional materials before and during the event.
- On-site signage recognizing your company as a Conference Sponsor
- Sponsor ribbons for your company attendee's name badges.

Please find the sponsorship that best fits your marketing goals, or we can custom create a sponsorship for you. Please contact Hope Schmiedeler at hope@leadingageky.org or (502) 210-6955 or Stephanie Tomsa at stomsa@leadingageky.org or (502) 387-5364 if you have any questions.

Opportunity	Price	Description
Opening Keynote Speaker	\$1,000	One minute company infomercial, your company name and logo on the main screen and introduction of Keynote Speaker
Outro Keynote Speaker	\$1,000	One minute company infomercial after Keynote Speaker
Awards Luncheon	\$1,000	One minute company infomercial and your company name and logo on main screen and signage during the luncheon.
Exhibitor Reception	\$1,000	Your company logo on signage and ability to give a prize away during reception
Trade Show Lunch (Thursday)	\$500	Your company logo on table tents on tables during the luncheon and on lunch tickets
Name Badges	\$1,000	Your company logo and LeadingAge KY logo printed on official conference name badges
Continental Breakfast (Thursday)	\$500	Your company logo on signage at food and beverage station
Continental Breakfast (Friday)	\$500	Your company logo on signage at food and beverage station

2025



LeadingAge[™]
Kentucky

2025 LeadingAge Kentucky Conference Sponsorship Opportunities

September 31 – October 1, 2025

Louisville Marriott East Hotel

Opportunity	Price	Description
Conference Wi-fi	\$1,500	Your company logo on signage and your choice of
Afternoon Beverage Breaks	\$500	Your company logo on signage at beverage stations
Gifts & Giveaways	\$250	Members love to take home mementos from the conference especially those which help them be a more organized professional. Put your logo on something they will treasure and have it distributed at a prime opportunity during the conference. (Ideas such as: notepads, pens, water bottles, flash drives, portable power, cell phone wallet, etc. are welcome) - Price includes distribution only. You will have to supply the product/giveaway
Registration Insert	\$150	Have a promotional flyer and brochure you want every attendee to obtain? We will put your item in every registrant's bag/packet they obtain at check in. - Price includes distribution only. You will have to supply the print material.
Conference Email Call Out	\$100	Be a spotlight vendor in one of our conference emails that goes out to all prospective members and those registered for the conference. Your spotlight will highlight that you will be tabling at the conference.
Conference App Front Page Logo	\$100	Have your logo on the front page that is loaded for the conference app
Education Session Intro	\$250	Be guaranteed to introduce an educational session (5 minutes)
Concurrent Education Sessions	\$400	Your company name and logo on session room signage and availability to distribute flyer to session attendees
Non-Member or Contributor Trade Show Booth (Included in Friend, Supporter, and Partnership Package Already)	\$1000	



PARTNERSHIP PACKAGE SELECTIONS

Choose Your Partnership Level:

- ☐ **Contributor** | \$850
- ☐ **Friend** | \$2,000
- ☐ **Supporter** | \$4,000
- ☐ **Partner** | \$6,000

2025 Sponsorship Menu Selections:

\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____

Total: _____

2025 SPONSORSHIP INSTRUCTIONS

Please review the sponsorship agreement and terms. Full payment is due with your application. Checks should be made payable to LeadingAge Kentucky. Sponsorships may also be paid via Visa, MasterCard, or American Express. Mail your completed application and payment to: LeadingAge Kentucky - ATTN: Stephanie Tomsa : Address: 1640 Lyndon Farm Ct, Suite 108 Louisville, KY 40223.

All partner applications will be processed, and an electronic invoice will be sent directly to the company contact listed below. For further information, please contact LeadingAge Kentucky at (502) 992-0661 or email info@leadingageky.org.

2025 SPONSORSHIP AGREEMENT

LeadingAge Kentucky is mindful of competition between companies when assigning sponsored events. Every effort will be made to avoid scheduling competing companies to sponsor or speak at the same event or during the same timeframe.

LeadingAge Kentucky reserves the right to determine whether a company meets the standards for sponsorship as set by the organization and its Board of Directors. If a company does not meet those standards, the sponsorship application will be denied and any prepaid fees will be refunded in full. All sponsorship recognition is solely at the discretion of LeadingAge Kentucky. Additional signage or displays from sponsoring companies are not permitted unless approved in advance by LeadingAge Kentucky. Failure to comply with this policy will result in the forfeiture of sponsorship rights for the 2025 calendar year, with no entitlement to a refund.

Recognition of sponsors by LeadingAge Kentucky does not imply endorsement of any sponsor's products, services, or facilities. Sponsorship funds not utilized in 2025 will not carry over into future years.

Company Name _____

Key Contact Name & Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____