



MULTIPLY YOUR *Impact*

INDUSTRY PARTNER
SPONSORSHIP
OPPORTUNITIES
2022-2023



FLORIDA
SENIOR LIVING
ASSOCIATION

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MULTIPLY YOUR *Impact*

Connect with Florida Senior Living Association's membership and multiply your impact with our Industry Partner Sponsorship Packages. We have multiple opportunities to meet any budget to help you reach your target audience.

FSLA MEMBERSHIP

Since its creation almost 10 years ago, FSLA's membership has grown to more than 500 members with the privilege of serving over 45,000 residents. As the premier association for professionally managed ALFs, FSLA passionately advocates for our member communities because over 80% of Florida's ALF residents choose professionally managed communities to safeguard and enrich their dignity and quality of life. This responsibility is further reflected in FSLA's core values: Choice. Dignity. Quality of Life.

406 Member Communities
61 Corporate Members
54 Industry Partners
ALF/MC beds **35,842**
IL beds **9,569**
Total beds **45,411**



Make plans to join us for

ENGAGE2023

CELEBRATING A *Legacy* OF EXCELLENCE IN SENIOR LIVING

JUNE 25-28, 2023

**THE BOCA RATON
BOCA RATON, FL**



FLORIDA
SENIOR LIVING
ASSOCIATION

INDUSTRY PARTNER PREMIER SPONSORSHIP \$25,000

- \$7,500 level sponsorship @annual conference
- Full page ad in ENGAGE 4x \$4,000 value
- Article insertion in ENGAGE 2x \$2,000 value
- Reverse Trade Show & Exhibit Booth @annual conference \$1,800 value
- Quarterly webinar sponsorship \$4,000 value
- In-person workshop sponsorship \$1,000 value
- Workshop Exhibit \$500 value
- Quarterly Regional Sponsorship/hosting \$1,000 value
- Quarterly Board Meeting Cocktail Hour Sponsorship 1x \$1,500 value
- Quarterly Board Meeting Dinner Sponsorship 1x \$3,000 value

Also includes:

- Company logo, description, and link on FSLA website - Industry Partner Resources for 12 mos.
- Social media spotlight 1x quarterly for 12 mos.
- Opportunity to provide content for email 2x annually
- Access to membership mailing and email list
- Member communications

INDUSTRY PARTNER STRATEGIC SPONSORSHIP \$10,000

- \$5,000 level sponsorship @annual conference
- Half-page ad in ENGAGE (4x) \$2,000 value
- Reverse Trade Show & Exhibit Booth @annual conference \$1,800 value
- Webinar sponsorship (1x) \$1,000 value
- In-person workshop exhibit (1x) \$500 value
- Quarterly Board Meeting Cocktail Hr Sponsorship (1x) \$1,500

Also includes:

- Company logo, description, and link on FSLA website - Industry Partner Resources for 12 mos.
- Social media spotlight 1x quarterly for 12 mos.
- Opportunity to provide content for email 2x annually
- Access to membership mailing and email list
- Member communications

INDUSTRY PARTNER ASSOCIATE SPONSORSHIP \$5,000

- \$2,500 level sponsorship @annual conference
- Quarter-page ad in ENGAGE (4x) \$1,000 value
- Reverse Trade Show & Exhibit Booth @annual conference \$1,800 value

Also includes:

- Company logo, description, and link on FSLA website - Industry Partner Resources for 12 mos.
- Social media spotlight 1x quarterly for 12 mos.
- Opportunity to provide content for email 2x annually
- Access to membership mailing and email list
- Member communications

INDUSTRY PARTNER SPONSORSHIP \$1,000

- Company logo, description, and link on FSLA website - Industry Partner Resources for 12 mos.
- Access to membership mailing and email list
- Discounted member rate for exhibit booth @annual conference (\$1,800 vs. \$2,300 non-member rate)
- Opportunity to attend annual conference Reverse Trade Show at no additional cost (\$500 value – must be a conference exhibitor to participate)
- Opportunity to exhibit, sponsor, speak at various FSLA educational and networking events for 12 mos. (including Board events, in-person workshops, regional meetings, webinars)
- Member advertising rates

- Exhibit booth @annual conference \$1,800 members / \$2,300 non-members
- ENGAGE magazine – quarterly advertising
- In-person workshop exhibitor \$500 members / \$800 non-members
- Webinar sponsor \$1,000*
- Website banner advertising*
- Quarterly newsletter ad (3x) \$1000*

*MEMBERS ONLY OPPORTUNITIES



Your Trusted *Senior Living* Resource

INDUSTRY PARTNER MEMBERSHIP APPLICATION

FSLA's Industry Partner members are a significant part of our team and support the advancement of the association's mission and vision -- to recognize, promote and increase professionalism and standards of excellence in assisted living, memory care and independent living communities.

PLEASE COMPLETE THIS FORM AND RETURN WITH A CHECK OR CALL FOR CREDIT CARD PMT

Company Name: _____ Parent Company: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Phone: _____ Cell: _____

Email: _____ Website: _____

SPONSORSHIP LEVEL:

- | | |
|---|--|
| <input type="checkbox"/> Premier Sponsorship \$25,000 | <input type="checkbox"/> Partner Sponsorship \$1,000 |
| <input type="checkbox"/> Strategic Sponsorship \$10,000 | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Associate Sponsorship \$5,000 | |

SELECT PAYMENT TYPE:

- Check (Payable to Florida Senior Living Association or FSLA and remit to address below)
- Credit Card Payment: An invoice and PayPal payment link will be emailed to the contact specified below upon receipt of this completed form. Invoices are due upon receipt. Call Sheri LeaJean at 850-708-4971 if you have questions. Note: a 3% fee will be added to credit card transactions.

Credit Card Contact Name: _____ Phone: _____

TOTAL DUES PAID: \$ _____

Dues to FSLA are not tax deductible as charitable contributions for federal income tax purposes.

INDUSTRY PARTNER MEMBERSHIP APPLICATION

INTERESTED IN SERVING ON THE INDUSTRY PARTNER COMMITTEE? Yes No

The Industry Partner Committee is a standing committee within the FSLA organization. The Chair of the Committee will serve on the FSLA Board of Directors. The Committee will assist with the growth and development of the Florida Senior Living Conference Exhibit Show and Sponsorship Program. The Committee will also collaborate with the Education Committee to provide ideas and suggestions for Webinars, Statewide Educational Workshops and Regional Meetings.

COMPANY PRODUCT OR SERVICE DESCRIPTION: Provide a brief description of your company's products and services (80 words or less please):

SELECT ALL APPLICABLE CATEGORIES BELOW

- | | |
|---|---|
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Maintenance & Housekeeping |
| <input type="checkbox"/> Commercial Real Estate | <input type="checkbox"/> Marketing & Sales |
| <input type="checkbox"/> Construction, Renovation & Restoration | <input type="checkbox"/> Pharmacy Services |
| <input type="checkbox"/> Design & Development | <input type="checkbox"/> Recognition & Rewards |
| <input type="checkbox"/> Food Services | <input type="checkbox"/> Relocation & Transportation Services |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Safety/Security |
| <input type="checkbox"/> Home Health Agency | <input type="checkbox"/> Technology Solutions |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Television Equipment & Services |
| <input type="checkbox"/> Legal Services | <input type="checkbox"/> Telecommunications Services |

PLEASE ADD MY STAFF TO THE DATABASE TO RECEIVE COMMUNICATIONS:

Name: _____ Title: _____

Email: _____

Name: _____ Title: _____

Email: _____

Name: _____ Title: _____

Email: _____