



Celebrating Over Thirty Years
of
Advocacy and Education

**The Association for Professionals in Aging
2020 Professional Sponsorship Opportunities**

Supporting Professionals Who Serve Greater Cincinnati Older
Adults



Dear Colleagues:

Unique to the Tri-State area, the Association for Professionals in Aging (APA) is the only organization that reaches out to an exceptionally wide array of disciplines including law, finance, long term care, home health, hospice, geriatric care management, Area Agencies on Aging, and MANY MORE! Our members work with the local aging population and use APA as a means to expand their knowledge, network with others, and gain new insights and perspectives in the field of aging. Along with working with the aging population, the APA also provides our members and interested individuals the opportunity to earn CEUs. The APA also provides scholarships to those individuals interested in pursuing a career in the field of aging.

As a sponsor of APA, you will enhance your organization's presence in the field of aging through a variety of means. Sponsorship with the APA gives you direct contact with a targeted audience of professionals in aging.

We invite you to review the following materials that highlight the different levels of sponsorship and associated benefits. Your sponsorship is VERY important to our mission as it allows the APA to continue meeting the needs of Tri-State professionals in aging and, in turn, allows them to better serve our area elders. Please feel free to contact us with your questions, and we look forward to partnering with you in 2020!

Sincerely,

Betsy Goldfarb
President

Randy Quisenberry
Sponsorship and Membership Chair
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Our Mission

The Association for Professionals in Aging (APA) empowers and supports professionals providing services within the older adult community.

We accomplish this through:

Information exchange and education events

Networking and peer recognition

Issue awareness and advocacy

Encouraging careers in aging

Our Vision

To be the premiere resource for professionals in aging through advocacy, education, networking and related activities.

Our History

The Association for Professionals in Aging is a vibrant, active, interdisciplinary association. Our membership currently consists of medical, social service, business, financial, law, non-profit, home care, academic, and long-term care professionals.

The APA, formerly known as “The Greater Cincinnati Joint Council on Geriatric Care”, began in the early 1980’s when representatives from the Cincinnati Academy of Medicine and several local social service agencies began to talk informally about the need for more interaction between their disciplines. Through these conversations, they learned they were working with the same older people but had no contact with each other; it seemed there was little understanding as to how the various professions could benefit each other in carrying out their role as well as how this cooperation would ultimately enhance the care of older persons.

The APA was established in 1984 as a direct result of these conversations. In 1990, the APA became a 501(c) (3) non-profit organization. The APA was formed as a multidisciplinary organization with membership open to medical, nursing, social services, nursing home administrators, and others working in the non-profit and profit organizations committed to improving the quality of life of older people living in the Greater Cincinnati Area.

APA Sponsorship Opportunities and Membership Opportunities

SPONSORSHIPS

Platinum Sponsor \$1,000

- Recognition on APA website Home Page
- Name recognition as a Platinum Sponsor on the APA display table at all APA events
- Special Platinum sponsor table at all events where all platinum sponsors can put collateral
- Recognition at APA Annual Holiday Awards Luncheon
- Web link from APA website
- Link to your organization's page from APA employment opportunities section on APA website
- Recognition as a Platinum sponsor in all program guides
- Opportunity to speak for 2 minutes at all APA events
- Recognition in all post-event publicity
- One free Gold membership and two free Individual memberships

Awards / Holiday Luncheon Sponsor \$750

Awards / Holiday Luncheon held in December

- Recognition on APA website and social media
- Listed as APA Annual Holiday Awards Luncheon Sponsor
- Recognition at the APA Annual Holiday Awards Luncheon
- Opportunity to have a table to display your organization's marketing materials at the Awards/Holiday Luncheon
- Opportunity to briefly speak about your organization/company at the Awards/Holiday Luncheon
- Recognition as the Awards/Holiday sponsor in all program guides
- Recognition in all post-event publicity
- One free Gold membership and one Individual membership

Educational Sponsor \$500

Educational Events held February and August

- Name recognition as an Education Sponsor on the APA display table at the Educational Event you are sponsoring
- Opportunity to speak briefly about your organization/company at the Educational Event you are sponsoring
- Opportunity to support local students who are pursuing a career in the field of aging (\$50 of sponsorship goes toward scholarship)
- Recognition in the program guide for the educational events
- Collateral on welcome table at educational events
- Recognition in post-event publicity for 2 educational events
- One free Gold membership

SPONSORSHIPS (Continued)

Networking Sponsor **\$500**

Networking Events held April and October

- Listed as Networking/Social Sponsor in announcement of Networking/Social Event to over 400 professionals via E-invites as well as on the APA website
- Recognition opportunities at Networking/Social Event venue
- Opportunity to briefly speak about your organization/company at the Networking/Social Event
- Display table and ability to distribute marketing materials at Networking/Social Event
- Opportunity to support local students who are pursuing a career in the field of aging (\$50 of sponsorship goes toward scholarship)
- Recognition in the program guide for one networking event
- Collateral on welcome table at one networking event
- Recognition in post-event publicity for one networking event
- One free Gold memberships

Media Sponsor **\$250**

- Listed as APA Media Sponsor on the APA website
- Listed as APA Media Sponsor on the APA display table at all APA events.
- Listed as APA Media Sponsor in all announcements throughout year to more than 400 professionals per mailing via email, flyers, and announcements as well as on the APA website.

MEMBERSHIPS

Memberships are held in individual's name and are not transferrable.

- Gold Membership (\$75) – Includes attendance all APA events are in your membership fees. A reduced fee will be charged for the Holiday Awards Luncheon.
- Individual Membership (\$25) – Includes a reduced fee to all APA events.
- Student Membership (\$10) – Includes attendance all APA events are in your membership fees. A reduced fee will be charged for the Holiday Awards Luncheon.
- Retiree Membership (\$10) – Includes attendance all APA events are in your membership fees. A reduced fee will be charged for the Holiday Awards Luncheon.

Forms and additional information can be found at our website www.tristateapa.com.

Contact us for assistance at info@tristateapa.com or 513.486.4780.