



# PALA Annual Conference

## 2026 Sponsorship Opportunities

### Why Sponsor with PALA?

Sponsorships with the Pennsylvania Assisted Living Association (PALA) are more than financial contributions — they are a powerful way to demonstrate your support for Pennsylvania’s senior living industry and your commitment to advancing quality care, leadership, and community engagement.

Join us for the **2026 PALA Annual Conference**, held **April 29–May 1, 2026**, at the **Hershey Lodge in Hershey, PA**. This event brings together senior living professionals from across the Commonwealth for **2.5 days of networking, learning, and inspiration**.

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### Every Sponsor, Every Level — Benefits Included with All Sponsorships

#### Brand Visibility

- Logo featured in all pre- and post-conference marketing materials.
- Visibility in PALA Member Updates (30 days before and after the event).
- On-site signage, conference webpage, and conference mobile app.

#### Networking Advantage

- Attendee registration list provided no later than two weeks before and after the conference (includes email addresses when approved).

#### On-Site Recognition

- Sponsor ribbon on your name badge recognizing your support.
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### Premium Perks for Diamond–Silver Sponsors

- Dedicated email opportunity sent to all PALA members.
  - Social media spotlight with a link to your company website.
  - One (1) complimentary conference registration (exhibit space not included).
  - Opportunity to include a sponsor-provided flyer or branded item in attendee tote bags (up to 300 copies, delivered to the PALA office by TBD).
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## Sponsorship Levels & Opportunities

### **Diamond Level — \$10,000**

Exclusive recognition as the **Welcome Reception & Bar Sponsor**. Includes:

- Premier exposure and branding before, during, and after the event.
  - Opportunity to personally welcome attendees at the reception.
  - Your logo featured on custom-branded cocktail napkins.
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### **Sapphire Level — \$5,000**

Exclusive sponsor of the **Branded Attendee Wi-Fi — *Annual Conference Only!***

- Your logo featured on signage and Wi-Fi access materials.
  - High visibility across all event materials.
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### **Ruby Level — \$3,500**

Premium exposure across PALA's Annual Conference. Includes:

- Opportunity to introduce a keynote speaker (script provided).
- Up to three minutes to share an overview of your company.

#### **Available Sessions:**

- Opening General Session — \$3,500
  - Closing General Session — \$3,500
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### **Platinum Level — \$2,500**

Prominent logo placement on select conference items. Options include:

- Tote Bags — \$2,500
  - Lanyards — \$2,500
  - Notebooks — \$2,500
  - Hershey Candy Bars — \$2,500
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## **Gold Level — \$2,000**

Visibility at premier networking and meal functions.

### **Opportunities:**

- Branded Punch for Network & Nibbles (April 29) — includes logo signage and 2 representative tickets.
  - Attendee Breakfast (April 30) — \$2,000
  - Expo Mid-morning Break (April 30) — \$2,000
  - Expo Lunch (April 30) — \$2,000
  - Expo Mid-afternoon Break (April 30) — \$2,000
  - Breakfast (May 1) — \$2,000
  - Expo Mid-morning Break (May 1) — \$2,000
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## **Silver Level — \$1,500**

Targeted recognition and visibility.

### **Options:**

- Educational Session (TBD) — \$1,500
  - Attendee Beverage Break (April 29) — \$1,500
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## **Bronze Level — \$1,000**

Strong baseline visibility across conference materials and signage.

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## **Contributor Level — \$500**

An accessible way to support PALA while gaining brand recognition.

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## **Contact & Registration**

To secure your sponsorship or discuss custom partnership opportunities, please contact:

**Joan DeLuca** — [joan@pala.org](mailto:joan@pala.org)

**Janet Neidig** — [janet@pala.org](mailto:janet@pala.org)

**Phone:** 717-695-9734

Sponsorships are confirmed on a **first-come, first-served basis**. Availability is limited for exclusive opportunities.

# PALA Annual Conference Sponsorship Form

2026 Annual Conference – April 29–May 1, 2026 · Hershey Lodge, Hershey, PA

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## Sponsor Information

Contact Person Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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## Sponsorship Level Selection

Please select your desired sponsorship level:

- Diamond Level — \$10,000** (Welcome Reception & Bar Sponsor)
  - Sapphire Level — \$5,000** (Branded Attendee Wi-Fi – Spring Only)
  - Ruby Level — \$3,500**
    - Opening General Session
    - Closing General Session
  - Platinum Level — \$2,500**
    - Tote Bags
    - Lanyards
    - Notebooks
    - Hershey Candy Bars
  - Gold Level — \$2,000**
    - Branded Punch: Network & Nibbles (April 29)
    - Attendee Breakfast (April 30)
    - Expo Lunch (April 30)
    - Expo Mid-morning Break (April 30)
    - Breakfast (May 1)
    - Expo Mid-afternoon Break (April 30)
    - Expo Mid-morning Break (May 1)
  - Silver Level — \$1,500**
    - Educational Session
    - Attendee Beverage Break (April 29)
  - Bronze Level — \$1,000**
  - Contributor Level — \$500**
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## Payment Method

Please select one:  **Credit Card**  **Check**

**If paying by credit card:** A secure payment link or credit card authorization form will be sent to the email listed above. A technology fee will be applied.

Please make checks payable to **PALA** and mail to: 205 Grandview Avenue, Suite 406, Camp Hill, PA 17011

Please return this completed form to:

**Joan DeLuca** — [joan@pala.org](mailto:joan@pala.org) | **Phone:** 717-95-9734.