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## CAADS STRATEGIC PARTNER PROGRAM

**The California Association for Adult Day Services (CAADS) is the only California-based organization exclusively dedicated to the Adult Day Services (ADS) industry!**

ADS centers provide a safe and caring alternative to nursing home care for those who don't require 24-hour skilled nursing. The programs aim to keep individuals mentally and physically engaged, alleviate isolation, enhance health, and prevent the deterioration of their abilities.

People usually attend a community center two to five times a week per their individual needs, with transportation assistance provided. The hours generally range from four to eight per day, with some centers offering extended hours for working caregivers, caregiver support groups, and training.

Services vary across centers. They may include therapeutic activities, health monitoring, social work, meals, dietary counseling, and various therapies. Additionally, some programs focus on a specific population -- for example those who share a similar cultural or ethnic background or younger adults with head injuries or developmental disabilities.

Families also receive help with information and referral to other services, as needed.

**CAADS is the hub for reaching out to ADS centers across the state through our Strategic Partner Program. Join us as a Strategic Partner and contribute to creating a robust, responsive association while positioning your company in this dynamic market.**

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### Strategic Partners

Strategic Partners are businesses and organizations that offer products and services that support providers of Adult Day Services, their participants, and family caregivers. CAADS Strategic Partners understand and support the Association's mission, and agree to abide by the [CAADS Code of Ethics](#)\* and adhere to the [Strategic Partner Membership Policy](#). CAADS reserves the right to determine whether a business/organization meets the standards for membership as determined by the CAADS Board of Directors. If the application is denied all prepaid fees will be returned in full. Access the online [Strategic Partner Form](#) to apply.

### Membership

The Strategic Partner program is aimed at strengthening the relationship between businesses and potential customers. By providing improved marketing and advertising opportunities it enables companies to effectively present their value to their target audience of Adult Day Services providers. With increased exposure and reach for businesses, CAADS members and non-members in California are provided access to a wider variety of products and services. Hence, this program is expected to create mutual benefits for all parties involved.

## **Strategic Partner – Tier 1: \$8,000.00 annually**

The benefits below are limited to two (2) partners per membership year.

(All conference benefits apply to the CAADS membership year: January 1 – December 31.)

- **Full contact list of CAADS members**, provided two times per year
- **Five-minute speaking opportunity** at Fall Conference
- Opportunity to be a **session facilitator** at Fall Conference (*assigned by CAADS*)
- **Designated sponsor of our reception among exhibits** at Fall Conference OR your **company logo on attendee badge lanyards** at Fall Conference
- **Tier 1 sponsor recognition on signage** at Fall Conference
- Opportunity to have your **information flyer distributed with conference materials** at the Spring Conference and Fall Conference
- **Two (2) Complimentary Registrations** for Fall Conference
- **One (1) Complimentary Exhibit Table** in a premier location at the Fall Conference
- **20% Discount on Sponsorship and Exhibitor packages** for the Spring Conference
- **Prime placement of logo and write-up** on CAADS' Strategic Partner webpage, including a **linked Contact Landing page** for quick submission of contact information by interested visitors
- **Featured listing with logo in CAADS Connect weekly newsletter** Strategic Partner section, and **Contact Landing page link** for term of Strategic Partner membership designation
- **Continual rotation of your logo** on the homepage of CAADS website to recognize you as a Tier 1 Strategic Partner throughout the membership year
- **Membership benefits for individuals associated with your business**
- **Subscription to e-alerts, public policy updates, and CAADS Connect weekly newsletter**
- **Access to the *Members Only* section** of CAADS' website
- **Opportunity to register for FREE *Members Only* webinars**
- **Access to CAADS' professional staff** for updates on industry trends/developments

## **Strategic Partner – Tier 2: \$6,000.00 annually**

The benefits below are limited to four (4) partners per membership year.

(All conference benefits apply to the CAADS membership year: January 1 – December 31.)

- **Full contact list of CAADS members**, provided two times per year
- **Designated sponsor of a Luncheon OR a Keynote Speaker at the Fall Conference**
- **Tier 2 sponsor recognition on signage** at Fall Conference
- Opportunity to have your **information flyer distributed with conference materials** at the Spring Conference and Fall Conference
- **One (1) Complimentary Registration** for Fall Conference
- Receive an Exhibitor table at the Fall Conference with a **Premium location**
- **10% Discount on Sponsorship and Exhibitor packages** for the Spring Conference
- **Prime placement of logo and write-up** on CAADS' Strategic Partner webpage, including a **linked Contact Landing page** for quick submission of contact information by interested visitors
- **Continual rotation of your logo** on the homepage of the CAADS website to recognize you as a Tier 2 Strategic Partner throughout the membership year
- **Membership benefits for individuals associated with your business**
- **Subscription to e-alerts, public policy updates, and *CAADS Connect* weekly newsletter**
- **Opportunity to register for FREE *Members Only* webinars**
- **Access to CAADS' professional staff** for updates on industry trends/developments

\*CAADS welcomes **Strategic Partner** members such as Medi-Cal managed care health plans, allied community/government organizations, consultants, vendors, and others interested in supporting the mission of the organization. CAADS members agree to abide by the Association's [Bylaws](#), [Code of Ethics](#), and [Anti-trust Policy](#). Prospective members are screened and approved by the CAADS Membership Committee.