



2025

PARTNERS PROSPECTUS

bayada.com

ABOUT BAYADA PARTNERS

BAYADA Partners brings together high-impact organizations across sectors that drive greater access to health care and support the health workforce that serves our communities. Partners receive yearlong benefits, including networking opportunities, thought leadership, and brand visibility as BAYADA celebrates 50 years of service in 2025. Annual sponsorships contribute to BAYADA's philanthropic mission and qualify as charitable donations.



PARTNER ENGAGEMENT CALENDAR & BENEFITS

Partnerships enrollment is rolling; to celebrate our 50th anniversary, join by March 1, 2025. For more information, contact Melissa Chang at mchang1@bayada.com.

- **Partnership Kickoff**
Connect and share about your goals and confirm your events. We will prepare your recognition for the year as a BAYADA Partner in press, social channels, website, and annual report.
- **Leaders Lunch | Pennsauken, NJ**
Gold Partners have the opportunity to attend a private lunch with BAYADA leadership, including CEO David Baiada.
- **Awards Weekend | Hollywood, CA | May 2-3, 2025**
Once a year, we come together to celebrate the achievements of the last year and refill the tank for another year of service. In 2025, we will also host a special 50th anniversary celebration.
- **Annual Partners Reception | Atlantic City, NJ | Sept 16, 2025**
Industry pioneers and executives will have the opportunity to connect and network with peers and BAYADA leadership at this partners-only dinner reception.
- **All Hands Directors Retreat | Atlantic City, NJ | Sept 17-18, 2025**
BAYADA leaders from across the company meet to reinforce vision and priorities, participate in strategic meetings, and plan for the future together.
- **Partnership Reflection**
At the mid-year and end of your annual partnership, you have the opportunity to look back at your impact with BAYADA Philanthropy.

ABOUT BAYADA

Since 1975, BAYADA Home Health Care has provided exceptional home health care services to individuals of all ages and diagnoses nationally and internationally—to help people have a safe home life with comfort, independence, and dignity. Our dedicated workforce leverages their professional excellence, innate sense of caring, unwavering commitment, and personal accountability to help our clients—and each other—flourish. BAYADA is recognized as one of the largest and most trusted leaders in home health care, providing exceptional care with compassion, excellence, and reliability.

- **168,660** clients served in the last year
- **80%+** clients recommend BAYADA
- **33,000** caregivers, clinicians, and employees
- **35%** reduction in hospitalizations
- **5** countries and **22** US states

BAYADA Home Health Care is proud to be a nonprofit organization. We're here for the long haul as a leader in making health care better through quality care and clinical excellence.

Who Are Our Partners

Our impact is possible thanks to partners across industries who help provide quality health care through their solutions and services. BAYADA Partners include leaders in:

- Suppliers for patient care
- IT, software, and telecommunications
- Research and development
- Insurance and managed care
- Public health, policy, and advocacy groups
- Hospitality and support services
- Logistics and supply chain



Audience & Your Reach

In addition to networking with your peers as annual members of BAYADA Partners, you will have the opportunity to reach a wider BAYADA talent community:

- **130,800+ followers** on BAYADA LinkedIn, Facebook, Instagram, and X (Twitter), where we recognize BAYADA Partners.
- **33,000+ employees read BAYADA newsletters.**
- **3,000+ team member and leaders** attend Awards Weekend, recognizing heroes in health care.
- **800+ BAYADA leaders** at the director-level and above attend All Hands, guiding enterprise-wide goals and decisions.

SIGNATURE EVENTS



2025 AWARDS WEEKEND & 50TH ANNIVERSARY

Hollywood, CA | May 2-3, 2025

Partners can join in our 50th anniversary celebration at Awards Weekend, our largest annual gathering. Amplify your presence through special recognition at General Session and get lead generation support through our mobile app to reach more talent.

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100% of sponsors said their Awards Weekend experience was **excellent** in 2024.

ALL HANDS DIRECTORS RETREAT

Atlantic City, NJ | Sept 17-18, 2025

Partners are recognized at this strategic enterprise-wide convening and interact with BAYADA leadership, tabling around practice area breakout sessions. This includes the opportunity to have lunch with directors and decision-makers at BAYADA, and invitations to the annual Directors Party at the Borgata Hotel Casino & Spa.



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Being able to connect with all business units across the organization and gaining an in-person connection with them was most valuable.

*sponsor from
All Hands 2024*

HOW TO JOIN BAYADA PARTNERS

Partnerships are accepted on a rolling basis, running for 12 months. To participate in BAYADA's 50th Anniversary year benefits, confirm your partnership by March 1, 2025. Sponsorships contribute to BAYADA's philanthropic mission and qualify as charitable donations. To secure your spot, complete and return the form on page 6. For more information, contact Melissa Chang at mchang1@bayada.com.

BAYADA Partners 2025 Benefits		GOLD PARTNER \$50,000 (all access)	SILVER PARTNER \$25,000 (annual benefits + pick 1 event)	BRONZE PARTNER \$15,000 (annual benefits)	HELPING HAND \$7,500 (virtual)
		Annual Partners (12 months)			
Annual Partnership Benefits	Annual Partners Reception – Sept 16, 2025	10 guests	6 guests	4 guests	-
	Private leaders lunch with BAYADA leadership including CEO David Baiada	✓	-	-	-
	Press release recognizing philanthropic support of BAYADA Partners	exclusive press release & tailored media	group feature & media kit	group feature & media kit	group feature
	Featured post on social channels (Facebook, Instagram, LinkedIn, X)	exclusive post	group feature	group feature	group feature
	Featured on BAYADA website and Annual Report	exclusive spotlight & logo	logo	logo	listing
	Mid-year and end-of-year partnership check-in with BAYADA Philanthropy	✓	✓	✓	-
Awards Weekend May 2-3, 2025	Passes to Awards Weekend 50th anniversary party	4 guests	4 guests	-	-
	Special thanks in General Session	✓	✓	✓	-
	Signage at registration desk	✓	✓	-	-
	Lead generation support through raffle	✓	✓	-	-
	Recognition in event mobile app	✓	✓	-	-
	Recognition in BAYADA newsletter	✓	✓	-	-
All Hands Directors Retreat Sept 17-18, 2025	Passes to the All-Hands Directors Party	4 guests	4 guests	-	-
	Special thanks in General Session	✓	✓	✓	-
	Signage at registration desk	✓	✓	-	-
	Tabling and lunch around practice area breakouts	✓	✓	-	-
	Recognition in event mobile app	✓	✓	-	-
	Recognition in BAYADA newsletter	✓	✓	-	-

BAYADA PARTNERS INVOICE

BAYADA Home Health Care is a national home health care provider and nonprofit leader, helping people have a safe home life with comfort, independence, and dignity. My organization wishes to join the BAYADA Partners program as a:

☐ **Gold Partner**
\$50,000

☐ **Silver Partner**
\$25,000

☐ **Bronze Partner**
\$15,000

☐ **Helping Hand Partner**
\$7,500

My Organization: _____

Contact Name: _____ Title: _____

Business Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Total Amount Due: \$ _____

Authorizing signature: _____

Today's Date: _____

Payment Information (select one):

☐ I will send this form and a check payable to BAYADA Home Health Care mailed to:

BAYADA Home Health Care Donations
PO Box 536039
Pittsburgh, PA 15253-5902

Please put "BAYADA Partners" in the memo line.

☐ I will send ACH payment:

BAYADA Home Health Care, Inc.
Transit Routing Number: 036076150
Account Number: 6302612342
Business Contact Name: RYAN SMITH
Bank Administrative: ACH Department, 1-800-883-4224
Citizens Commercial Banking, 1 Citizens Drive, Riverside, RI 02915

To confirm your partnership, please return this completed form to Melissa Chang at mchang1@bayada.com

BAYADA Home Health Care is a tax-exempt organization defined by section 501(c)(3) of the Internal Revenue Code; EIN: 23-1943113. Sponsorships can be made tax deductible less the fair market value of services. If you would like to support BAYADA, fully tax-deductible donations can be made by contacting philanthropy@bayada.org.