SPONSORSHIP OPPORTUNITIES

OCTOBER 13–15, 2021
Virtually from Long Beach, CA
Even in the toughest moments of 2020, we took inspiration from the strength, wisdom, and grit of older people and the stalwart organizations and institutions that serve and support all of us as we get older. In the year ahead, we will need encouragement wherever we can find it as we start to rethink the present … and the future.

2021 marks the beginning of the UN’s Decade of Healthy Aging—“ten years of concerted, catalytic, and collaborative action to improve the lives of older people, their families, and the communities in which they live.” Aging philanthropy is well positioned to support these efforts—everything from promoting age-friendly communities, health systems, and universities, to addressing questions of diversity, equity, and inclusion, to reframing the public conversation to recognize the contributions and value of older people in our nation and around the world.

GIA’s 2021 Annual Meeting, hosted by Archstone Foundation in Long Beach, California but presented virtually for the second year, will explore how our grantmaking can kickstart this next decade in new and dynamic ways. Together, we will reimagine aging by building communities, nurturing connections, and strengthening systems to ensure that all of us live healthier and better as we get older.
The GIA Annual Conference is the only event of its kind, specifically focused on aging and philanthropy. It is the premier source of information and inspiration for any organization that wants to support aging-related initiatives—foundations, grantmaking organizations, and corporate giving programs. It provides a stimulating and productive experience for people in all types of roles, including staff, trustees, directors, consultants, and donors. Our no-solicitation policy creates a relaxed and collegial environment that fosters true connection.

GIA’s Annual Conference features more than 300 top local and national funders who care about older adults and understand that aging affects the whole spectrum of philanthropic priorities, from health and education to economic development and intergenerational engagement.

This year, we’re excited to center the meeting virtually in Long Beach, California—a diverse city that embodies the culture and dynamics of the Golden State and is home to Archstone Foundation, our local host sponsor. Archstone Foundation’s mission is to improve the health and well-being of older Californians and their caregivers.

With compelling content and dedicated time and technology for true networking, we expect the 2021 GIA Annual Conference to enlighten and engage.

We believe this will be one of our most exciting conferences ever, but we need your help. Please consider joining us as a sponsor.

Funders sponsor the GIA annual conference because we create a unique environment. We bring together forward thinkers, seasoned experts, and innovative leaders. It’s a great place to share, connect, and learn.

GIA’s roster of conference sponsors is diverse: large and small, local, regional, and national. Getting involved is easy and we offer several types of sponsorships with a range of benefits. (Please see a complete listing on pages 4–6.) Please note that all sponsorship opportunities are awarded on a first-come, first-served basis.
Every sponsor receives acknowledgment in the conference program, on the website, in promotional e-mails, on social media, and in the sponsor section of the virtual event platform.

Note: Sponsors may also opt to provide general conference operating support, rather than sponsoring a specific event or item, while receiving the same sponsor benefits.

**SPONSORSHIP OPPORTUNITIES & LEVELS**

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**PREMIER**

$50,000

*Plenary Sessions* (2) (Thursday and Friday): Design and lead a presentation on topic of sponsor’s interest (in consultation with GIA staff.) One hour, including 15 minutes for Q&A.

**INCLUDES:**

- 2 complimentary registrations.
- Opportunity to share a 2-minute video featured in the program and on the virtual event platform.
- Opportunity to do a pre-recorded or live welcome before the plenary session.

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**PRESENTING**

$35,000–$49,999

*Pre-Conference Intensives* (2):

Design and lead an intensive workshop on topic of sponsor’s interest (in consultation with GIA staff.) One hour, including 15 minutes for Q&A.

**INCLUDES:**

- 1 complimentary registration.
- Opportunity to share a 2-minute video featured in the program and on the virtual event platform.
- Opportunity to do a pre-recorded or live welcome before the session.

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**PROMOTING**

$30,000–$34,999

**CHOOSE ONE:**

- Conference Gift Box: Contains gifts, printed program guide, and sponsor appreciation card.
- Welcome Reception: Virtual networking (on the Remo platform), with a group activity (such as wine tasting with sommelier) and related kit.

**BOTH INCLUDE:**

- Opportunity to share a 2-minute video featured in the program and on the virtual event platform.
- Opportunity to do a pre-recorded or live welcome before the reception or for gift box sponsor before one of our concurrent sessions.
SPONSORSHIP OPPORTUNITIES & LEVELS
CONTINUED

PERFORMING
$25,000–$29,999

CHOOSE ONE:
• CEO Meeting, facilitated by GIA Board Chair Rani Snyder.
• Trustees-Only Meeting, facilitated by GIA CEO Lindsay A. Goldman.

BOTH OF THE ABOVE INCLUDE:
» Opportunity to share a 2-minute video during the session.

• Diversity Sponsorship: Support attendance of 15 graduate or undergraduate students interested in gerontology; work with GIA staff to organize and facilitate a meeting to welcome students and share content.

ALL INCLUDE:
» Opportunity to share a 2-minute video on the virtual event platform.

PARTICIPATING
$20,000–$24,999

CHOOSE ONE:
• Virtual Networking Break (30 minutes)
• Speed Mentoring Break (30 minutes)

BOTH OF THE ABOVE INCLUDE:
» Acknowledgment during the break; sponsor logo shown in the virtual room; opportunity to share a 2-minute video during the break.

• Experiential Activity: Work with GIA staff to select a shared virtual experience with materials; sponsor logo shown during experiential activity.

ALL INCLUDE:
» Opportunity to share a 2-minute video on the virtual event platform.

PATRON
$15,000–$19,999

Virtual Site Visit: Recommend and work with GIA staff to produce a visit.
• Site visit opportunities from California sponsors (2).
• Site visit opportunity from any location (1).

ALL INCLUDE:
» Sponsor acknowledgment during the event.
SPONSORSHIP OPPORTUNITIES & LEVELS
CONTINUED

PARTNER
$10,000–$14,999

CHOOSE ONE:
• Networking Technology: Support cost of the Remo software used for networking breaks.
• Guided Relaxation Breaks: Work with GIA staff to select activity, such as Tai Chi or yoga; support cost of instructor.

BOTH INCLUDE:
» Sponsor logo featured during the event.

PROMISING
$5,000–$10,000

CHOOSE ONE:
• Daily Prizes: Gift cards given away during networking breaks. Includes sponsor acknowledgment in promotion and presentation.
• Online Photo Booth (for souvenir photos) with sponsor logo.
• Online Bulletin Board (for collaboration opportunities and other messages) with sponsor logo.

PEER
UNDER $5,000

Acknowledgment in program, website, e-mails, social media, and conference platform.

Let’s Talk Sponsorship

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What People Love About The GIA Annual Conference

- Spending time with people who share our values and care about aging.
- Learning and sharing candidly in an all-funder environment.
- Meeting new collaborators, mentors, and different types of funders.
- Getting access to thought leaders in aging.
- Exploring how aging connects to issues like transportation, housing, health, community design, employment, and education.
- Seeing innovation in action through virtual site visits and the “Best of the Region” session.
- Leaning into the virtual format:
  - More convenience: Catch up on recorded sessions any time; go on ALL the site visits!
  - More balance: Attend the conference while keeping up with job and family.
  - More connection: Virtual tools make it easy to find people with shared interests.
  - More diversity: Lower cost and less travel mean many more funders can attend.
  - More casual: Stay in your pajamas!
Grantmakers In Aging—a national membership organization of philanthropies—acts as a relevant and responsive network, resource, and champion, amplifying the voices of older people and issues of aging. Believing a society which is better for older adults is better for people of all ages, GIA seeks a just and inclusive world where older people are fully valued, recognized, and engaged in ways that matter.

GIA’s membership includes staff and trustees of private, family, community, public, operating, and corporate foundations that are involved directly or indirectly with philanthropy and aging. It also includes corporate giving programs, private and public charities, social venture capital groups, individual philanthropists, and bank trust departments or trust companies that administer charitable trusts or foundations making grants for charitable purposes.

Learn more at www.GIAGeering.org.