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# AGING FORWARD

## CORPORATE SPONSORSHIP

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Partnering for Purpose. Investing in Community.



**Aging Forward**

# Why Partner with Aging Forward



## Reach a meaningful mission-aligned audience.

Increase brand visibility among a broad national audience of more than 550,000 older adults, families, volunteers, community leaders, and aging-sector professionals connected through the Aging Forward Alliance.



## Connect with respected community-based organizations.

Engage with a national network of local nonprofits that understand the needs, preferences, and opportunities within their communities and serve as trusted resources for older adults and families.



## Show your commitment to older adults and stronger communities.

Position your company as a visible partner in helping older adults remain connected, independent, and engaged in communities across the country.



## Build trust with consumers who value purpose-driven brands.

Strengthen customer loyalty and introduce your products or services to individuals interested in solutions that support aging well.



## Be part of a movement redefining aging.

Join aging professionals, volunteers, and community leaders who are working every day to reduce isolation, strengthen independence, and create opportunities for older adults to thrive.

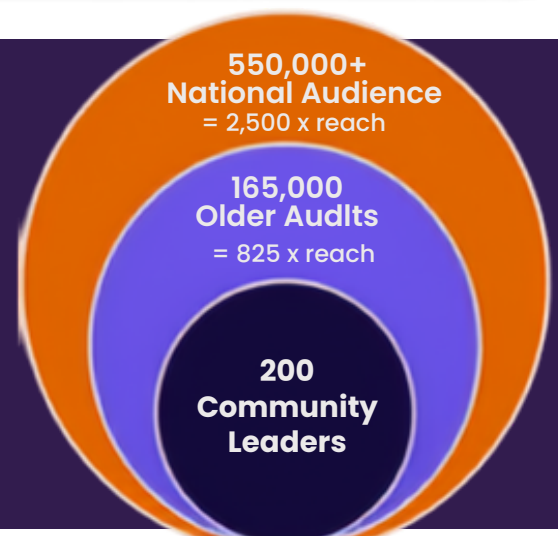


## Align your brand with a proven national nonprofit.

Affiliate with an established, service-based national organization with more than 55 community affiliates across 17 states and a 50-year history of empowering older adults.

## Partner with Purpose

Aging Forward is a national alliance of 55 volunteer-powered nonprofit affiliates dedicated to redefining the experience of aging. Together, we foster connections. Each year, we reach more than 550,000 individuals—older adults and the families, friends, and neighbors who care for them—through innovative, community-rooted solutions that promote independence, purpose, and well-being.

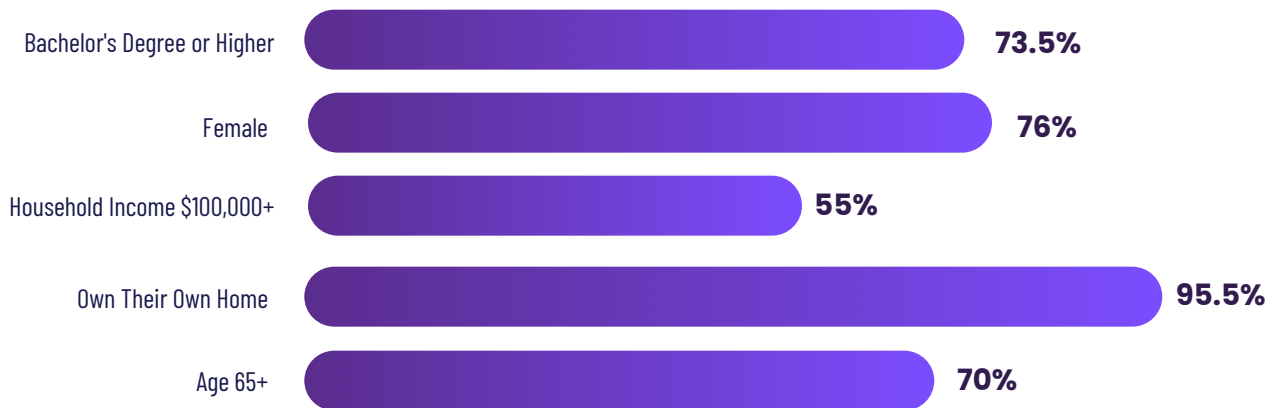


# The Aging Forward Audience

## Our Audience

Agging Forward connects sponsors with moderate- to high-wealth older adults 60+ and their families who are educated, active, community-minded, and open to brands that support meaningful aging.

## About Our Audience



## Our Audience is Responsive



## Demographics

Agging Forward is a unique network committed to connecting and engaging older adults with the community. Our reach includes:

- Older adults from age 50 to 100+**
- Family members and neighbors of older adults**
- Community leaders**
- Healthcare practitioners**
- Professionals in the field of aging**
- Academics and students**

# SOME OF THE WAYS WE CAN WORK TOGETHER

We believe the strongest partnerships are built around shared goals, not preset sponsorship levels. Rather than offering standard gold, silver, and bronze packages, we take time to understand what matters most to your company: your priorities, how you define return on investment, and the impact you hope to create. From there, we work with you to design a customized sponsorship opportunity that aligns with your goals and delivers meaningful value for your brand, our Alliance, and the communities we serve.

## Sponsorship Options

- Presenting rights
- Speaking opportunities
- Sampling
- Brand recognition
- VIP opportunities
- Experience marketing

## Benefits for All Sponsors

- Multiple logo placement (event, social media, newsletter)
- Social media mentions
- E-blast promotions
- Listing in the event program
- Thank you post



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[www.Aging-Forward.org](http://www.Aging-Forward.org)