

NYSHFA
—
NYSCAL

FOUNDATION 
for QUALITY CARE

NYSHFA | NYSCAL

**2025 THE
PLATINUM
SPONSORSHIP
PACKAGE**

Premier Access.

Unmatched Visibility.

Lasting Impact.

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FOUNDATION *for* QUALITY CARE

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The Foundation for Quality Care (FQC) was established in 2001 and serves as the educational and research organization of the New York State Health Facilities Association and the New York State Center for Assisted Living.

Our mission is to elevate the quality of care across New York by offering comprehensive educational programs for caregivers at every skill level, providing regional and professional scholarships, and supporting innovative research. Through these initiatives, we empower the caregiving workforce, foster professional growth, and enhance outcomes for both residents and care providers.



ENHANCED REACH

Expand your audience and customer base through NYSHFA | NYSCAL's extensive long-term care network

INCREASED VISIBILITY

Boost brand exposure and credibility

INNOVATIVE SOLUTIONS

Foster innovative programs and services that enlighten and promote your organization in New York's long-term care community

COMMUNITY IMPACT

Enhance your corporate social responsibility efforts, demonstrating a commitment to the long-term care community and all those served

ACCESS TO INSIGHTS

Gain valuable insights into our members' needs and preferences, helping you tailor your offerings more effectively

SUSTAINABILITY

Establish long-term business relationships that evolve over time

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THE 2025 PLATINUM SPONSORSHIP PROGRAM

OFFERED AT \$12,500

Business Category Exclusivity:

One Company Per Category

- ☐ Pharmacy
- ☐ Financial Management / Accounting
- ☐ Business Consulting / Management Resources
- ☐ Medical Supply / DME
- ☐ Reimbursement Specialists
- ☐ Technology / EMR Services
- ☐ Therapy Services
- ☐ Compliance / Other

The sponsorship will be for one year with the right for first refusal each year thereafter.

Exclusive Benefits Include, but Are Not Limited To:

- Complimentary Annual NYSHFA | NYSCAL Associate Membership
- Prime Exhibit Space at Four (4) Annual Conferences
- Maximized Visibility with Print Advertising in Promotional Materials
- Full-Year Digital Marketing Exposure Across Social Platforms, Website, Member Newsletters, and Other Key Channels
- Face-to-Face Opportunities with Industry Providers
- Invitation to Legislative and Congressional Visitation Days
- Participate in Educational and Town Hall Meetings





Sponsorship Promo Details

FOUR SIGNATURE ANNUAL EVENTS

1. **SOCIAL SERVICE & ACTIVITIES CONFERENCE**
March 20-21 • 2025
SARATOGA HOLIDAY INN
2. **ANNUAL CONFERENCE & EXPO**
May 6-8 • 2025
THE SAGAMORE RESORT
3. **NURSE LEADERSHIP CONFERENCE**
September • 2025
LOCATION TBD
4. **FALL FINANCIAL CONFERENCE (SNF)
FALL EDUCATION CONFERENCE (AL)**
November • 2025
ALBANY MARRIOTT

KEY EVENT PERKS INCLUDE:

PREMIER BRANDING: Your logo displayed prominently on event materials, signage, event app, and digital webpage, positioning your brand front and center

SPEAKING OPPORTUNITIES: Session speaker introduction(s), engaging directly with attendees

NETWORKING ACCESS: Complimentary admission to all networking receptions and luncheons, giving you direct access with key leaders and decision-makers in healthcare and long-term care staff

EXHIBIT SPACE (4 Staff Included): Prime exhibit space for maximum visibility and engagement with attendees at all four annual events

DIGITAL PROMOTION: Featured in pre-event email campaigns and social media, amplifying your reach to a wider audience

EXCLUSIVE RECOGNITION: Event opening ceremony featuring your company as a key sponsor

1/4 PAGE AD: Maximized visibility with a featured quarter page ad in NYSHFA | NYSCAL's *Annual Conference & Expo* brochure and distributed to long-term care all across New York State

TABLE OF SIX: Enjoy premium seating for your team at NYSHFA | NYSCAL's prestigious celebratory event of the year - *Annual Conference & Expo*

CELEBRATORY AWARDS BROCHURE: Company logo will be prominently displayed and distributed at our premiere event - *Annual Conference & Expo* - ensuring high visibility among all attendees

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ADDITIONAL BENEFITS:

PRIME LOGO PLACEMENT ON HIGH-TRAFFIC WEBSITE PAGES: Your logo will be strategically positioned on the most visited pages of the NYSHFA | NYSCAL website, maximizing exposure to our extensive audience

LEAD REPRESENTATIVE PHOTO & CONTACT INFORMATION ON WEBSITE: Showcase your organization with a photo and contact details of your lead representative, available for easy access for all members and non-members

LINKABLE LOGO IN WEEKLY MEMBER MAILINGS: Your clickable logo will be included in our weekly email communications to members, keeping your brand top of mind throughout the year

QUARTERLY COLUMN IN NYSHFA | NYSCAL NEWS: Share your industry insights and expertise with direct access to our membership through a quarterly column in NYSHFA | NYSCAL News

VIDEO SPOTLIGHT ON SOCIAL MEDIA: Elevate your company's presence with a featured video spotlight across multiple social media channels providing opportunity to showcase your products and services, enhancing brand visibility, and engagement within New York's long-term care community



TERMS:

- Full payment due upon submission of completed Platinum Sponsorship Application
- Sponsorship will be effective for 12 months

PLATINUM SPONSORSHIP APPLICATION

☐ I am a current Platinum Sponsor

☐ I am a current Associate Member

Organization Name: _____

Street: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Website: _____

Organization Representative: _____ Email: _____

Title/Position: _____ Phone: _____

BUSINESS TYPE: (PLEASE CHECK ONE)

☐ Pharmacy

☐ Reimbursement Specialists

☐ Financial Management / Accounting

☐ Technology / EMR Services

☐ Business Consulting / Management Resources

☐ Therapy Services

☐ Medical Supply / DME

☐ Compliance / Other _____

PLATINUM SPONSORSHIP PAYMENT

— \$12,500 Due Upon Submission of Completed Platinum Sponsorship Package Application —

— Sponsorship will be Effective for 12 Months —

METHOD OF PAYMENT

☐ Check (Payable to NYSHFA)

☐ AMEX

☐ Discover

☐ MasterCard

☐ Visa

Credit Card Number: _____

Exp. Date: _____

Cardholder Name: _____

Billing Address: _____

MAIL PAYMENTS TO: NYSHFA | NYSCAL - The Platinum Sponsorship
33 Elk Street - Suite 300
Albany, New York 12207

Authorized Cardholder Signature: _____

The above named organization hereby makes application for The Platinum Membership Package in the New York State Health Association, Inc. (NYSHFA) | New York State Center for Assisted Living (NYSCAL) and agrees, if accepted, to support the Association's goals and objectives.

Signature: _____ Print Name: _____ Date: _____

For more information, please contact Laura Greenaway at 518.462.4800 ext. 27 or lgreenaway@nyshfa-nyscal.org



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