



American
Society
on Aging

Sponsorship Opportunities

2020-2021



American
Society
on Aging

Dear Partners,

In this time of uncertainty, it can be a challenge accessing the networks, people, and businesses necessary to succeed. For over 66 years, ASA has nurtured the largest, most diverse community of professionals working in aging in America. During this pandemic and its extraordinary impact on older adults, we've heard from our membership - they need your partnership now more than ever.

To unite, empower, and champion all of us in aging, ASA is proud to unveil innovative partnership opportunities for 2021—our Year of Equity in Aging—that will provide you with the access, engagement, and opportunity to feature your service, product or thought leadership. Join us today!

Recognizing that in-person events remain a challenge, ASA is investing heavily in digital experiences with robust brand activation opportunities, cutting-edge content, and access to national leaders and networks that will bring us all together to drive change. By signing up as a partner today, you will be able to:

- **Engage Directly with our Membership, Subscribers and Network**
 - ◇ Sponsor our year-long Collaboratives and Roundtables that will meet virtually to share best practices, engage in actionable dialogues, or advocate for change;
 - ◇ Inform and educate with Webinars and CEU programs that empower our community;
 - ◇ Advertise in **Generations**, our brand-new digital content hub, that takes our well-respected printed publication online for greater accessibility to trends and insights in aging;
 - ◇ Support **ASA Studios**, our podcasts and live broadcasts that bring to life topics such as policy making and advocacy, innovations that drive social impact and diverse lived experiences and voices of older people.
- **Promote Thought Leadership.**
 - ◇ Collaborate on **Generations Forums**, our deep-dive, multi-day digital convenings focusing this year on economic security & housing, social innovation & technology and ageism & culture, with an explicit focus on how these topic intersect with equity;
 - ◇ Power the new **On Aging Institute**, which will offer new insights and practical guides to the most-pressing issues in aging; and
 - ◇ Author sponsored content in **Generations** to provide a unique perspective on aging issues .

These are just some of the deep, thoughtful collaborative opportunities available to you for the next year. As you review the attached opportunities, know we're grateful for how you stood by us and our membership through a very difficult year. Your partnership has allowed us to re-imagine ASA and the impact we can have together. We're genuinely looking forward to continuing to work with you as we launch our transformational work that will unite, empower and champion everyone in aging.

Thank you, truly,

Cindy Morris

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

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. Sponsor-specific benefits are listed below.

Our Stats



75,500

UNIQUE WEBSITE VISITORS PER MONTH



64,000+

FOLLOWERS ON SOCIAL MEDIA



100,000

EMAIL SUBSCRIBERS

Our Members & Stakeholders

62%

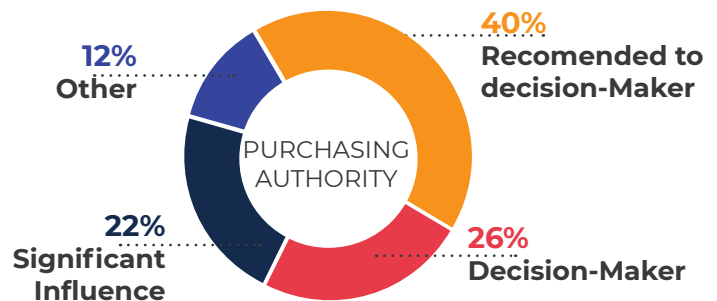
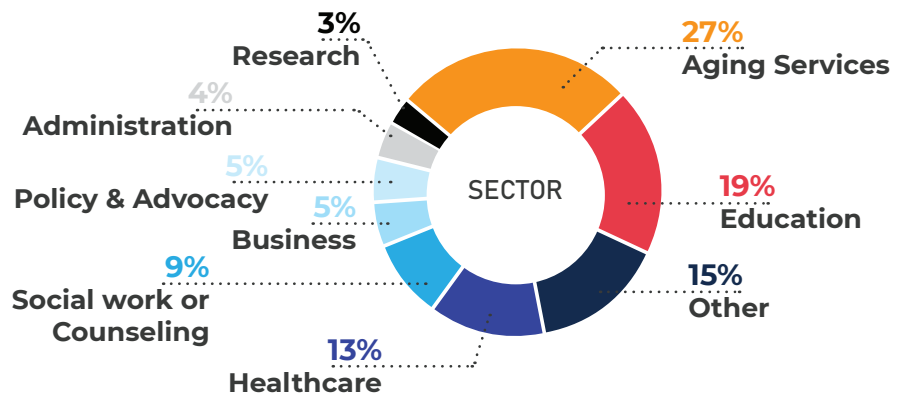
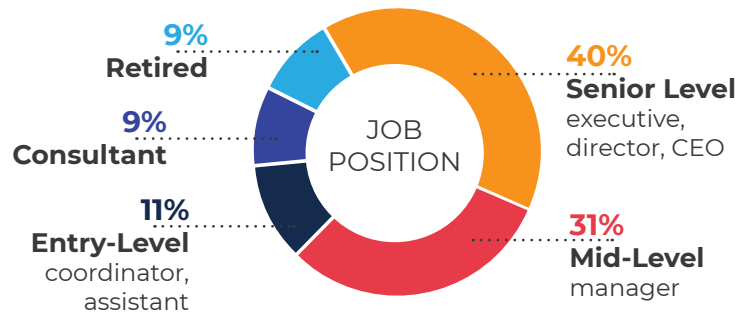
HAVE BEEN IN THE FIELD OF AGING FOR 10 YEARS OR MORE

80%

ARE WOMEN

76%

HOLD A MASTERS DEGREE OR HIGHER



ASA SPONSORSHIP OPPORTUNITIES

FOR MORE INFO CONTACT: CINDY MORRIS | CMORRIS@ASAGING.ORG | (415) 974-9612



Event-based Sponsorship Opportunities

On Aging Institute \$250,000

Our On Aging Institute brings together top researchers and practitioners to tackle some of the aging space's biggest issues, as we look to build bold, collaborative solutions that ASA will share and disseminate widely. Each of these multi-year, thoughtful and engaging programs will help prepare America for the next generation of aging adults, as we dig deeply into issues surrounding race, equity, economic security, ageism and mental health.

Upcoming Proposed Topics:

- Racial & Age-based Equity in Hiring Practices
- Congregate Food Programming in the Pandemic Era
- Data Collection, Analysis and Broad-based Sharing
- Connecting Gerontology and Medicine in Education & Practice
- Ageism and Economic Security

Generations Forums \$60,000

Embracing the incredible access that a virtual format offers to our members and attendees, we are producing three forums. Each forum will offer 5 days of meetings, access to learning programs, cultivated articles and readings, as well as networking opportunities on specific topics. Presenting sponsors will be limited to three per forum. Following the forums, your sponsorship will automatically include an education-and action-oriented track or general session at On Aging 2021, in which you can help collaborate on content with our Thought Leadership & Programming Team.

Upcoming Topics:

- Tackling the Digital Divide
- Equity in Aging Services
- The Impact of an Aging America on our Economy & Your Business

On Aging 2021 Film Series \$35,000

Our first film series will use movies to showcase issues of ageism in popular culture and will feature a discussion panel after each film to help us all digest and interpret how we can respond and work toward change.



ASA SPONSORSHIP OPPORTUNITIES

FOR MORE INFO CONTACT: CINDY MORRIS | CMORRIS@ASAGING.ORG | (415) 974-9612

ASA Studio Production Sponsorship Opportunities

Sponsor a Series or a Season of Original Content

ASA is proud to introduce a variety of original programming that connects the news of the day to the field of aging, and invites guests from all areas to weigh in, driving thoughtful and constructive conversation that is helping to shape the aging space. Podcasts are available on all major podcasts services.

Future Proof

\$35,000/season or \$100,000/year

A webcast and podcast that explores innovation in aging and is hosted by ASA's CEO Peter Kaldes. Our next season will focus on Innovations in Keeping Connected in COVID-19. Each season consists of six episodes spanning two months.

Bylines Podcast

\$8,000/season - \$32,000/year

Bylines features authors discussing aging-related news, research and books and appears on our Generations publications platform.

Leverage Podcast

\$25,000/season

A podcast in which we talk to politicians, policy makers and advocates on issues that are central to the aging industry industry, such as Family Caregiving, Congress Speculations, The First 100 Days of the new Presidential term, International Women's Day, etc.

Web Seminars

\$3,600 - \$5,500

Web Seminars are a trusted opportunity to speak directly to the ASA audience. The sponsor provides us with topics, content and speakers. ASA provides the marketing, operations and organization of CE credits. All web seminars must be approved by our Vice President of Thought Leadership & Programming. Cost per web seminar is determined by the quantity purchased for a year.

Digital Publication-based Sponsorship Opportunities

Generations Website Presenting Sponsor

\$20,000-\$25,000

Help us bring ASA's award-winning, academic and practical insights to industry leaders, academics, professionals and practitioners via our new digital publications platform.

Generations Voices

\$25,000

ASA will highlight the diverse achievements, passions and impact of older Americans, sharing profiles featuring art, music, design, literature, advocacy and culture as we work to dismantle the pervasive "I'm too old for that" mentality.





Virtual Community Sponsorship Opportunities

Sponsor a Coalition, Regional or Web Seminar

Putting the Society back into the American Society on Aging, our Coalitions and Roundtables offer members the opportunity to connect virtually and in-person around topics of importance to them.

Collaboratives

\$150,000 (entire platform)

\$5,000-\$20,000 (individual Collaborative)

Using ASA's new virtual community platform, Collaboratives welcome members of all levels and professional experience to collaborate with their peers to share questions, best practices, and ideas in a virtual setting that will offer special functionality for one-on-one, small group and larger conversations, meetings and trainings as we provide participants with the functionality to create, invent and design the newest solutions in the aging space. New Collaboratives will be formed at the request of membership. Sponsored options may include:

- C-Suite Leadership
- Equity in Hiring
- Tech & Aging
- DEI - What is working and not working
- Responding to COVID-19's Mental Health Crisis
- Innovations in Social Work
- Preserving Medicare & Social Security

Regionals

\$100,000 (all Regionals)

\$15,000 (individual Regionals)

Throughout the year, ASA members can communicate, learn, and network via ASA's new virtual community platform. Regionals are organized by geographic region and will invite organizations and individuals, leaders and emerging practitioners, academics and direct service providers to come together regularly to learn from one another. Regions will include:

- Northwest
- Southwest
- Southeast
- Northeast
- Mid-West



ASA SPONSORSHIP OPPORTUNITIES

FOR MORE INFO CONTACT: CINDY MORRIS | CMORRIS@ASAGING.ORG | (415) 974-9612

