

# Support the Institute



UNIVERSITY OF  
**LOUISVILLE**

INSTITUTE FOR SUSTAINABLE  
HEALTH & OPTIMAL AGING

## FUND THE MISSION

Our 'Fund the Mission' campaign is a stream-lined option allows you to support the Institute's education and awareness activities year-round with one annual gift. This is great way for organizations and individuals wanting to align their brand with a transformative force in aging. 'Fund the Mission' offers both generalized and event-specific exposure benefits for five levels of support.

### GENERAL EXPOSURE BENEFITS

General Exposure Opportunities	Approx. Impressions	Champion \$25,000 per year	Change Agent \$20,000 per year	Advocate \$15,000 per year	Supporter \$10,000 per year	Friend \$5,000 per year
Press Release of Support (1X)	>10,000	✓				
Email and Social Media Recognition	>1,500	✓	✓			
Logo in Annual Report	>500	✓	✓	✓		
Logo and Description on Website	>500	✓	✓	✓	✓	
Logo in Annual Calendar	>500	✓	✓	✓	✓	✓

### TOTAL IS GREATER THAN SUM OF PARTS

With 'Fund the Mission,' your support goes to supporting a wide range of activities at the Institute.

In addition to getting sponsor recognition at all of our events throughout the year, your one-time gift each year has prominent year-round exposure benefits that demonstrate your sustaining support.

### EVENT-SPECIFIC EXPOSURE BENEFITS



#### Optimal Aging Month

Held in September, this month increases awareness of Optimal Aging through a variety of health and educational events held throughout the month.



#### Gold Standard Award for Optimal Aging

This special event celebrates older adults who embody the concept of optimal aging. This event highlights the continuing contribution of older adults in our community.



#### Clinical Retreat in Interdisciplinary Training

Known as 'CRIT,' this intensive weekend retreat provides in-depth training on leadership and interdisciplinary geriatric care to a wide range of professionals serving older adults.



#### MicroClinics

This healthy lifestyle and education program empowers communities to take control over their own health to prevent and manage chronic disease.



#### Optimal Aging Conference

This two-day conference brings together older adults, caregivers, academics, health care & social service professionals to explore the latest ideas on Optimal Aging.



### SEE BACK FOR MORE INFORMATION

### EVENT METRICS

#### Optimal Aging Month:

- Sept. 1 - Sept. 30
- Reach over 1000 people via online communications and in-person events

#### Gold Standard Award

- Sept. 7
- Annual attendance of 400 people day off plus online promotions

#### CRIT

- Early August
- Over 60 professionals and students

#### MicroClinics

- Held across 6 KY counties

#### Optimal Aging Conference

- Early June
- Over 400 professionals and academics in attendance

300 E. Market Street, Suite 200, Louisville, KY 40202

www.OptimalAgingInstitute.org | 502.852.5629

We believe *Aging*  
is an *Opportunity*

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## FUND THE MISSION

### EVENT-SPECIFIC EXPOSURE BENEFITS

	Champion \$25,000 per year	Change Agent \$20,000 per year	Advocate \$15,000 per year	Supporter \$10,000 per year	Friend \$5,000 per year
<b>Optimal Aging Month</b>					
Logo on TARC Ad	✓				
Logo on T-Shirt	✓				
Recognition in Press Release	✓	✓			
Logo on Marketing Emails	✓	✓			
Tickets to SE4A Conference	4	3	2		
Logo on Room Signage at all Events & at Institute	✓	✓	✓	✓	
Social Media & Website Recognition	✓	✓	✓	✓	✓
Logo on GoBo at all Relevant Events	✓	✓	✓	✓	✓

### Gold Standard Award for Optimal Aging

Address Attendees	✓				
Assist with Award Presentation	✓				
Naming Rights to Category Award	✓	✓			
Logo on Stage	✓	✓			
Handout to Attendees	✓	✓	✓		
Ad in Event Program	1 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	
Social Media & Website Recognition	✓	✓	✓	✓	
Logo on Event Program	✓	✓	✓	✓	✓
Company Name on Table	✓	✓	✓	✓	✓
Table of 8	✓	✓	✓	✓	✓

### Clinical Retreat for Interdisciplinary Training (CRIT)

Opportunity to Address Attendees	✓				
Recognition in Press Release	✓	✓			
Handout to Attendees	✓	✓	✓		
Logo on Marketing Materials	✓	✓	✓	✓	
Attendance at Event	5	4	3	2	1
Social Media & Website Recognition	✓	✓	✓	✓	✓
Logo on GoBo & Room Signage	✓	✓	✓	✓	✓

### MicroClinics

Logo on Speakers & Attendee Gifts	✓				
Opportunity to Address Attendees	✓	✓			
Logo on Marketing Materials	✓	✓	✓		
Social Media & Website Recognition	✓	✓	✓	✓	
Logo on GoBo & Room Signage	✓	✓	✓	✓	✓

### CHAMPION \$25,000

The Champion sponsor level is the highest level of support. Giving at this level distinguishes you as a champion of a new of aging and as a leader in making this change happen.

### CHANGE AGENT \$20,000

Change Agent is the second highest level of 'Fund the Mission.' This level of support shows to the community that you have a strong and dedicated commitment to redefining aging.

### ADVOCATE \$15,000

The Advocate is our third highest level of 'Fund the Mission.' This level provides targeted impact in supporting the Institute's key activities and furthering our mission.

### SUPPORTER \$10,000

Supporter is our fourth level of 'Fund the Mission.' This level is a great way to begin exploring how aging can be an opportunity for you and your organization.

### FRIEND \$5,000

Our Friend level of 'Fund the Mission' is the fifth tier of support. This level a great way to start a relationship with the Institute and with the optimal aging movement.