



LeadingAge Colorado 2026 Business Membership & Sponsorship Opportunities

Partner. Engage. Grow.

Enhance your visibility with LeadingAge Colorado provider members while positioning your company as a trusted expert and thought partner in aging services. Our 2026 business membership and sponsorship packages deliver measurable value — from brand exposure and digital reach to educational engagement and workforce development.

Business Membership — \$1,250/year

All business members receive:

- Access to electronic provider member list with decision makers
- Listing in online business membership directory
- Members-only email updates
- Discounted member rates for LAC events including exhibit tables
- Opportunities to participate in LeadingAge Colorado committees (conference and legislative)
- Access to exclusive networking events (December Holiday, October State Night)
- Referrals based on member inquiries

New for 2026:

- Eligibility for digital advertising opportunities and sponsored member resources
- Option to contribute educational or career-related content in collaboration with LeadingAge Colorado

Annual Sponsorship Packages

Benefits	Bronze \$3,250	Silver \$5,250	Gold \$7,250
Includes all Business 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)	✓	✓	✓
Sponsor Spotlight in newsletter/social media	✓	✓	✓
Social media mentions	Quarterly	Monthly + spotlight	Monthly + spotlight
Opportunity to present educational webinar		✓	✓

Contact:

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Benefits Continued	Bronze \$3,250	Silver \$5,250	Gold \$7,250
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	✓	✓

Why Sponsor LeadingAge Colorado?

Build Trust — Not Just Visibility

Position your company as a credible partner helping members solve real-world challenges in aging services. Sponsors are recognized as thought leaders, not just advertisers.

Showcase Thought Leadership

Share your expertise through webinars, sponsored Insight Sessions, and featured articles. Contribute to professional development, continuing education, and workforce discussions that shape the future of senior living and care.

Expand Year-Round Influence

Maintain visibility through bundled opportunities spanning conferences, webinars, and digital platforms — keeping your brand top-of-mind with decision-makers all year.

Drive Workforce & Learning Engagement

Support members' professional growth through sponsored career development opportunities, on-demand webinars, and digital learning content. Partner with LeadingAge Colorado to help strengthen the senior care workforce while growing your brand's influence.

Amplify Your Digital Reach

Increase visibility with optional website banner ads, sponsored newsletter placements, and digital resource features that extend your exposure beyond events and into members' everyday workflows.

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