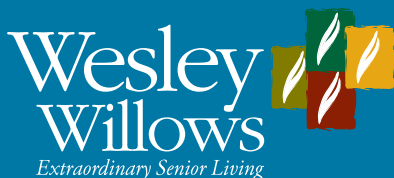




2025/2026

Corporate Partnership Program





*"Crosby Starck Real Estate made a commitment to the Corporate Program with Wesley Willows because their goals align with our goals, **excellence in living!** We benefit from the additional market exposure and see real value in continuing this excellent partnership for years to come."*

Kevin Horstman, Managing Broker



Our **CORPORATE PARTNERSHIP PROGRAM** offers a unique opportunity to build a long-term, symbiotic relationship with the largest senior living organization in Northern Illinois. In the inaugural year, 43 companies made a commitment to the program, generating \$130,000 for Wesley Willows Good Samaritan Fund..

Focused Stewardship: From day one, our corporate partners have access to Advancement Department staff to create strategies which enhance their partnership with Wesley Willows.

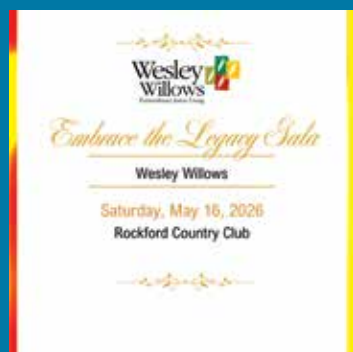
Increased Visibility: Through engagements with Wesley Willows, recognition of the partnership will grow. We will develop optimal ways to display corporate partners' names throughout all of our communication channels.

Events & Benefits: Our Corporate Partnership Program offers the option to support and be affiliated with Wesley Willows' residents.

The **CORPORATE PARTNERSHIP BREAKFAST** will be held in October. Our corporate representatives will be able to meet the Leadership Team, take a tour of the campus, and learn about Wesley Willows' programs, services, and amenities.

The **WESLEY WILLOWS HOLIDAY RECEPTION** is a festive evening to gather with other Corporate Partners, the Wesley Willows Board of Trustees, the Executive Leadership Team, and supporters to celebrate the organization's accomplishments throughout the year.

All Corporate Partners will be invited to the inaugural **EMBRACE THE LEGACY GALA** where we will celebrate 60 years of serving seniors in Illinois. The event will take place Saturday, May 16, 2026 at the Rockford Country Club, where we will recognize individuals and companies who have made a lasting impact on the organization.



2025 Corporate Partner Benefits

PLATINUM \$10,000	• Category Exclusivity • Company logo placement on all marketing materials affiliated with each event (programs, print and electronic media, on-site event signage, etc.) • Company logo featured prominently on website including recognition on "Corporate Partner" page • Featured Corporate Partner at one of the monthly Resident Council Meetings at both Peterson Meadows (100 in attendance) and Wesley Willows (200 in attendance) logo placement on all marketing materials associated with the Legacy Gala • One Table (8 seats) to the Legacy Gala • 6 tickets to Corporate Partnership Breakfast • 6 tickets to Holiday Reception • 2 tickets to Robert & Sharon Ash Legacy Society Dinner • Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus • Recognition in Annual Report, newsletters, and in resident newsletters • Opportunity to use Peterson Meadows or Wesley Willows venues for corporate meetings/presentations
GOLD \$7,500	• Company logo placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.) • Company logo featured prominently on website including recognition on "Corporate Partner" page • 6 tickets to the Legacy Gala • 4 tickets to Corporate Partnership Breakfast • 4 tickets to Holiday Reception • 4 tickets to Robert & Sharon Ash Legacy Society Dinner • Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus • Recognition in Annual Report, newsletters, and in resident newsletters • Opportunity to use Peterson Meadows or Wesley Willows venues for Corporate meetings/presentations
SILVER \$5,000	• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.) • Company logo featured prominently on website including recognition on "Corporate Partner" page • 4 tickets to the Legacy Gala • 2 tickets to Corporate Partnership Breakfast • 2 tickets to Holiday Reception • 2 tickets to Robert & Sharon Ash Legacy Society Dinner • Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus
COPPER \$2,500	• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.) • Company name featured prominently on website including recognition on "Corporate Partner" page • 2 tickets to the Legacy Gala • 2 tickets to Corporate Partnership Breakfast • 2 tickets to Holiday Reception • Company name on donor recognition display at Wesley Willows and Peterson Meadows campus
BRONZE \$1,000	• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.) • 2 tickets to Corporate Partnership Breakfast • 2 tickets to Holiday Reception • Company name on donor recognition display at Wesley Willows and Peterson Meadows campus

Corporate Partnership benefits for 2025 start July 1, 2025, and run through June of 2026. Commitment can be paid at any point prior to June of 2026.

The **Wesley Willows Corporation** features five entities serving seniors throughout Northern Illinois and Southern Wisconsin. Our *extraordinary senior living* options serve over 900 residents, offering lifestyles enriched with programs and services designed to meet individual needs in a safe and secure environment.

Willow Ridge Home & Suites

Willow Ridge Homes are spacious duplex homes designed for active adults, age 55+, who wish to live in a private home and still enjoy the conveniences and security of a senior living community. Willows Suites are one and two bedroom apartments connected to The Castle Town Center which offers a number of amenities including a fitness and aquatic center, bistro, and salon.

Willows Arbor Assisted Living Apartments

Willows Arbor apartments offer a carefree lifestyle with support as needed. The Arbor also features welcoming lounges, game room, media center/library, fitness center, billiards room, and woodshop. Nursing and supportive services are available on an interim or ongoing basis.

Willows Health & Rehab Center

Willows Health & Rehab Center is a Medicare-certified comprehensive skilled care facility with 24-hour staff that includes licensed, registered, and practical nurses; certified nursing assistants; physical, speech, and occupational therapists; registered dietician; activities staff; and other specially trained professionals. The rehabilitation center features the newest technologies, therapies, and the latest modalities to return individuals to their highest level of independence. Our Kirk's Place Memory Care community offers skilled nursing to those with Dementia and Alzheimer's.

Peterson Meadows Active Independent Living

Peterson Meadows is a not-for-profit senior living community that joined the Wesley Willows organization in 2014 to bring greater programs, services and benefits to the lives of Rockford-area Seniors. The community offers single-family and duplex homes plus apartments in a variety of sizes on a 34-acre campus.

Highview in the Woodlands Assisted Living & Memory Care Community

Highview in the Woodlands is a not-for-profit senior living community that joined the Wesley Willows organization in 2024. This new community, tucked away in beautiful Rockton, IL, offers one—and two-bedroom Assisted Living apartments with 24-hour nursing staff. Safe and secure Memory Care apartments are an additional feature to this campus.



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Director, Sales & Marketing

Annie Boltz

Director, Culinary Operations

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