2027 Business Membership & Sponsorship Packages

Partner with LeadingAge Colorado to reach the owners, executives and clinical leaders of 110+ provider organizations across the state, all year long.

Renew by Jan. 15, 2027, and lock in your 2026 rate.

Who you'll reach

- **110+ provider organizations** across Colorado, representing the full continuum of aging services since 1968
- **9 in 10 members** are decision-making owners, officers or executives
- **140+ Annual Conference attendees** and **660+ newsletter subscribers**
- Members include assisted living, home and community-based services, independent living, life plan communities, nursing homes and PACE programs
- LeadingAge Colorado is a proud partner of LeadingAge (national) and Argentum

Key 2027 events

Event	Date	Location
Annual Conference & Exhibition	May 10–12, 2027	The Hythe, Vail
Assisted Living Conference	Fall 2027, date TBA	TBA
Day on the Hill	During the 2027 legislative session	State Capitol, Denver
Annual Meeting & Holiday Reception	December 2027	TBA

Packages at a glance

Benefit	Foundation $1,250	Bronze $3,500	Silver $5,500	Gold $7,750	Presenting $12,000
Business membership benefits	✓	✓	✓	✓	✓
Website listing, newsletter and event recognition, sponsor spotlight		✓	✓	✓	✓
Annual Conference exhibit table		Standard	Standard	Prime, priority pick	Prime, priority pick
Annual Conference media walls		Logo	Featured slide	Featured slide	Featured video or ad
Social media mentions		Quarterly	Monthly	Monthly	Monthly
Sponsored newsletter content (1 month)			✓	✓	✓
Sponsored Insight Session			✓	✓	✓
Member Resource Feature			✓	✓	✓
Annual Conference app message and meeting space			✓	✓	✓
Assisted Living Conference exhibit table				✓	✓
Thought Leadership Series article				✓	✓
Day on the Hill sponsorship and executive breakfast				✓	✓
Tuesday Keynote sponsorship					✓
Exclusive conference Wi-Fi					✓
Title recognition					✓

Foundation Business Membership: $1,250/year

- **Members-only online directory:** contact info for member organizations and their key decision-makers
- **Online business directory listing** on the LAC website, where members look for vendors
- **Members-only email updates** on industry news, policy and events

- **Member pricing** on LAC education, events, exhibit tables and event sponsorships (purchased separately)
- **Committee participation:** join the Annual Conference planning committee or the legislative committee
- **Invitation to the Annual Meeting & Holiday Reception** and other member networking events
- **Referrals** when members ask us for vendor recommendations

> *"Being a LeadingAge Colorado business member has connected us with aging services leaders across the state who share our commitment to helping older adults live healthier, more active lives. Serving on the conference committee and showing up at events has turned those connections into real partnerships."*
>
> **— Adam Levy, Franchise Partner, Live 2 B Healthy West & North Colorado**

Bronze Sponsor: $3,500/year

Be seen. Year-round visibility with the decision-makers who choose your partners.

- All Foundation benefits
- **Website listing** with your logo and link on our sponsor page, all year
- **E-newsletter recognition** in every issue (2x/month, 660+ subscribers)
- **Event recognition** at the Annual Conference and the Annual Meeting & Holiday Reception
- **Annual Conference exhibit table included:** standard table, a $1,175 value
- **Sponsor spotlight:** a feature on your company in the newsletter or on social media
- **Quarterly social media mentions** on LinkedIn and Facebook
- **NEW: Annual Conference media wall logo** on the LED screens throughout the event

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Silver Sponsor: $5,500/year

Be known as an expert. Share what you know so members think of you first.

- All Bronze benefits
- **Monthly social media mentions**
- **Sponsored newsletter content:** one month (two issues), a $750 value

- **Annual Conference app message:** a push notification to all attendees during the event
- **Private meeting space at the Annual Conference** for client meetings
- **Sponsored Insight Session:** share insights on an industry trend or challenge, as a segment on a member call or as a standalone virtual session (educational, not a sales pitch). Limited to four sessions a year across all sponsors, scheduled first come, first served
- **Member Resource Feature:** we publish your case study, tip sheet or best-practice article as a member resource
- **NEW: Featured Annual Conference media wall slide:** your own full slide on the LED screens

> *"Being a business member of LeadingAge Colorado brings CCL Hospitality Group significant value. The LeadingAge Colorado team truly focuses on what each member needs and builds those relationships so we can all work toward a common goal: providing the best possible service and care for Colorado's older adults."*
>
> **— Andrew Pescovitz, Director of Business Development, CCL Hospitality Group**

Gold Sponsor: $7,750/year

Build relationships. Prime placement, direct access to leaders and a front-row view of our advocacy.

- All Silver benefits
- **Annual Conference prime exhibit table included:** a high-traffic location, a $1,475 value (upgraded from standard)
- **NEW: Priority prime table selection at the Annual Conference:** first pick of locations (prime tables sold out in 2026)
- **Assisted Living Conference exhibit table included:** a $725 value, guaranteed (sold out in 2026)
- **Thought Leadership Series article:** your 500–600-word article runs in two newsletter issues, a $1,000 value
- **Day on the Hill sponsorship:** recognition at our legislative advocacy day at the State Capitol
- **Executive breakfast at the Annual Conference:** host a small, invite-only breakfast with member CEOs on a topic we choose together

NEW: Presenting Partner: $12,000/year

Own the conference. The top spot at the Annual Conference and a year-round presence with Colorado's aging services leaders.

Exclusive, one available. **Over $13,500 in value.**

- All Gold benefits
- **Annual Conference Tuesday Keynote sponsorship:** introduce the keynote speaker on stage and show a 2-minute company video to all attendees, a $3,500 value
- **Exclusive Annual Conference Wi-Fi:** your company name is the conference Wi-Fi password, with your logo on Wi-Fi signs, table tents and the app, a $2,500 value
- **Featured Annual Conference media wall content:** your video or ad on the LED screens
- **Title recognition** on all Annual Conference signage, materials and communications

Add-ons for any business member or sponsor

Add-on	Price	Details
Sponsored Insight Session	$750	Segment on a member call or a standalone virtual session; limited to four per year across all sponsors
Member Resource Feature	$500	Your case study, tip sheet or article published as a member resource
Thought Leadership Series article	$1,000	500–600-word article in two newsletter issues; max two per year
Sponsored newsletter content	$750/month	One sponsored piece in each of two issues
Newsletter banner ad	$1,795–$1,895/year	Exclusive placement, no rotation
Website ad	$300/month, $675/quarter, $2,700/year	220 × 220 px ad linking to your site

Event sponsorships and exhibit tables

Event sponsorships and exhibit tables for the 2027 Annual Conference and Assisted Living Conference will be announced soon. Business members receive member pricing. Bronze, Silver, Gold and Presenting sponsors have exhibit tables included as listed above.

Not sure which level fits? We'll build a custom plan around your goals.

Sarah McVeigh, CAE
Director of Education and Member Development
(303) 837-8834 · sarah@leadingagecolorado.org