

AT HOME
WITH
GROWING
OLDER

Sponsorship Opportunities

2nd annual agein
Create, Connect, Contribute
A Joyous Celebration and Fundraiser
October 18 to 23, 2021

Participants of the agein table conversations
Ed Roberts Campus, Berkeley, CA, 2019

*At Home With Growing Older educates, inspires, and connects people
across generations and disciplines
to re-envision and improve the experiences of later life.*

"When I first started going, I came for my parents. Now that I'm 70, I'm interested in what can benefit me, and my friends."

Forum participant

"Really thought provoking, going beyond safety to make your home an ally and making it beautiful too."

Aging 360™ Workshop participant



Thanks to our loyal Sponsors:

Walnut Foundation • **James Coran**



www.athomewithgrowingolder.org

At Home With Growing Older

At Home With Growing Older(AWHGO) is an interdisciplinary and intergenerational learning community on aging. Participants are people of all ages who want to 'own' their aging experience and thought leaders in the aging arena.

2nd *agein* 2021



Create, Connect, Contribute: A Celebration and Fundraiser

The 2021 *agein Create, Connect, Contribute* will be all about experiences of joy as the engine of our shared humanity. It takes place over five days - four weeknight evenings (Mon-Thurs) of live, engaging online 'play dates', culminating with a joyous celebration of togetherness on the afternoon of Saturday October 23rd. Participants will be invigorated by exercising their creativity and playfulness with artists and creators who are part of the vibrant Bay Area community, from writers to comedians and dancers. They will have the choice to either attend the October 23 celebration in-person or will be provided with a *Create/Connect/Contribute* Package to celebrate in their own homes.

Our Reach and Impact

Based on 12 years of networking and trusted partnerships, we expect to attract 150 - 200 participants to *Create, Connect, Contribute: a Celebration and Fundraiser*.

Selected reach and impact:

- **Growing nationwide network of over 1,400** allies including designers, artists, social workers, entrepreneurs, medical professionals and people who are simply aging.
- **More than 600 attendees** to the 2020-2021 virtual season of [At Home, On Air](#).
- Hosted **over 100 speakers** who are notable professionals, academics, and activists.

At Home With Growing Older - Strength Through Collaboration

Sponsorship of *Create, Connect, Contribute* presents a unique marketing opportunity.

Experience Sponsor | \$5,000 (1 available)

- 12 full passes
- Opportunity to address the audience at the October 23 celebration
- Verbal recognition at each facilitated online play dates and the October 23 celebration
- Opportunity to introduce two facilitated online play dates
- Signage in different locations at in-person celebration
- Prominent recognition pre-event emails
- Prominent recognition in the post-event email to event attendees
- Logo on event registration page
- Hyperlinked logo on AHWGO website

Venue Sponsor | \$2,500 (2 available)

- 6 full passes
- Verbal recognition twice during the October 23 celebration
- Signage at entrance of in-person celebration
- Logo on event registration page
- Hyperlinked logo on AHWGO website

Food Sponsor | \$2,500 (1 available)

- 4 passes
- Verbal recognition twice during the October 23 celebration
- Signage displayed on food table at in-person celebration
- Logo on event registration page
- Hyperlinked logo on AHWGO website

Beverage Sponsor | \$1,000 (1 available)

- 4 full passes
- Signage displayed on beverage table
- Verbal recognition once during the October 23 celebration
- Logo on event registration page
- Signage displayed on refreshment table at in-person celebration

Promotional Sponsor | \$500 (8 available)

- 2 full passes
- Verbal recognition once during the October 23 celebration
- Logo and description featured in all pre-event emails (5+)

**Please make check payable to at Home With Growing Older and mail to:
At Home With Growing Older, 3106 Shattuck Avenue, Berkeley CA 94705.**

Donations are tax-deductible to the extent permitted by law.

At Home With Growing Older is a 501(c)(3) non-profit organization, #81-2844303.

For information please contact Susanne Stadler at sstadler@athomewithgrowingolder.org

www.athomewithgrowingolder.org

At Home With Growing Older - About Us

Since 2009, we have educated and connected individuals and organizations through our special events and regular programming.

Annual *agein*

To celebrate our 10th anniversary, AHWGO hosted the 1st *agein*, a day-long forum and participatory teach-in on aging which brought together presenters and participants of all ages in learning circles (design, social justice, technology) and table conversations. The sponsors of this unique event enjoyed exposure to more than 80 professionals in the aging arena. Due to Covid-19 we had to wait until 2021 to host the 2nd *agein*.



To learn more about the 2019 *agein*, we invite you to [watch the short video](#)

Participants of table conversations at the 1st *agein*

Learning Forums and Podcast

AHWGO has hosted and facilitated forums on a wide range of topics on the complex needs of later life. In March 2020, we pivoted from our monthly in-person programming to a weekly Zoom/call, “At Home, On Air” which was launched as [a podcast](#) in September of 2021.

Your support of the *agein* will allow us to build our podcast into a go-to resource and discussion platform that combats ageism and promotes agency in later life.



Click on image to listen and learn more about At Home, On Air!

Selected topics and speakers

- **Marc Freedman**, President, CEO, and Founder Encore.org
[Towards an Age Integrated Society: Proximity, Purpose, and the Power of Imagination](#)
- **Louise Aronson**, MD, MFA, University of California, San Francisco
[A Conversation with Louise Aronson, Geriatrician and 2020 Pulitzer Prize Finalist for 'Elderhood'](#)
- **Chip Conley**
[A Conversation with Chip Conley, Modern Elder Academy founder and serial entrepreneur](#)

Aging 360™ Workshops

With so many individuals wanting to age in place, At Home With Growing Older developed Aging 360™, a workshop for groups and individuals.



The goal is to see one's home as a partner in wellbeing and empower participants to create not only safety, but delight in their own homes. These workshops have truly changed lives. One of our key initiatives is to expand our virtual sessions of Aging 360 workshops and develop an education program for facilitators nationwide.

Your support of *agein* will contribute to realizing the goal of empowering more people who want to age in place.

Executive Director, Susanne Stadler
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