



2024 GIA ANNUAL CONFERENCE

**SPONSORSHIP
OPPORTUNITIES**

DETROIT, MICHIGAN

OCTOBER 15-18, 2024



DRIVE THE CHANGE

POWERING EQUITABLE AGING



It's time to steer a more just and inclusive course for aging. Philanthropy can help drive the change we need—reducing disparities, creating more age-integrated communities, and powering equitable aging.

At Grantmakers In Aging (GIA), we're mobilizing money and ideas to strengthen policies, programs, and resources for all of us as we age, by creating opportunities for funders to connect, collaborate, and co-fund.

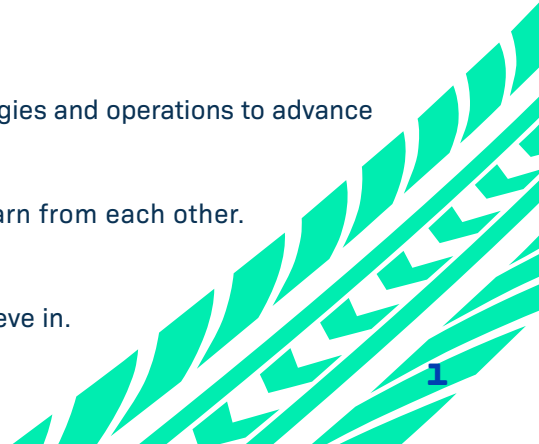
In 2024, we're taking our Annual Conference to Detroit, Michigan—the Motor City and birthplace of the Motown Sound—where our host sponsor will be the Ralph C. Wilson, Jr. Foundation.

Join funders, thought leaders, and changemakers at the only meeting of its kind. Together, we'll fast-track innovation as we explore opportunities to:

- Influence policies and leverage funding at the many intersections between aging and other critical funding areas, including economic security, health, disability, race, gender, and community-building.
- Scale up collaborations and co-investments.
- Build Diversity, Equity, and Inclusion (DEI) into all our funding strategies and operations to advance more equitable philanthropic practice.

This is our chance to broaden our networks. Deepen our relationships. Learn from each other. Discover new synergies. Maximize impact.

Put the pedal to the metal with us in Detroit, to accelerate change we all believe in.



ABOUT THE CONFERENCE

The GIA Annual Conference is the premier source of information, inspiration, and network-building for any funder interested in aging-related initiatives.

Building on GIA's 40 years of convening experience, this event brings together funders of all types and sizes: large and small; local, regional, national, and international; public and private.

Our program is designed to foster true connection between people in many different roles, including staff, trustees, directors, consultants, and donors.

With compelling content and plenty of dedicated networking time, the GIA 2024 Annual Conference will be one of the high points of your professional year.

Thanks to our host sponsor, the **Ralph C. Wilson, Jr. Foundation**

This year, we're excited to be gathering in Detroit—the historic hub of America's automotive industry, birthplace of the beloved Motown music tradition, and a city engaged in a dynamic process of reinvention.

Detroit is home to our host sponsor, the [Ralph C. Wilson, Jr. Foundation \(RCWJRF\)](#), a grantmaking organization dedicated primarily to sustained investment in the quality of life of the people of Southeast Michigan and Western New York. The Foundation focuses on active lifestyles, caregivers, preparing for success, entrepreneurship and economic development, as well as nonprofit support and innovation, with a structure that dictates spend-down of funds by 2035.



Thanks to the Ralph C. Wilson, Jr. Foundation (RCWJRF), our host sponsor in Detroit.

We appreciate the contributions of the entire RCWJRF staff and particularly the leadership of Amber Slichta, Vice President of Programs and Learning, and Treasurer of the GIA Board, in making the conference a success.

BECOME A SPONSOR

The Annual Conference brings together experts, innovators, funders, and decision-makers. The result is a great opportunity to share, learn, and connect, but this remarkable event is only possible with your support.

Please consider becoming a sponsor.



SPONSORSHIP OPPORTUNITIES

GIA's roster of sponsors reflects the diversity of our membership, and we offer sponsorship opportunities with attractive benefits at all levels.

In addition to the benefits detailed below, every sponsor also receives acknowledgment on the conference website and mobile app, the on-site slideshow and signage, and promotional emails. Every sponsor may also share up to three resources on the conference mobile app.

Sponsors have the option to provide general operating support for the conference rather than sponsoring a specific event or item, and will receive the benefits offered at that level.

All sponsorship benefits are awarded on a first-come, first-served basis.

50 MPH
\$50,000

- Co-design a plenary session with GIA staff
- Address attendees during the plenary session
- Acknowledgment in conference materials and communications
- Three acknowledgments on GIA social media
- Two news items in GIA's *Aging Matters* e-newsletter
- Three complimentary conference registrations

35 MPH
\$35,000

- Sponsor a conference dinner, share materials, and give 5-minute welcome
- Acknowledgment in conference materials and communications
- Two acknowledgments on GIA social media
- News item in GIA's *Aging Matters* e-newsletter
- Two complimentary conference registrations

25 MPH
\$25,000

- Sponsor a conference lunch or reception, share materials, and give 5-minute welcome
- Acknowledgment in conference materials and communications
- One complimentary conference registration

20 MPH
\$20,000

- Sponsor a conference breakfast, share materials, and give 5-minute welcome
- Acknowledgment in conference materials and communications

15 MPH
\$15,000

- Sponsor conference site visits
- Brand the conference gift items and tote bag
- Sponsor the Leaders of Today and Tomorrow event
- Acknowledgment in conference materials and communications

10 MPH
\$10,000

- Sponsor a conference networking break or the conference app
- Acknowledgment in conference materials and communications

5 MPH
\$5,000

- Acknowledgment in conference materials and communications

LET'S TALK SPONSORSHIP



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WHAT PEOPLE LOVE ABOUT THE GIA ANNUAL CONFERENCE

“This is the best conference I attend all year!”

—2023 GIA CONFERENCE PARTICIPANT

- *Deepening relationships and making new connections.*
- *Learning about new funding strategies.*
- *Direct access to thought leaders.*
- *Seeing innovation in action during local site visits.*
- *Being with people who share our values and care about aging.*



ABOUT GIA

Grantmakers In Aging (GIA) is a community of funders mobilizing money and ideas to strengthen policies, programs, and resources for all of us as we age, and the only global membership organization focused on aging and philanthropy.

As the hub of the aging philanthropy ecosystem, GIA creates opportunities for funders to connect, collaborate, and co-fund. Our vision is a just and inclusive world where all people are fully valued, recognized, and engaged at all ages.

Learn more at www.GIAging.org



**GRANTMAKERS
IN AGING**



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WWW.GIAGING.ORG

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