STRATEGIC PARTNERSHIP

2027 BENEFITS & LEVELS



OALA
Ohio Assisted Living Association

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WHAT IS A STRATEGIC PARTNERSHIP WITH OALA?

A Strategic Partnership with OALA is more than a booth, logo, or single event. It is a year-round relationship that connects your organization’s expertise with the needs of Ohio’s Assisted Living communities.

Through relevant education, meaningful visibility, industry insight, and opportunities to build authentic connections, OALA helps Partners become familiar, credible, and useful to members while protecting the trust our members place in the association.

PLATINUM | CHAMPION PARTNER

- Enhanced Featured Directory Listing
- Access to OALA Member Directory
- 1 Complimentary Conference Exhibit Space
- 6 Partner Resource Spotlights
- 12 Promotional Credits
- 30-Day Digital Ad on Members Only Page
- 2 Website Educational Resources
- $250 Training Sponsorship Credit
- 10% Conference Sponsorship Discount
- Conference Board Connections
- Priority Booth Selection
- OALA Member Rates on Training Programs
- Trade Show Partner Rate
- Access to Members Only Website
- Receive OALA Updates

GOLD | PREMIER PARTNER

- Enhanced Featured Directory Listing
- Access to OALA Member Directory
- 6 Partner Resource Spotlights
- 1 Complimentary Conference Exhibit Space
- 8 Promotional Credits
- 1 Website Educational Resource
- $125 Training Sponsorship Credit
- 5% Conference Sponsorship Discount
- Priority Booth Selection after Platinum
- OALA Member Rates on Training Programs
- Trade Show Partner Rate
- Access to Members Only Website
- Receive OALA Updates

SILVER | SUPPORTING PARTNER

- Basic Featured Directory Listing
- Access to OALA Member Directory
- 1 Complimentary Conference Exhibit Space
- 4 Promotional Credits
- OALA Member Rates on Training Programs
- Trade Show Partner Rate

BRONZE | INDUSTRY PARTNER

- Basic Featured Directory Listing
- Access to OALA Member Directory
- OALA Member Rates on Training Programs
- Trade Show Partner Rate

SNAPSHOT

Benefit	Platinum	Gold	Silver	Bronze
	Champion Partner	Premier Parnter	Supporting Partner	Industry Partner
Featured Directory Listing	Enhanced	Enhanced	Basic	Basic
Conference Exhibit Space	1	1	1	Partner rate
Partner Resource Spotlights	6	6	-	-
Promotional Credits	12	8	4	0
30-Day Digital Ad on Members Only Page	1	-	-	-
Website Educational Resource	2/year	1/year	-	-
Training Sponsorship Credit	$250	$125	$0	$0
Conference Sponsorship Discount	10%	5%	-	-
Conference Board Connection	Drinks + Lunch	-	-	-
Priority Booth Selection	1st	2nd	3rd	4th

All Partners receive access to the OALA Member Directory, Member Rates on Training, Access to the OALA Group Rate BWC Savings Program, and the Partner Rate for Trade Shows.

NEW! PROMOTIONAL CREDITS

Promotional Credits: Flexible Visibility Throughout the Year

- Choose the promotional opportunities that best support your company's goals.
- Build familiarity and credibility through repeated, year-round engagement.
- Customize your mix of social visibility, educational content, digital advertising, and direct outreach.
- Time promotions around product launches, industry developments, seasonal priorities, or company news.
- Use credits throughout the partnership year, subject to availability and OALA approval.

Ways to Use Promotional Credits

- 1 credit: Social Media Partner Spotlight
- 2 credits: Industry-relevant article in the OALA Update
- 4 credits: 30-day digital ad on the Members Only webpage
- 4 credits: Dedicated email to OALA members

Annual Credit Allocation: Platinum: 12 | Gold: 8 | Silver: 4

Articles and emails must provide relevant value to the Assisted Living industry and are subject to OALA's editorial and brand standards.
Promotional opportunities must be scheduled in advance.
Unused credits expire at the end of the partnership year and have no cash value.

NEW! PROMOTIONAL CREDITS

Use a flexible bank of credits to create timely presence throughout the year.
Your credits can be used for any of the following benefits.

SOCIAL MEDIA PARTNER SPOTLIGHT	OALA UPDATE INDUSTRY ARTICLE
1 credit • Company or service spotlight • Employee or Leader feature • Company news or milestone • Webinar or event • Partner-community success story	**2 credits** • Educational and industry-focused • Addresses a current issue impacting Assisted Living • Offers insight, guidance, or a useful resource • Not a product promotion or company advertisement
DEDICATED EMAIL BLAST	**DIGITAL AD ON OALA WEBSITE**
4 credits • Company or service spotlight • Employee or Leader feature • Company news or milestone • Webinar or event • Partner-community success story	**4 credits** • Featured on Members Only webpage • Links directly to the Partner's selected webpage or landing page • Runs for 30 consecutive days • Includes available impression and link-click analytics

NEW! WEBSITE EDUCATIONAL RESOURCE

Website Educational Resources: Build Trust Through Expertise

- Share practical, industry-relevant information with Ohio's Assisted Living community.
- Position your organization as a knowledgeable and credible industry resource.
- Help members address challenges, understand emerging trends, and make informed decisions.
- Extend your visibility beyond a one-time promotion with content members can reference throughout the year.
- Provide meaningful value to members while building familiarity with your organization.

How to Use This Benefit

- Submit an article, checklist, guide, case study, tip sheet, or other educational resource.
- Select a topic that addresses an issue, trend, or challenge affecting the Assisted Living industry.
- Keep the content educational and helpful, with limited promotional language.
- Submit topics and materials in advance for OALA's editorial review and approval.
- Coordinate publication timing with OALA's content calendar.

Annual Allocation: Platinum: 2 resources | Gold: 1 resource

Website educational resources are included separately from promotional credits and do not reduce a Partner's credit balance.

UPDATED! DIRECTORY LISTINGS

Enhanced Directory Listing

- Company name and logo
- Company website and phone number
- Name and photo of a designated company representative
- Direct contact information for the designated representative
- Creates a more personal presence and gives members a clear point of contact
- Helps members recognize, remember, and connect with your organization

Basic Directory Listing

- Company name and logo
- Company website
- Company phone number
- Provides members with an easy way to learn more about and contact your organization

NEW! DIGITAL ADS

30-Day Digital Ad on the Members Only Page

- Feature your company's digital ad on OALA's Members Only webpage for 30 consecutive days.
- Reach OALA members while they are accessing industry resources, updates, and member tools.
- Increase brand awareness with a consistent, month-long presence.
- Link the ad directly to your website, landing page, educational resource, service, or special announcement.
- Time the placement around a company initiative, product launch, event, or seasonal priority.
- Provide final artwork and a destination link that meet OALA's specifications and brand standards.
- Schedule placement in advance, based on availability and OALA approval.



WE APPRECIATE YOU!

Thank you for being a valued OALA Partner. We truly appreciate your continued support and the role you play in strengthening Ohio’s Assisted Living communities. Our commitment is to add meaningful value throughout the year by creating opportunities for you to build visibility, share your expertise, develop relationships, and connect with our members. We look forward to continuing our partnership in 2027.