For more than 15 years, The Green House Project (GHP) has been trusted to envision, create, and optimize caring homes for meaningful lives. As a result, the GHP model has garnered higher quality outcomes, consumer demand, and greater caregiver satisfaction.

The Green House 2.0 initiative, launched in 2019, is aimed at broadening the reach and deepening the impact of our mission. Forward-thinking providers can now tap into GHP's collective experience, wisdom, and evidence-based transformational programs to implement truly substantive and lasting culture change within their communities.

We invite you to consider supporting GHP and its adopter organizations as a 2020 Green House Sponsor with yearlong benefits.

As part of these benefits, we hope you will join us May 18 to 20 in Little Rock, Ark., for the Green House Conference, where you will help us expand the impact of a movement that began with our first home in 2003.

2020 sponsors can now maximize exposure with an entire year of engagement and recognition before, during, and after the conference.
2020 Green House Conference

With the theme of Ready for Impact, the 2020 Green House Conference will feature dynamic keynotes from thought-provoking leaders inside and outside the field of senior living. Highly relevant breakout sessions, roundtables, and TED-style talks will prepare GHP partners, sponsors, and supporters for the impact of a new decade.

Joycelyn Elders, MD, the 15th U.S. Surgeon General, will be the opening keynote presenter on May 19, following the close of our new dementia-focused symposium (see page 3). She and other former Surgeons General are speaking out in an effort to call attention to the rapid rise of dementia, which they consider to be a "top public health crisis."

The closing keynote will be Lori Porter, co-founder and CEO of the National Association of Health Care Assistants, an organization that seeks to elevate the professional standing and performance of caregivers through recognition, advocacy, education, and empowerment.

As a 2020 Green House Sponsor, we welcome you to join us in this exclusive opportunity to be part of the conversation and connect with thought leaders from across the country.
GHP is excited to introduce **Beyond Memory Care: A Dementia Wellbeing Approach**, a new event that will kick off the 2020 Green House Conference. Building on GHP’s Best Life dementia care approach, this symposium will debut on May 18 with leading-edge dementia education and leadership, as well as inspirational speakers and compelling discourse on GHP’s efforts to ensure that people living with dementia are empowered to thrive beyond their diagnoses. Open to all aging services professionals, the symposium will include the following speakers:

- **Angela Norman, DNP**
  - Director, Centers on Aging
  - Donald W. Reynolds Institute on Aging

- **Al Power, MD**
  - Geriatrician, Author & Educator

- **Mike Belleville**
  - Dementia Advocate

- **Lori La Bey**
  - Founder of Alzheimer's Speaks

- **Anne Ellett, MSN, NP**
  - Founder of Memory Care Support
2020 Yearlong Benefits

WEBINARS
The very popular Green House webinars are full of substantive content that providers, care partners, and thought leaders seek in their efforts to stand out in a crowded marketplace. We expect climbing attendance rates in the coming year with our 2020 Webinar Series covering the following topics: Small House Business Case, Workforce, Dementia, and Cultural Transformation.

WORKSHOPS
Attendance and demand for our workshops grows each year. In 2020, GHP will host more workshops than ever before, including a first-time appearance in Canada.

GREEN HOUSE SOCIAL MEDIA
2020 sponsors will be highlighted on GHP’s social media platforms throughout the Green House Conference and beyond. As we roll out our growth strategy with new and valuable content across our platforms throughout the year, this means greater exposure for your brand and your value.
ARE YOU READY FOR IMPACT?
Select your 2020 sponsorship opportunity today!

VISIONARY
$15,000 (maximum of four)

- Sponsorship of the dementia symposium and evening reception.
- Introduction and brief speaking opportunity (5 mins.) preceding one keynote presentation.
- Q&A event with Dr. Joycelyn Elders and a selection of C-Suite leaders following her keynote presentation on May 19.
- Conference Breakfast meet-and-greet event with Green House executive leaders and members of the Board of Directors.
- VIP lounge access throughout the conference.
- Premium conference exhibit space.
- Green House Conference and dementia symposium attendance for three individuals.
- Prominent signage throughout the conference.
- Annual meeting and dementia symposium attendee email list in advance of the event.
- Workshop sponsorship (choice of day or reception), including attendance of up to 3 individuals.

- Opportunity to submit a white paper to be distributed, upon approval, by GHP.
- Placement of company logo and hyperlink on GHP website through 2020.
- Company logo on monthly GHP LinkedUp bulletin.
A champion speaks out and fights for another person in favor of the just cause of equal rights.

CHAMPION
$7,500 (Maximum of Six)

- Green House Champion Sponsor throughout 2020.
- Sponsorship of opening Membership Networking Reception.
- Sponsorship of breakfast or lunch during conference.
- Priority conference exhibit space.
- Conference and dementia symposium attendance for 2 individuals.
- Prominent signage throughout the conference.
- Conference and dementia symposium attendee list in advance of the event.
- Workshop sponsorship (choice of day or reception), including attendance for 2 individuals.
- Placement of company logo and hyperlink on GHP website through 2020.
- Company logo on monthly GHP LinkedUp bulletin.
**ADVOCATE**

$4,000

- Conference and dementia symposium attendance for one individual and discounts for additional attendees.
- Sponsorship of one refreshment break.
- Conference exhibit space.
- Prominent signage throughout the conference.
- Placement of company logo and hyperlink on GHP website through 2020.

**MISSION SUPPORTER**

$500

- Discounted registration for GHP events throughout the calendar year.
- Placement of company logo on GHP website through 2020.

We are happy to customize a sponsorship with you that helps your company achieve its 2020 goals.

Please contact:
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