

2024 MARKETING & SPONSORSHIP GUIDE

CARE PROVIDERS OF MINNESOTA

WE UNDERSTAND THE **POWER OF PARTNERSHIPS**

Care
Providers
of Minnesota

OUR MEMBERS TURN TO YOU FOR YOUR PRODUCTS AND SERVICES

CARE PROVIDERS OF MINNESOTA IS YOUR PARTNER in reaching providers of services to Minnesota’s older adults, representing nearly 1,000 proprietary, nonprofit, and government-owned providers of long-term care, including nursing facilities, assisted living and assisted living with dementia, home care, and hospice.

Since its inception in 1947, Care Providers of Minnesota has been an advocacy and business support resource for a profession that has changed dramatically over the years. We have diversified and taken on greater challenges. New technologies have been developed to cope with evolving healthcare, regulatory, and employment environments. The Association has adopted distance education and other efficiency-producing methods to help members meet these challenges. Connecting members with providers of cost-effective, time-saving, and efficient products and services is an important part of this equation.

To choose what is best for your company, decide which of the three options below best match your marketing goals:

1 SPONSORSHIP PACKAGE

Choose one of the pre-selected gold, silver, or bronze sponsorship packages detailed on page 3.

2 À LA CARTE OPTIONS

Pick à la carte opportunities that best fit your marketing and budget goals.

3 BUILD YOUR OWN PACKAGE

Build from à la carte opportunities to equal the gold, silver, or bronze sponsorship package investment level.

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2024 SPONSORSHIP PACKAGES

To sign up as a sponsor, contact Nancy McCoy: nmccoy@careproviders.org.

À la carte sponsorship opportunities not included in the list below. The Care Providers of Minnesota Foundation annual golf tournament does not qualify for À la carte dollars. Please see pages 5–10 to see where your dollars are best suited.

SPONSORSHIP BENEFITS

	VALUE	BRONZE	SILVER	GOLD
EVENTS				
Sponsorship package-specific preference and recognition at key events	INVALUABLE	✓	✓	✓
Sponsorship package level recognition shown on all signage and marketing materials for sponsored events	VISIBILITY	✓	✓	✓
Sponsor ribbon for all representatives attending events	VISIBILITY	✓	✓	✓
ADVERTISING				
Full, fixed color company logo on Care Providers of Minnesota website home page for 12 months	\$1,800			✓
Full, rotating company logo on Care Providers of Minnesota website home page for 12 months	\$1,800		✓	✓
Online membership directory advertisement	\$800			✓
Full page ad in 2024 convention guide; distributed to all Care Providers of Minnesota members	\$750			✓
1/2 page ad in 2024 convention guide; distributed to all Care Providers of Minnesota members	\$600	✓	✓	
DIRECT MARKETING				
Receive Care Providers of Minnesota membership list—mail and email	PRICELESS		✓ 1x / year	✓ 2x / year
EXHIBITIONS				
Premium exhibit booth and admission for four at the 2024 Convention & Exposition*	\$2,100		✓	✓
Exhibit booth and admission for four at the 2024 Convention & Exposition*	\$1,195- \$1,495	✓		
À LA CARTE				
À la carte sponsorship opportunities*	\$1,000- \$5,000	✓ Up to \$1,500	✓ Up to \$2,500	✓ Up to \$6,000
TOTAL INVESTMENT		\$3,000	\$5,000	\$10,000
TOTAL VALUE		\$3,495	\$6,900	\$13,150

*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event

BUILD YOUR OWN SPONSORSHIP PACKAGE

There are so many amazing opportunities to promote your company in 2024!
Pick and choose where you want to be to meet your target audience!

Refer to the à la carte opportunities on pages 5-9 to build the sponsorship package that matches your marketing goals, and equals the sponsorship package investment chosen above.

 **GOLD**
To equal \$10,000

 **SILVER**
To equal \$5,000

 **BRONZE**
To equal \$3,000

THANK YOU SPONSORS

GOLD



SILVER



BRONZE



Need help building your sponsorship package for 2024?

Talk to the expert! Contact Nancy McCoy, Director of Office Management: 952-851-2481 or nmccoy@careproviders.org

À LA CARTE SPONSORSHIP

A virtual sponsorship allows you the opportunity to speak directly to event attendees and introduce your company and services! Present a brief message about your company before introducing the live speaker(s). The message will be recorded and included in the archived version. In addition, sponsor will receive acknowledgment in marketing materials--online and print--and session materials.

Please contact Nancy Mccoy, director of office management: 952-851-2481 or nmccoy@careproviders.org to see what it looks like and how it can benefit your company.

VIRTUAL & IN PERSON SPONSORSHIP OPPORTUNITIES

ASSISTED LIVING SUMMIT

May 14-15, 2024

ATTENDEES: Assisted living CEOs, owners, licensed directors, home care agency CEOs & operators, clinical leadership and nurses, and other staff

- **Exhibitors table**** \$650/\$750/\$900
- **Keynote sponsor** \$1,000
- **Breakfast sponsor** \$1,500
(two available)
- **Lunch sponsor** \$1,500
(two available)
- **Afternoon break sponsor** \$1,250
- **Reception sponsor** \$1,500
- **Presenting sponsor** \$2,500

2024 REGION FORUMS

(virtual & in person*)

- Forum sponsor **\$650**
- January Region-Palooza (*virtual*)
 - June (*in person; multiple dates & locations across the state*)
 - October

A forum sponsorship includes the opportunity to present a brief message about your company at the start of the virtual or in person forum and introduce the presenter(s). Virtual forums will be recorded and included in the archived version.



*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event

**Tier 1, Tier 2 & Prospective member pricing

À LA CARTE SPONSORSHIP

BOARD OF DIRECTOR EVENTS

BOARD OF DIRECTORS RETREATS SPONSOR (two available) **\$2,000 each**

Retreats: January 2024 & September 2024

Approximate attendance: 50

Attendees: Board of Directors members, committee chairs, regional coordinators, and association staff

Included:

- Up to two representatives from your company may attend the sponsored board retreat
- Networking with all board members, chairs, and coordinators
- Table-tent displays on attendee tables at the retreat
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of all attendees

BOARD OF DIRECTORS MEETINGS SPONSOR (six available) **\$1,500 each**

Meetings: January, March, April, June, September & November* (*virtual & on-site*)

Approximate attendance: 30

Attendees: Board of Directors members; open to all members

Included:

- Up to two representatives from your company may attend the sponsored board meeting
- Networking with all board members
- Table-tent displays on attendee tables at the meeting
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of all board members

EXECUTIVE COMMITTEE MEETINGS SPONSOR (four available) **\$1,000 each**

Meetings: February, May, July & October (*virtual & on-site*)

Approximate attendance: 10+

Attendees: Board of Directors' Executive Committee members

Included:

- Up to two representatives from your company may attend the sponsored Executive Committee meeting
- Networking with all executive committee members
- Table-tent displays on attendee tables at the meeting
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of the Executive Committee members



**November's Board of Director's meeting takes place at our annual Convention*

**NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event*

À LA CARTE SPONSORSHIP

CONVENTION EVENT SPONSORSHIP OPPORTUNITIES

November 11-13, 2024, Mystic Lake Center, Prior Lake

1,000+ attendees: corporate staff, owners, administrators, purchasing agents, department heads, and staff from all areas of facility operations.

NOVEMBER 11-13, 2024

REFRAMING
FOR
THE **FUTURE**

**76TH ANNUAL
CONVENTION & EXPOSITION**

PRESENTING SPONSOR (exclusive) **\$6,000**

Company listed as the presenting sponsor on the event calendar

- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Signs provided at event with your company logo
- Full-page ad in the convention guide (deadline specific)
- One booth in exposition
- Admission for four representatives to attend all convention sessions and events
- Recognition in convention guide, website & app (deadline specific)

CELEBRATION SPONSOR (exclusive) **\$5,000**

- Company listed as Celebration sponsor on the event calendar
- Signs provided at event with your company logo
- Recognition from the podium
- Recognition in convention guide, website & app (deadline specific)

OPENING COFFEE WELCOME** **\$1,500 each**

(three available)

Company listed as the coffee welcome sponsor on the event calendar

- Table-tent signs provided on beverage tables
- Opportunity to network with attendees
- Recognition in convention guide, website & app (deadline specific)

EXPOSITION OPENING NIGHT RECEPTION **\$2,500 each**

(two available)

- Company listed as the opening night reception sponsor on the event calendar
- Sign provided at event with your company logo
- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Recognition in convention guide, website & app (deadline specific)

AFTERNOON REFRESHMENT BREAK** **\$1,500 each**

(three available)

Company listed as the afternoon break sponsor on the event calendar

- Table-tent signs provided on break tables
- Opportunity to network with attendees
- Recognition in convention guide, website & app (deadline specific)

KEYNOTE SESSION (two available) **\$3,000 each**

- Company listed as the keynote session sponsor on the event calendar
- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Sign provided at event with your company logo
- Recognition during the keynote session
- Recognition in convention guide, website & app (deadline specific)

ANNUAL MEETING (exclusive) **\$2,500**

- Company listed as the annual meeting sponsor on the event calendar
- Table-tent signs provided on each attendee table
- Sign with your company logo provided near meeting entrance
- Recognition in convention guide, website & app (deadline specific)

INTERNET SPONSOR (exclusive) **\$1,500**

Sponsor the internet provided to attendees, with your unique company name as the login code.

CONVENTION MOBILE APP (exclusive) **\$1,500**

The convention mobile app delivers essential on-site information regarding everything there is to see, do, and be part of at the 2023 Convention & Exposition.

CONTINUING EDUCATION APP (exclusive) **\$1,500**

*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event

** Dependent on safety protocols

À LA CARTE SPONSORSHIP

CONVENTION & EXPOSITION ADVERTISING OPPORTUNITIES



CONVENTION GUIDE

The convention guide is the ONLY printed guide sent to members for convention. The Guide is also available as a digital format (flip book) on our website and downloadable.

Deadline: Ad space reserve by June 30, 2024 | Ad in-house by July 28, 2024

Distribution Date: September 2024

	Dimensions (w x h)	Standard Rate / Exhibitor Rate
Back cover**	8-1/2 x 11"	\$3,000 / \$2,500*
Inside front cover**	8 x 10-1/2"	\$2,200 / \$1,700*
Inside back cover**	8 x 10-1/2"	\$2,200 / \$1,700*
Full page	8 x 10-1/2"	\$1,000 / \$750*
Half page	8 x 5-1/4"	\$750 / \$600*

CONVENTION QUICK GUIDE

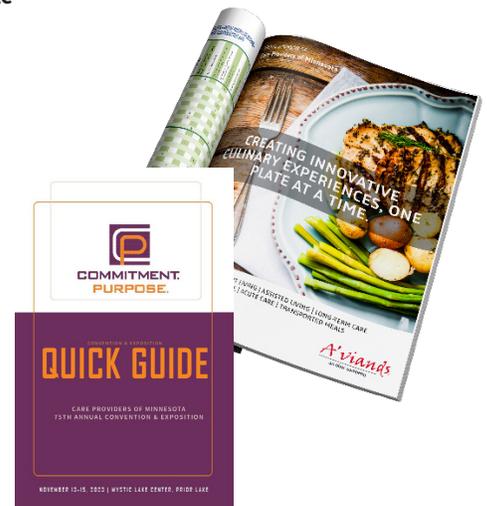
An on-site guide that includes three days of highlights and learning sessions

Back cover**	5-1/2 x 8-1/2"	\$1,000*
Inside front cover**	5-1/2 x 8-1/2"	\$1,000*
Inside back cover**	5-1/2 x 8-1/2"	\$1,000*

EXHIBITOR*

- 8 x 10 booth with pipe, drape & carpet
- Booth sign with your company name listed
- A listing in the convention guide, website & app (deadline specific)
- Complete convention registration for up to four representatives
- Option to include other exhibit amenities, such as electrical, chairs, tables, waste baskets, and additional displays, (for additional fees)
- Pre- & post-event attendee listing to further promote your company

Tier I member: \$1,295 | Tier II member: \$1,595 | Prospective member: \$1,895



ON SITE CONVENTION ADVERTISING OPPORTUNITIES

Mystic Lake Center offers an extensive array of branding opportunities during Convention. This is high-impact, extremely visual advertising, reaching decision-making attendees over the three days. Creative will be made at Care Providers of Minnesota to match the look and feel of the Care Providers of Minnesota Convention theme, while there will be a big presence of your logo and more on the pieces.

To find out what is currently being offered on-site, contact Nancy McCoy, 952-852-2481 or nmccoy@careproviders.org to make your reservation now.

*A separate exhibit application is required. Call 952-851-2481 for an updated 2024 exhibitor prospectus

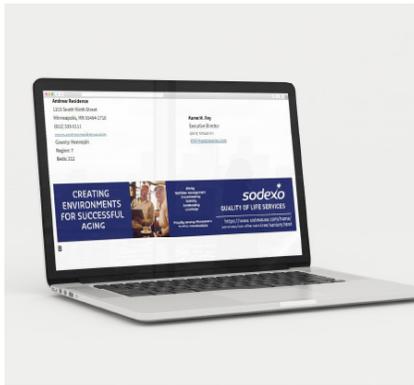
**For Tier I and Tier II membership

À LA CARTE OPPORTUNITIES

CARE PROVIDERS OF MINNESOTA **SPONSORSHIP** OPPORTUNITIES

CARE PROVIDERS OF MINNESOTA'S WEBSITE

www.careproviders.org



Home page slider (rotating)
Width: 352 px, Height: 329 px, Resolution: 72 ppi (or higher)
\$1,000 / six-month run

Format: .jpeg or .png

ONLINE MEMBERSHIP DIRECTORY ADVERTISEMENT

\$800 each/ for one year

(twenty-six available)



For years, Care Providers of Minnesota had printed a membership directory, which become outdated the second it was sent to the printer! Now, with our online directory, members have access to the most up to date information and contacts ever.

Business partners have the opportunity to advertise on one of the 26 alphabetized pages on the website. Your ad will link to your chosen website page (please provide).

Dimensions:

1045 pixels x 200 pixels, .jpeg or .png file accepted for integration online

Only 26 available for the website

DAY AT THE CAPITOL SPONSOR

\$250 each

(four available)

March 20, 2024



Business partners are invited to be part of our annual Day at the Capitol, where members will connect with local legislators, educating them on what is most important for long-term care providers.

Four sponsorship opportunities exist for \$250 each.

You will receive recognition at the event and on our website Day at the Capitol landing page.

FOUNDATION GOLF TOURNAMENT

Care Providers of Minnesota Foundation annual golf tournament is a day dedicated to raising funds for those who have dedicated their careers to caring for others

MONDAY, JULY 15, 2024 | DEER RUN GOLF CLUB | VICTORIA, MN

150 attendees: corporate staff, owners, administrators, managers, department heads, and business partners



TOURNAMENT EVENT SPONSORSHIP OPPORTUNITIES*

POST-GOLF DINNER SPONSOR

WELCOME LUNCH SPONSOR

PUTTING CONTEST SPONSOR

TEE SPONSOR (eighteen available)

WEATHER SPONSOR

GOLFER GIFT SPONSOR CALL FOR PRICING*

SPONSORS RECEIVE:

- Limitless networking opportunities
- Welcome lunch & post-golf dinner
- Charitable tax deduction
- Recognition in pre-event publicity
- Recognition from podium at event
- Recognition in event signage and on-site publicity
- Electronic list of all attendees (pre- & post-event)
- Other sponsorship-specific benefits
- Recognition on event website

*** Contact Cathy at clingenfelter@careproviders.org or 952-851-2496**

for tournament sponsorship opportunities

All sponsors receive a pre- & post-event attendee list for self-marketing.

Transportation will be available for tee sponsors to their sponsored hole on the course.

BUSINESS PARTNER MEMBERSHIP

BECOMING A BUSINESS PARTNER MEMBER of Care Providers of Minnesota gives you the strategic advantage to place your company in front of 1,000 provider members across the state.

TIER ONE BUSINESS PARTNER MEMBER | \$1,195 ANNUALLY

A Tier I business partner membership provides a wealth of benefits that connect you with other Association members through events and activities tailored to your specific business needs. In addition to regular communication that lets you know what's happening within your Association and in long-term care on a state and national level, valuable opportunities are offered throughout the year to Tier I business partners that provide exclusive access to decision-makers.

Membership benefits

- Invitation to attend the January OR September Board of Directors retreat, with networking time with the Board of Directors (limited to the first 20 to respond)
- Special invitation to attend the Region Forum—including an opportunity to talk with attendees
- Opportunity to participate in Care Providers of Minnesota Scholarship presentations
- Premium convention booth location
- Discounted rate at Care Providers of Minnesota education programs and webinars
- Invitation to sponsor the six Board of Directors meetings, two retreats, and four NEW Executive Committee meetings
- Invitation to attend and sponsor Day at the Capital
- Complete membership electronic mailing list for your business marketing needs (upon request)
- One company-promotional article printed in *ACTION* annually
- The opportunity to submit *additional* profession-appropriate news and information for publication consideration.
- Access to the members-only section of Care Providers of Minnesota's website, full of useful information & resources
- *ACTION* newsletter delivered to you electronically: the Association's informative and to-the-point weekly electronic newsletter
- Online membership directory listing
- Personalized and custom services; access to staff with extensive experience in public affairs, public relations, research, education, legal, and regulatory issues
- Opportunity to participate on Association committees and task forces
- PLUS, a **\$500 discount** on your convention booth

TIER TWO BUSINESS PARTNER MEMBER | \$495 ANNUALLY

A Tier II business partner membership gives you a year-round presence with Care Providers of Minnesota members and daily information from your Association to help you make solid decisions for your business.

Membership benefits

- Online membership directory listing
- Access to the members-only section of Care Providers of Minnesota's website, full of useful information & resources
- Complete membership electronic mailing list for your business marketing needs (one-time use)
- *ACTION* newsletter delivered to you electronically: the Association's informative and to-the-point weekly electronic newsletter
- Discounted rate at Care Providers of Minnesota education programs and webinars
- Personalized and custom services; access to staff with extensive experience in public affairs, public relations, research, education, legal, and regulatory issues
- Opportunity to participate on Association committees and task forces
- PLUS, a **\$200 discount** on your convention booth

CARE PROVIDERS OF MINNESOTA

2024

MARKETING & SPONSORSHIP GUIDE

WE UNDERSTAND THE POWER OF PARTNERSHIPS.

Our members turn to us for information, education, and guidance. In turn, we provide a forum for discussion, a vision for the future, and a united voice at the Capitol.

We invite companies that provide products and services to the long-term care profession to become partners with us in meeting the needs of this vital and essential segment of the healthcare market.

Reach over 1,000 long-term care providers

Care Providers of Minnesota is your partner in reaching providers of services to Minnesota's older adults, representing nearly 1,000 proprietary, nonprofit, and government-owned providers of long-term care, including nursing facilities, assisted living and assisted living with dementia, home care, and hospice.

Business partner membership

Business partner members have a unique connection to Care Providers of Minnesota that includes the opportunity to participate on business partner committees and task forces, helping to shape programs, and define strategies. Business partner members also receive our members-only weekly electronic newsletter (*ACTION*), have access to valuable information in the members-only section of our website, and receive discounted advertising and marketing opportunities.

Care
Providers
of Minnesota

 facebook.com/cpofmn
 twitter.com/cpofmn
 linkedin.com/company/cpofmn

For more information, contact
Nancy McCoy
Director of Office Management
952-851-2481 or
nmccoy@careproviders.org



updated 2024