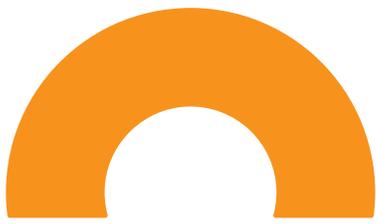




American
Society
on Aging

Sponsorship Opportunities

2021-2022



American
Society
on Aging

Dear Partners,

Age and aging have never been more integral to your business. In the next eight years, 20 percent of Americans will be ages 65 or older, and will hold \$15 Trillion in spending power. It's clear that connecting your brand to the aging market is good for business.

As we reconnect and reengage after the past year, accessing the networks, people and businesses necessary to succeed is more important than ever.

ASA's innovative partnership opportunities for 2021–2022 will provide virtual and in-person access, engagement and opportunities to feature your services or products on a national scale to leaders in the aging sector, so that you can make a significant impact and advance your brand and thought leadership.

These sponsorship opportunities are just the beginning.

Our team wants to get to know your goals in order to customize a package that fits your needs and drives your goals forward, while your partnership allows ASA to make an impact locally, regionally and nationally. We look forward to working with you as we unite, empower and champion everyone in aging.

Thank you,

Cindy Morris

Cindy Morris

Vice President, Development and Community Engagement
cmorris@asaging.org | (415) 974-9612

Get to know ASA

ASA is committed to working with partners who want to share opportunities, ideas and innovation with our members and subscribers. Sponsorships and donations are a 100% tax deductible contribution to ASA, a 501(c)(3) organization.

Our Stats



64,000

UNIQUE WEBSITE VISITORS PER MONTH



70,000+

FOLLOWERS ON SOCIAL MEDIA



100,000

EMAIL SUBSCRIBERS

Our Members & Stakeholders

62%

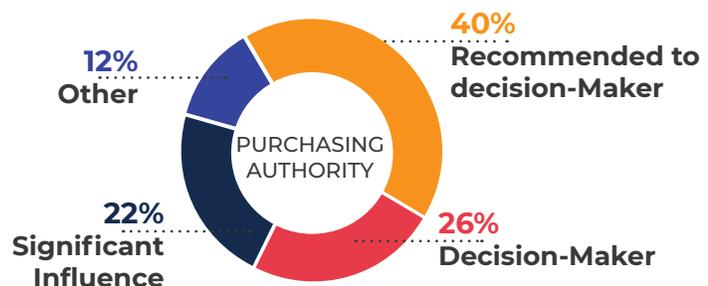
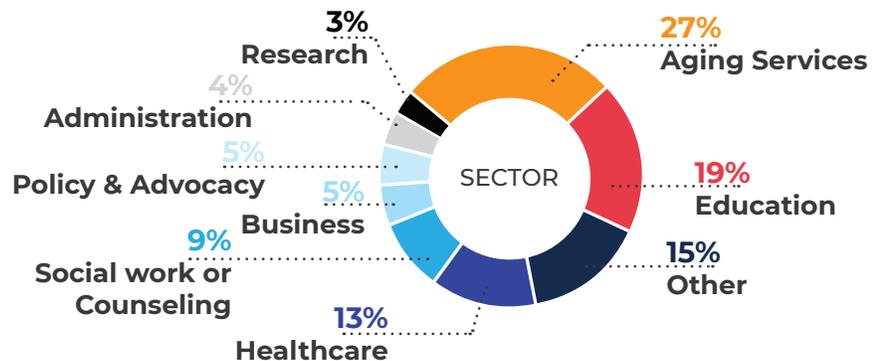
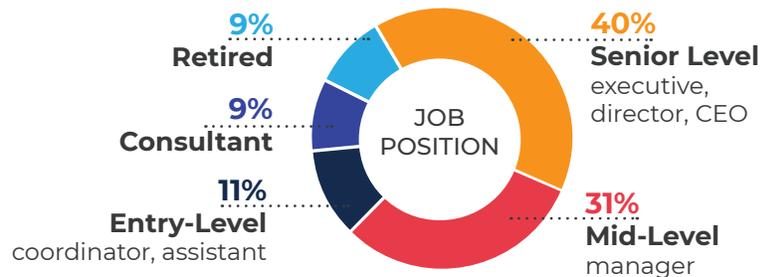
HAVE BEEN IN THE FIELD OF AGING FOR 10 YEARS OR MORE

80%

ARE WOMEN

76%

HOLD A MASTERS DEGREE OR HIGHER



ASA SPONSORSHIP OPPORTUNITIES

FOR MORE INFO: DEE GOLDSTEIN | AGOLDSTEIN@ASAGING.ORG | (415) 974-9611

Select the Sponsorship that Works for You

Sponsor ASA in one or more of these areas to strategically maximize your brand's reach. ASA will customize a sponsorship program to meet your goals.

Promote your thought leadership

Sponsor specific programs

Support ASA's mission-based work



ASA SPONSORSHIP OPPORTUNITIES
FOR MORE INFO: DEE GOLDSTEIN | AGOLDSTEIN@ASAGING.ORG | (415) 974-9611

Promote Your Thought Leadership

ASA values the work you are doing, and we hope you will share it with our community of approximately 100,000 people who care about aging.

Sponsor the Generations* Platform

Choose from 3 packages:

\$20,000 per year: Annual Platform Sponsor

- Includes a monthly article and logo on the Generations homepage
- Limited to 3 sponsors per year

\$3,500 per month: Recorded Content Sponsor

- 1 piece of sponsored recorded content on the Future Proof Vlog, which is part of the Generations platform

\$1,800 per month: Written Content Sponsor

- 1 piece of sponsored content in written form on the Generations Platform

*Articles on the Generations platform receive an average of 15,000 views.



Sponsor a Webinar* Package

Choose from 3 packages:

\$43,000: 12 webinars per year

\$27,000: 6 webinars per year

\$22,000: 4 webinars per year

ASA Provides:

- A personalized webpage on the ASA webinar site featuring your webinars
- Inclusion on the ASA events calendar
- Marketing and promotion of each program
- Complimentary CEUs for all attendees**
- Operational, logistical and technical support

*Live webinars are attended by 500 people, on average.

**ASA will submit your content to accrediting organizations for approval. We cannot guarantee approval.

Sponsor ASA Live* Programming

Choose from 2 packages:

\$12,000: 4 ASA Live Programs per year complemented by a sponsored Generations article

\$8,000: 4 ASA Live Programs per year

ASA Provides:

- Content you can share on social media
- Inclusion on the events calendar
- Marketing and promotion of each program
- Operational, logistical and technical support

*ASA Live programs receive an average of 400 views over 6 months



Sponsor Specific Programs

ASA Programs are designed to drive engagement around important topics that will change aging for generations to come.

On Aging



\$7,500–\$65,000

ASA's annual conference, **On Aging***, is the largest multi-disciplinary conference on aging in America, ASA's annual conference offers educational, networking and employment experiences (learn more on pages 13-14).

On Aging 2022 will be in New Orleans, April 11-14, 2021.

*Reach approximately 3,500 attendees.

Generations Forums

\$5,500–\$60,000

Generations Forums are weeklong virtual topic-based discussions gatherings held throughout the year on technology, ageism and diversity, equity and inclusion.

*Reach approximately 250 attendees per forum.



\$25,000–\$150,000

ASA Rise is a leadership development program to foster BIPOC leaders in aging. This program combines learning, networking and hands-on work to develop a new generation of professionals working with and on behalf of older adults.

On Aging Institute

\$25,000–\$150,000

ASA's **On Aging Institute** brings together top researchers, policymakers and practitioners to create collaborative solutions that can be taught and replicated across the country.

Topics for 2021–2022 include: Ageism, AgeTech and Economic Security.



Support ASA's Mission-based Work

The American Society on Aging unites, empowers and champions everyone striving to improve aging.

Step 1: Sponsor any priority area or our policy work (see page 8). Select those areas that align with your organization's focus and priorities.

Step 2: Select your budget and benefits level (see page 9).

Step 3: Your brand will be featured on numerous programs throughout the year in our ASA Studios productions, Generations Publications and ASA Communities. (Learn about these programs on pages 10-12) This will all enable you to cross-promote, gain and share resources, and reach new audiences.

Add on: Add a track from On Aging to your annual sponsorship and receive even more benefits. Being featured at On Aging 2022 only costs an additional 20 percent of your sponsorship package. (see pages 13-14)



Support ASA's Mission-based Work

Step 1: Sponsor any priority area, or our policy work. Select those areas that align with your organization's focus and priorities.

ASA's Priorities and Policy Initiatives

ASA's work with our community focuses on 5 intersecting priorities.



Ageism & Culture



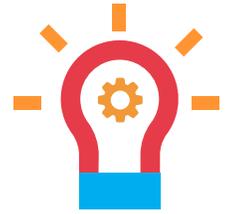
Economic Security



Justice & Equity

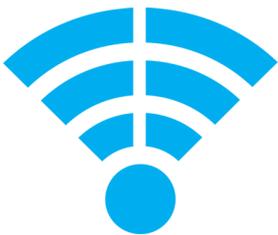


Health & Well-being



Innovation & Social Impact

ASA's policy agenda focuses on:



Bridging the Digital Divide



Tackling Ageism



Promoting Health Equity



Fighting Climate Change

Support ASA's Mission-based Work

Step 2: Select your budget and benefits level.

Platinum

Annual Sponsorship: \$40,000

Annual + On Aging 2022 Upgrade: \$48,000

Benefits:

- Your organization will be featured in all of ASA's mission-aligned work throughout any branded content on: ASA Studios, Generations and Communities.
- Premium logo placement on all programs in your sponsored priority area.
- Special invitations to participate in programming including ASA Lives, Future Proofs or Generations Now posts.
- Invitation to sit on thought leadership panels as appropriate on programs in your sponsored priority area.
- Ad placement in all webcasts/ podcasts in your sponsored priority area.
- Additional benefits listed on page 15.

Gold

Annual Sponsorship: \$30,000

Annual + On Aging 2022 Upgrade: \$36,000

Benefits:

- Your organization will be featured in all of ASA's mission-aligned work throughout any branded content on: ASA Studios, Generations and Communities.
- Premium logo placement on all programs in your sponsored priority area.
- Special invitations to participate in programming including ASA Lives, Future Proofs or Generations Now posts.
- Additional benefits listed on page 15.

Silver

Annual Sponsorship: \$15,000

Annual + On Aging 2022 Upgrade: \$18,000

Benefits:

- Your organization will be featured in all of ASA's mission-aligned work throughout any branded content on: ASA Studios, Generations and Communities.
- Invitation to sit on thought leadership panels as appropriate on programs in your sponsored priority area.
- Standard logo placement on all programs in your sponsored priority area.
- Additional benefits listed on page 15.

Bronze

Annual Sponsorship: \$7,500

Annual + On Aging 2022 Upgrade: \$9,000

Benefits:

- Your organization will be featured in all of ASA's mission-aligned work throughout any branded content on: ASA Studios, Generations and Communities.
- Standard logo placement on all programs in your sponsored priority area.
- Additional benefits listed on page 15.



Support ASA's Mission-based Work

Step 3: Your brand will be featured on numerous programs throughout the year in our ASA Studios productions, Generations Publications and ASA Communities. This will all enable you to cross-promote, gain and share resources, and reach new audiences.

ASA Studios



LeverAGE is a podcast with bold conversations on policy and advocacy issues in aging. LeverAGE helps us learn how we can take action around the issues we all care about.



ASA Live features short-form interviews on newsworthy topics streamed on Facebook, YouTube and Twitter.



Generations Bylines is a podcast that goes beyond the pages of books, articles and research on aging and talks with authors writing about aging.



The Legacy Interviews is a webcast featuring interviews with diverse legendary pathfinders who have spent decades in the field of aging, health and social services.



Generations



Generations Journal is a quarterly digital journal that brings together the most useful and current knowledge about a specific topic in the field of aging.

(Published 4x per year.)



Generations Today is a bimonthly digital publication covering current trends and people impacting the field of aging.

(Published 6x per year.)



Generations Now is a blog featuring short-form, member-driven posts on the timeliest aging-related issues.

(Published 1-3 times weekly.)



Future Proof is a vlog that explores innovation in aging and is hosted by ASA's CEO Peter Kaldes.



Voices of an Aging Society is a virtual exhibit space featuring multi-media content in written, spoken and visual forms highlighting the impact of care and caregiving on all aspects of the aging experience.

(Coming soon.)

ASA Communities

Connect. Discuss. Learn.

Collaboratives

Collaboratives are topic-based digital discussion groups for sharing resources, information and ideas on an ongoing basis.

Constituent Groups

Housed in our Collaboratives, **Constituent Groups** are professional and shared interest groups that foster continual learning.

Regionals

Regionals are virtual discussion groups that encourage collaboration on a regional level and are designed to feed our growing regional program offerings.





Sponsorship Opportunities

Promote Your Thought Leadership

\$10,000–\$65,000

Choose from 2 packages:

\$65,000: General Session (limited to 2 programs)

- No programming will conflict with your session.
- Work with ASA Staff to design the content of your programming.

\$10,000–\$25,000: Highlighted Session

- Your session will receive added marketing prior to and throughout the conference.

Support ASA's Mission-based Work

\$7,500–\$25,000

All programming at On Aging 2022 will fall under our 5 priority areas (see page 8). Sponsor the one that aligns best with your work. You can select one or more tracks to sponsor.

Choose from 4 packages:

\$25,000: Platinum

- Conference app sponsor
- Special recognition at key staging areas of conference (reception and meal service)
- Inclusion in video montage
- Brand activation on signage throughout the conference and on the conference app
- Inclusion in pre-conference materials

\$15,000: Gold

- Special recognition at key staging areas of conference (reception and meal service)
- Inclusion in video montage
- Brand activation on signage throughout the conference and on the conference app
- Inclusion in pre-conference materials.

\$10,000: Silver

- Inclusion in video montage.
- Brand activation on signage throughout the conference and on the conference app
- Inclusion in pre-conference materials

\$7,500: Bronze

- Brand activation on signage throughout the conference and on the conference app
- Inclusion in pre-conference materials

On Aging

American
Society
on Aging



Sponsorship Opportunities

Sponsor Specific Programs

\$15,000–\$60,000

\$60,000: Sponsor a Keynote:

These are the most highly attended programs at the conference

- Opening programs on days 1 and 2
- ASA will develop the content

Added benefits:

- Sponsor will introduce speakers
- Logo placement at event

\$25,000: Sponsor our AgeTech Pavilion in the exhibit hall housing all tech exhibitors

\$25,000: Sponsor a Summit at On Aging 2022 (virtual or live experience)

\$15,000: Sponsor our Internship, Job and Returnship Fair

\$15,000: Sponsor an evening reception (plus food & beverage costs) or a Special Program (Fitness, Wellness, Meals, Networking)



Sponsor's Benefits

In addition to the benefits you receive from your specific sponsorship, all sponsors receive these benefits based on sponsorship level.

	\$75,000+	\$65,000– \$74,999	\$40,000– \$64,999	\$25,000– \$39,999	\$15,000– \$24,999	\$7,500– \$14,999
Logo on On Aging Tote Bag						
Promo Insert in On Aging Tote Bag						
Conference Media Passes	2	2	1			
Complimentary Exhibit Booth	Premium	Premium	Premium	Standard		
Gratitude Ad in ASA News	4	4	2	1		
Gratitude Ad on Generations	1	1	1	1		
Conference Registrations	4	4	4	3	3	2
Social Media Recognition Post	2/year	2/year	1/year	1/year	1/year	1/year
Logo on ASA Partners Page and on the individual webpage of the item you sponsor						

