

A smiling woman with long dark hair, wearing a white t-shirt and a grey bag strap, holds a white sign. The background is a blurred outdoor setting with greenery. There are yellow decorative elements: a squiggly line in the top left and a brushstroke in the bottom right.

# Change Makers

Together, we  
shape the future  
of aging.

LeadingAge®  
Georgia

**2026**

**Sponsorship Prospectus**  
& Partner Application

# LETTER FROM THE PRESIDENT



We are delighted to share our 2026 sponsorship opportunities with you. At LeadingAge Georgia, we partner with businesses that are a strong fit for our members; ensuring your investment is a true win for your organization, our members, and the future of aging services. When you sponsor with us, you become a valued partner, and we are committed to creating meaningful opportunities for you to connect with our member network.

**At LeadingAge Georgia, we don't just respond to change, we lead it.**

Across the state, our members are innovators, advocates, and visionaries who challenge assumptions, remove obstacles, and create meaningful impact in aging services every day.

Our 2026 theme, **CHANGE MAKERS**, celebrates that bold spirit. It's about asking what's possible and rolling up your sleeves to make it real. It's about pushing past what has been to create what can be, for organizations, teams, and the people we serve. We invite you to be a change maker too by joining our community, supporting our events and initiatives, and working together with our members.

As a sponsor, we invite you to connect with LeadingAge Georgia members through a variety of opportunities in 2026, including:

- Educational Event Sponsorships
- LeadingAge Georgia Conference & EXPO+ – March 23rd - 25th @ the Westin in Chattanooga
- 31st Annual Golf Tournament – May 18th @ Bear's Best Atlanta
- Profiles of Positive Aging – September
- Georgia Night – October 25th in Philadelphia
- LeadingAge Georgia Annual Business Meeting – December

Please review the attached sponsor prospectus to find the opportunities that best fit your goals. If you have questions, please contact Sarah Kozicki at [skozicki@LeadingAgeGA.org](mailto:skozicki@LeadingAgeGA.org) or 770-365-6611.

Thank you for your support of LeadingAge Georgia. We look forward to partnering with you and being **CHANGE MAKERS** together!

Best regards,

**Ginny Helms**  
CEO & President

**Sarah Kozicki**  
Manager, Education & Development

2026 LeadingAge Georgia Business Partner Opportunities	LeadingAge Georgia Business Partners					
	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	BUSINESS MEMBERSHIP \$750
Annual Conference & Member Engagement						
LeadingAge Georgia Membership	✓	✓	✓	✓	✓	✓
Designated Exhibit Space at the GA Annual Conference to engage in person	✓	✓	✓			
Receipt of GA Annual Conference attendee list	✓	✓	✓	✓	✓	
Complimentary Registration to GA Annual Conference	✓ (3)	✓ (3)	✓ (2)	✓ (1)		
Complimentary Registration to GA State Night	✓ (2)	✓ (1)				
Complimentary Registration to GA Annual Business Meeting	✓ (2)	✓ (2)	✓ (1)	✓ (1)		
Golf Tournament Hole Sponsorship	✓	✓	✓	✓		
Brand Visibility & Recognition						
Recognition at the GA Annual Conference	✓	✓	✓	✓	✓	
Recognition at LeadingAge Georgia Annual Business Meeting	✓	✓	✓	✓	✓	
Gain exposure through LeadingAge Georgia's social media channels	✓	✓	✓	✓	✓	
Feature your logo and hyperlink on the LeadingAge Georgia website	✓	✓	✓	✓	✓	
Display your logo on educational event materials	✓					
Stay connected via electronic newsletters and updates	✓	✓	✓	✓	✓	✓
Listed in the Annual Directory, both print and online	✓	✓	✓	✓	✓	✓
Quarter-page ad in the Annual Directory			✓			
Half-page ad in the Annual Directory		✓				
Full-page ad in the Annual Directory	✓					
Professional Engagement & Educational Influence						
Host a Webinar for Provider Members	✓	✓	✓	✓	✓	
Present directly to LeadingAge Georgia Board members	✓	✓	✓			
Contribute a thought leadership article to our e-newsletter	✓	✓	✓	✓		
Opportunity to Sponsor educational events throughout the year	✓	✓				

**2026**

# LeadingAge Georgia Annual Conference & EXPO+ Sponsorship Opportunities

*Priority is given to the date the contract is received. Payment is due by March 2, 2026.*

**March 23–25, 2026**
**The Westin Chattanooga**

<b>PREMIER CONFERENCE SPONSOR</b>	<b>\$4,500</b> Exclusive	<p>Maximize your visibility at the 2026 LeadingAge Georgia Annual Conference &amp; EXPO+!</p> <ul style="list-style-type: none"> <li>• Opportunity to welcome attendees and introduce keynote speakers</li> <li>• One complimentary conference registration</li> <li>• Exhibit booth</li> <li>• Access to the preregistered attendee list</li> <li>• Company logo featured on the conference app, materials, and signage</li> <li>• Ability to share branded promotions with members ahead of the event</li> </ul>
<b>CONFERENCE SPONSOR</b>	<b>\$3,500</b> Multiple Available	<p>Boost your visibility with this high-impact sponsorship!</p> <ul style="list-style-type: none"> <li>• LeadingAge Georgia Business Membership</li> <li>• One complimentary conference registration</li> <li>• Exhibit booth or additional attendee</li> <li>• Recognition in pre-conference promotions</li> <li>• Access to the preregistered attendee list</li> <li>• Company logo featured on the conference app, materials, and signage</li> </ul>
<b>OPENING RECEPTION SPONSOR</b>	<b>\$3,500</b> Multiple Available	<p>Boost your visibility with this high-impact sponsorship!</p> <ul style="list-style-type: none"> <li>• LeadingAge Georgia Business Membership</li> <li>• One complimentary conference registration</li> <li>• Exhibit booth or additional attendee</li> <li>• Recognition in pre-conference promotions</li> <li>• Access to the preregistered attendee list</li> <li>• Company logo featured on the conference app, materials, and signage</li> </ul>
<b>NETWORKING EVENT SPONSOR</b>	<b>\$3,000</b> Exclusive	<p>Engage directly with attendees and elevate your brand as the exclusive Networking Event Sponsor!</p> <ul style="list-style-type: none"> <li>• LeadingAge Georgia Business Membership</li> <li>• One complimentary conference registration</li> <li>• Exhibit booth or additional attendee</li> <li>• Recognition in pre-conference promotions</li> <li>• Access to the preregistered attendee list</li> <li>• Company logo featured on the conference app, materials, and signage</li> </ul>
<b>BRANDED SPONSORSHIP</b>	<b>\$2,500</b> Multiple Available	<p>(Choice of Hotel Key Cards, Lanyards, or Refreshment Break) Spotlight your brand with this customizable, high-visibility sponsorship!</p> <ul style="list-style-type: none"> <li>• LeadingAge Georgia Business Membership</li> <li>• Exhibit booth or complimentary conference registration</li> <li>• Recognition in all conference communications</li> <li>• Access to the preregistered attendee list</li> <li>• Company logo featured on the conference app, materials, and signage</li> </ul>
<b>SUPPORTING SPONSOR</b>	<b>\$2,000</b> Multiple Available	<p>Sponsor a conference session and elevate your brand with prominent signage featuring your company logo and the recognition, "This session presented by..."</p>
<b>EXHIBITOR WITH BUSINESS MEMBERSHIP</b>	<b>\$1850</b> (before 2/6/26) <b>\$2050</b> (after 2/6/26)	<p>Showcase your organization with an exhibit booth and LeadingAge Georgia business membership. Business membership is required to exhibit at the Annual Conference.</p>



# 2026

## LeadingAge Georgia Annual Golf Tournament Sponsorship Opportunities

*All sponsorships on this page  
include company logo on  
tournament signage and  
promotions.*

May 18, 2026

Bear's Best Atlanta – a Jack Nicklaus Design

<b>PRESENTING SPONSOR</b>	<b>\$5,000</b> Exclusive	Gain maximum exposure as the exclusive Presenting Sponsor! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>Two complimentary foursomes in the tournament</li><li>Two hole sponsorships</li><li>Company logo featured prominently throughout the event, program, and signage</li><li>Access to the player list before the tournament</li><li>Complimentary reception for both foursomes</li></ul>
<b>RECEPTION SPONSOR</b>	<b>\$4,500</b> 2 Available - Breakfast & Awards	Gain premier recognition as the Sponsor for the tournament breakfast or awards reception! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>One complimentary foursome in the tournament</li><li>One sponsored hole</li><li>Company logo featured during the reception</li><li>Player list provided prior to the tournament</li><li>Complimentary reception entry for one foursome</li><li>Logo featured on event signage</li></ul>
<b>GOLF CART SPONSOR</b>	<b>\$3,500</b> 2 Available	Drive your brand visibility across the course! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>One complimentary foursome in the tournament</li><li>Company logo featured on every golf cart window cling</li><li>Player list provided prior to the tournament</li><li>Complimentary reception entry for one foursome</li><li>Logo featured on all event signage</li></ul>
<b>BEVERAGE CART SPONSOR</b>	<b>\$3,500</b> Exclusive	Keep the tournament refreshed and your brand front and center! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>Two drink tickets for all players</li><li>One complimentary foursome in the tournament</li><li>Prominent logo display on the beverage cart</li><li>Player list provided prior to the tournament</li><li>Complimentary reception entry for one foursome</li><li>Logo featured on event signage</li></ul>
<b>HALFWAY HOUSE SPONSOR</b>	<b>\$3,000</b> Exclusive	Gain premium visibility as players pause at the Halfway House! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>One complimentary foursome in the tournament</li><li>One sponsored hole</li><li>Prominent logo display at the Halfway House</li><li>Player list provided prior to the tournament</li><li>Complimentary reception entry for one foursome</li><li>Logo featured on event signage</li></ul>
<b>PUTTING GREEN CONTEST SPONSOR</b>	<b>\$2,500</b> Exclusive	Spotlight your brand as the exclusive Putting Green Contest Sponsor! <ul style="list-style-type: none"><li>LeadingAge Georgia Business Membership</li><li>One complimentary foursome in the tournament</li><li>One sponsored hole</li><li>Prominent logo placement around the putting green</li><li>Player list provided prior to the tournament</li><li>Complimentary reception entry for one foursome</li><li>Logo featured on event signage</li></ul>

# 2026

## LeadingAge Georgia Annual Golf Tournament Sponsorship Opportunities

May 18, 2026

Bear's Best Atlanta – a Jack Nicklaus Design

<b>SWAG ITEM SPONSOR</b>	<b>\$1,500</b> Multiple Available	Showcase your brand with 150 company-provided items (towels, tees, or other promotional items) distributed to tournament participants! <ul style="list-style-type: none"><li>• One sponsored hole</li><li>• Access to the attendee list before the tournament</li><li>• One complimentary reception ticket</li><li>• Logo featured on event signage</li></ul>
<b>ON-COURSE HOLE SPONSOR</b>	<b>\$1,500</b> 2 Available	Engage directly with golfers on-course with a dedicated sponsor tent! <ul style="list-style-type: none"><li>• Company tent to welcome participants</li><li>• Sponsor-provided snacks for players</li><li>• Tee sign with company logo</li><li>• Access to the player list before the tournament</li></ul>
<b>CONTEST HOLE SPONSOR</b>	<b>\$1,000</b> 7 Available	Highlight your brand at a signature contest hole (Hole-in-One, Longest Drive, or Closest to the Pin)! <ul style="list-style-type: none"><li>• Company logo on contest hole signage</li><li>• One complimentary reception ticket</li><li>• Access to the player list before the tournament</li><li>• Logo featured on event signage</li></ul>
<b>HOLE SPONSOR</b>	<b>\$750</b> Multiple Available	Showcase your brand with a sponsored hole during the tournament! <ul style="list-style-type: none"><li>• One hole sponsorship with company logo</li><li>• Recognition in the member newsletter</li><li>• Access to the player list before the tournament</li><li>• One complimentary reception ticket</li></ul>
<b>TEAM REGISTRATION</b>	<b>\$750</b>	
<b>INDIVIDUAL REGISTRATION</b>	<b>\$225</b>	

# 2026

## LeadingAge Georgia's Profiles of Positive Aging Sponsorship Opportunities

September 2026

Atlanta, Georgia

The Profiles of Positive Aging Celebration honors residents thriving in LeadingAge Georgia member communities across the state. Attendees include residents, family members, and representatives from LeadingAge Georgia provider organizations. This inspiring event offers excellent networking opportunities and a meaningful way to demonstrate your company's support for older adults. Attendance typically ranges from 150–200 participants.

<b>PREMIER SPONSOR</b>	<b>\$5,000</b> Exclusive	Take center stage as the exclusive Premier Sponsor! <ul style="list-style-type: none"><li>• Opportunity to serve as event emcee</li><li>• Company logo featured on all marketing materials, programs, and event signage</li><li>• Four tickets to attend the event</li><li>• Exclusive networking opportunities with provider members</li><li>• Access to the provider attendee list prior to the event</li></ul>
<b>SPONSOR</b>	<b>\$2,500</b> Multiple Available	Showcase your brand as an official event Sponsor! <ul style="list-style-type: none"><li>• Company logo featured on all marketing materials and programs</li><li>• Logo displayed on event signage</li><li>• Four tickets to attend the event</li><li>• Networking opportunities with provider members</li><li>• Access to the provider attendee list prior to the event</li></ul>



PROFILES OF  
POSITIVE AGING

# 2026

## Annual State Night Out at National Conference Sponsorship Opportunities

October 25, 2026

Philadelphia, Pennsylvania

LeadingAge Georgia's State Night Out offers business members a prime opportunity to connect, network, and socialize with provider members in a relaxed and engaging setting during the LeadingAge National Conference.

<b>PRESENTING SPONSOR</b>	<b>\$10,000</b> 1 Exclusive  <b>\$5,000</b> 2 Available	Be the title sponsor for the event: <i>State Night Presented By...</i> <ul style="list-style-type: none"><li>• Four complimentary event tickets</li><li>• Opportunity to welcome attendees and introduce the event</li><li>• Promotion across all social media channels</li><li>• Company logo featured on all event signage</li><li>• Access to the attendee list before and after the event</li></ul>
<b>SUPPORTING SPONSOR</b>	<b>\$2,500</b> Multiple Available	Show your support and gain visibility at the event! <ul style="list-style-type: none"><li>• Two complimentary event tickets</li><li>• Promotion across all social media channels</li><li>• Company logo featured on all event signage</li><li>• Access to the attendee list before and after the event</li></ul>



**2026**

*Exclusive sponsorship!  
Limited to one  
organization per  
industry.*

## **LeadingAge Georgia Annual Business Meeting Sponsorship Opportunities**

**December 2026**

**Atlanta, Georgia**

The Annual Business Meeting brings together provider member organizations to conduct the official business of the Association as outlined in the by-laws. The meeting includes a year-in-review, updates on association initiatives, and an outlook for the upcoming year. It also provides an excellent opportunity to network with senior-level provider members of LeadingAge Georgia.

**PREMIER SPONSOR**

**\$5,000**  
2 Available

**SUPPORTING SPONSOR**

**\$2,500**  
Multiple Available



## Georgia 2026 PARTNER APPLICATION

LeadingAge Georgia carefully manages event sponsorships to avoid conflicts between competing companies. All sponsorship approvals are at the organization's discretion. Additional signage or displays require prior approval. Noncompliance may result in loss of sponsorship rights without refund.

Recognition does not imply endorsement of a sponsor's products, services, or facilities. Sponsorship funds not used in 2026 will not carry over.

organization name

primary contact

title

address

city

state

zip

e-mail

phone

additional contact name

additional contact email

additional contact name

additional contact email

brief organization description for directory (40 word limit)

## 2026 SPONSOR SELECTIONS

- ☐ **Diamond Sponsor** \$10,000 ☐ **Platinum Sponsor** \$7,500 ☐ **Gold Sponsor** \$5,000 ☐ **Silver Sponsor** \$2,500 ☐ **Bronze Sponsor** \$1,500 ☐ **Business Member** \$750

À La Carte Sponsorship Add-Ons: \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Method of Payment:** ☐ MasterCard ☐ VISA ☐ American Express ☐ Pay By Check

**3.5% processing fee applies to credit cards**

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card number

expiration date

authorized signature

**Send your check payable to LeadingAge Georgia with your Partner Application to:**

LeadingAge Georgia

1266 W. Paces Ferry Road, #501, Atlanta, GA 30327

Checks must be received by March 2, 2026 to secure your sponsorship.

If you have questions, please contact Susan Watkins at [swatkins@LeadingAgeGA.org](mailto:swatkins@LeadingAgeGA.org)