



2025

# SPONSORSHIP OPPORTUNITIES



*Dear Community Partner,*



At AGE of Central Texas, we remain dedicated to delivering comprehensive support and solutions for older adults and their family caregivers across our region. The meaningful impact we have on the Central Texas aging and caregiving community is made possible by caring sponsors like you.

As we move into 2025—another year filled with promise and progress—we invite you to join us in shaping the future of our vital programs. Enclosed, you'll find our updated Sponsorship Packet, presenting an array of tailored opportunities designed to help you achieve your outreach, brand awareness, and philanthropic objectives.

In recognition of your support, AGE of Central Texas offers a full spectrum of benefits—ranging from exclusive presence at our signature events to customized promotional materials featuring your organization. We welcome the chance to collaborate with you to create a sponsorship experience that perfectly aligns with your mission, values, and goals.

Your partnership with AGE not only drives our initiatives forward, but also reinforces your commitment to the well-being of older adults and family caregivers throughout our community.

If you would like to explore these possibilities further or discuss any ideas you may have, please contact [BLoaiza@AGEofCentralTX.org](mailto:BLoaiza@AGEofCentralTX.org). We would be delighted to arrange a meeting at your convenience. Thank you for considering sponsorship with AGE of Central Texas. We look forward to forging a rewarding partnership—one that amplifies your brand, enhances your community presence, and, most importantly, makes a meaningful difference in the lives of those we serve.

Sincerely,

*Blair Loaiza*

Blair Loaiza  
Vice President of Development  
AGE of Central Texas

[BLoaiza@AGEofCentralTX.org](mailto:BLoaiza@AGEofCentralTX.org)  
C - (614) 940-5184  
W - (512) 600-9283

# Corporate Care & Community Impact

*Ways you can support older adults and uplift family caregivers.*

## **Sponsor**

Sponsorship provides crucial support that amplifies the reach and effectiveness of programs, ensuring vital resources are accessible to those in need. By partnering with organizations, sponsors not only enhance community impact but also strengthen their brand's commitment to social responsibility.

## **Employee Giving & Matching**

Employee giving and matching programs foster a culture of generosity and engagement, empowering employees to support causes they care about while doubling the impact of their contributions. These initiatives enhance employee satisfaction, build stronger communities, and reflect a company's commitment to meaningful social change.

## **Volunteer**

Corporate volunteering strengthens community ties while enhancing employee morale and team cohesion, as employees contribute their skills and time to meaningful causes. It also reflects a company's dedication to social responsibility, fostering goodwill and a positive brand image both internally and externally.

## **Rent Space**

AGE's new South Austin Facility has below-market rate space available for your next event or meeting!

## **Offer Your Expertise**

Speaking at one of AGE's conferences offers a unique opportunity to share your expertise with a diverse audience committed to improving the lives of older adults and family caregivers. By contributing your knowledge, you help attendees gain valuable insights and practical strategies for navigating the complexities of aging and caregiving. It's a chance to engage with industry professionals, expand your network, and make a meaningful impact on the community.

## **Host a Supply Drive**

**Health Equipment Lending Program (HELP)** - AGE's largest program gives out free durable medical equipment and incontinence items to those in need. Our biggest needs year-round are wheelchairs, bariatric walkers, and adult pull-ups.

**Thrive Social & Wellness Centers** - AGE's two licensed adult day health care facilities serving over 100 Central Texas older adults need monthly activity supplies to help keep our members engaged and active!

# CAREGIVER



## SEMINARS

**Presenting  
\$1,500 each**

6 available

### SPONSORSHIP BENEFITS

- Opportunity to welcome seminar attendees
- Logo featured during the seminar
- Info. & Resource table for 2 reps at one AGE conference of your choice
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year

### 2025 Seminar Topics:

All seminars, with the exception of The GIFT Project, will be held virtually and are expected to draw 25-30 attendees each.

**Setting a Financial Foundation**

**Medicare 101**

**Holiday Harmony: A Guide to Caregiving During the Holidays**

**Final Transitions Series: A Guide to Graceful Planning**

- The GIFT Project with Hospice Austin - **Feb. 15th**
- Honoring a Life: A Step-by Step Guide to Funeral Planning
- Moving Forward: What to do When a Loved one Passes

AGE's Caregiver Seminars are focused, shorter-format learning sessions designed to address specific challenges faced by family caregivers. These bite-sized offerings distill the most valuable information, tools, and guidance typically explored in AGE's larger conferences into more manageable, targeted events. Each seminar provides practical insights and strategies caregivers can immediately apply to better support their loved ones and themselves.

# THRIVE



## SOCIAL & WELLNESS CENTERS

### ACTIVITY SPONSOR | \$250 per month per center

- Logo on Thrive Center webpage of AGE website for one year
- Logo on monthly Thrive Center Activity Calendar given to each client and caregiver
- Social media recognition reaching 5,300 cumulative followers
- Opportunity to host an activity at one of AGE's Thrive Centers in 2025

### HOLIDAY PARTIES | \$500 per holiday per center

- Logo on Thrive Center webpage of AGE website for one year
- Logo on monthly Thrive Center Activity Calendar given to each client & caregiver
- Social media recognition reaching 5,300 cumulative followers
- Exclusive Thrive Center holiday volunteer opportunity for your staff (up to 10 people per event)

**Holidays to Choose From: Valentine's Day, St. Patrick's Day, Easter, 4th of July, Thanksgiving, Winter Holidays across denominations, and New Years.**

AGE's Thrive Social & Wellness Centers (licensed adult day health centers) offers vibrant, person-centered care in a medically supervised environment for older adults with cognitive and physical challenges due to aging. Those attending AGE's Thrive Centers called "members," are able to spend the day engages in thoughtful activities, exercises, and socialization with peers. Thrive Center Activity Sponsors will allow Thrive Center staff to continue offering thoughtful, high-quality activities for members through crafts, activities, games, special holiday meals, and more.

## 2 LOCATIONS

South Austin -  
9400 Alice Mae Ln.  
Austin, TX 78748

Williamson County-  
475 Round Rock W Dr  
#120  
Round Rock, TX 78681

# HIGH IMPACT PACKAGES

Our High Impact sponsorship levels represent an extraordinary opportunity to invest in the well-being of older adults and caregivers while achieving unparalleled brand visibility and recognition. By committing at one of these tiers, you'll be providing direct, meaningful support for crucial services and programs that touch lives every day. In return, we'll offer exclusive benefits—such as premium branding opportunities, featured recognition at signature events, and customized marketing support—all designed to highlight your leadership in our community and elevate your brand's profile. Choosing a High Impact Sponsorship ensures that you're not only making a significant philanthropic contribution, but also forging a lasting partnership that strengthens families, inspires hope, and helps shape a brighter future for Central Texas families facing the challenges of aging and caregiving.

**Each High Impact Sponsor will receive the following benefits as well as the benefits listed with the specific level they sponsor.**

Half-page ad at each 2025 AGE Conference  
Two tickets to AGE's She Thrives: The Art of Aging Dinner - \$300 value  
Social media reaching over 5,300 cumulative followers  
Resource table at AGE's 3 largest conferences of the year - \$750 value

## **Respite Sponsor - \$5,000**

- Recognized as AGE's Respite Sponsor at each 2025 AGE Conference
- 5 minute speaking opportunity at one AGE conference in 2025

## **Caregiver Support Sponsor - \$5,000**

- Recognized as AGE's Caregiver Support Sponsor at each 2025 AGE Conference
- Opportunity to contribute to AGE's Caregiver Playbook - An annual AGE publication given out at each AGE conference as a free resource to attendees

## **Memory Loss Support Sponsor - \$5,000**

- Recognized as AGE's Memory Loss Support Sponsor at each 2025 AGE Conference
- Opportunity to facilitate activities during AGE's Memory Connections Program group sessions

## **Falls Prevention Sponsor - \$5,000**

- Recognized as AGE's Falls Prevention Sponsor at each 2025 AGE Conference
- Logo on all durable medical equipment distributed through AGE's Health Equipment Lending Program

## **Transportation Sponsor- \$10,000**

- Recognized as AGE's Transportation Sponsor at each 2025 AGE Conference
- Bumper sticker ad on each van or bus in AGE's fleet of vehicles

# Donation Drive for Dignity

**Help get adult pull ups to older adults in need!**

**April -May**

**Incontinence Supply Drive**

**Community-Wide**

Join us in a compassionate initiative that aims to make a real difference in the lives of vulnerable individuals within our community. **The Donation Drive for Dignity: Help get adult pull ups to older adults in need!** is a heartfelt endeavor to support those facing unique challenges, such as seniors, individuals with disabilities, and others who rely on incontinence items for their daily needs. Many members of our community struggle with the financial burden of purchasing essential incontinence items. The drive will seek to address this often overlooked need, promoting dignity, comfort, and well-being for those who require these supplies. By coming together as a community, we can make a significant impact and enhance the quality of life for our neighbors in need.

Each Dignity Drive Sponsor can serve as a Host Site, providing a convenient drop-off location for community members to donate incontinence items. We'll equip every Host Site with all the materials needed to accept these donations, and AGE will recognize and promote your location as an official donation center.

## PRESENTING

**\$10,000**

1 available

**Preferred Retailer!** The presenting sponsor will be the preferred retailer for the AGE Dignity Drive. AGE will promote H-E-B as the preferred retailer for all donation purchases. AGE will use any funds donated during the drive to purchase incontinence items at an H-E-B location.

- Supply drive naming ("brought to you by...")
- Logo on all AGE official supply drive emails
- Listed as preferred retailer for donation purchases
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year
- Logo in AGE Supply Drive emails reaching 2,400 active contacts
- Media mention to promote supply drive

## DIGNITY

**\$5,000**

2 available

- Logo on all AGE official supply drive emails
- Logo attached to all donated incontinence items when they are given out
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year
- Logo in AGE Supply Drive emails reaching 2,400 active contacts
- Media mention to promote supply drive

## GOLD

**\$1,000**

8 available

- Media mentions to promote supply drive
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year
- Logo in AGE Supply Drive emails reaching 2,400 active contacts

# Conferences



AGE of Central Texas offers three major conferences for older adults and family caregivers each year. Each conference brings expert speakers to local older adults and family caregivers in need of resources, support, and education. Conference attendees are highly engaged, creating ideal opportunities for sponsorship. By partnering with AGE, sponsors can showcase their brand, connect directly with potential clients and partners, and demonstrate their commitment to improving the lives of older adults and caregivers.

## Central Texas Aging Conference

**May**  
**South Austin**  
100 expected attendees

## Striking a Balance Caregiver Conference

**August**  
**Central Austin**  
*In partnership with the Area Agency on Aging*  
150 expected attendees

## Williamson County Caregiver Conference

**October**  
**Williamson County**  
100 expected attendees

### Presenting

**\$5,000**

1 available per event

- Event naming ("brought to you by...")
- 5-minute speaking opportunity to welcome attendees and speak about your organization
- Full-page ad in event program
- Full vendor table, attendance and lunch for 2 reps
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year

### KEYNOTE

**\$3,000**

1 available per event

- 5-minute speaking opportunity to introduce your company and the keynote speaker
- Half page ad in event program
- Full vendor table, attendance, and lunch for 2 reps
- Logo placement on AGE website for 1 full year

### LUNCH

**\$2,000**

1 available per event

- 2-minute speaking opportunity to introduce keynote speaker
- Half page ad in event program
- Full vendor table, attendance, and lunch for 2 reps
- Logo placement on AGE website for 1 full year

### EVENT BAG

**\$1,500**

1 available per event

- Logo on event bag given out to all
- Half page ad in event program
- Full vendor table, attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

### SESSION SPONSORS

**\$500**

2 available per event

- 1-2 minute speaking opportunity to introduce sponsored session
- Quarter page ad in event program
- Full vendor table, attendance, and lunch for 2 reps
- Logo placement on AGE website for 1 full year

**RESOURCE & INFO TABLE**  
To promote your company

**Nonprofit**  
**\$100**

**For Profit**  
**\$250**





# Mini-Conferences

AGE's specialized Mini-Conferences create welcoming, culturally-responsive spaces where underrepresented communities can access trusted information, tailored resources, and supportive networks. By sponsoring these events, you demonstrate your company's commitment to inclusion, health equity, and community empowerment. Sponsorship offers direct engagement with attendees, strengthens your brand's reputation, and fosters meaningful connections with audiences who value authenticity, respect, and culturally-informed care.

## LGBTQ Aging Conference

June  
South Austin

30-50 expected attendees

## LatinX Caregiver Conference

July  
South Austin

30-50 expected attendees

## African American Aging Conference

September

30-50 expected attendees

### PRESENTING

**\$3,000**

1 available

- Event naming ("brought to you by...")
- 5-min speaking opportunity to welcome attendees and speak about your organization
- Full-page ad in event program for 150+ attendees
- Full vendor table, attendance and lunch for 2 reps
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for 1 full year

### SESSIONS

**\$500**

3 available

- 2 minute speaking opportunity to introduce sponsored session
- Full vendor table, attendance, and lunch for 2 reps
- Logo placement on AGE website for 1 full year

### LUNCH (IN-KIND)

1 available

- 2 minute speaking opportunity
- Full vendor table, attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year



RESOURCE & INFO TABLE

Nonprofit  
**\$50**

For Profit  
**\$150**

# Spirit of AGE

Summer 2025

## AGE of Central Texas South Austin Facility

The Spirit of AGE fundraiser brings together over 150 community leaders, AGE stakeholders, and corporate partners from the aging and caregiving sector. By sponsoring this event, you'll gain valuable visibility among key decision-makers, honor those who support AGE's mission, and make a direct impact on low-income older adults who depend on AGE's vital services. It's an exceptional opportunity to elevate your brand while uplifting our community.

### PRESENTING

\$10,000

1 available

- Prominent logo placement on event signage and invitations
- 5 minute speaking opportunity to address all 150+ guests
- Full page ad in event program given to all 150+ guests
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on website for one full year
- Public recognition during program

### KEYNOTE

\$5,000

1 available

- 3-minute speaking opportunity to introduce your company and the keynote speaker
- Full page ad in event program for 150+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

### BAR

\$2,000

1 available

- Name and logo on bar signage
- Half page ad in event program given to all 150+ guests
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on AGE website for one full year
- Public recognition during program

### SIGNATURE COCKTAIL

\$1,500

1 available

- Name and logo on tabletop signage
- Half page ad in event program given to all 150+ guests
- 3-minute "raise your glasses" speaking opportunity during event program to speak about your organization and why you support AGE
- Logo placement on AGE website for one full year
- Public recognition during program

### AGE AWARDS

\$1,000

5 available

*The AGE Awards honor individuals and organizations who have gone above and beyond for the aging and caregiving community. Don't miss this amazing opportunity to sponsor a recipient.*

- Opportunity to be included in photo opportunity with award recipient, AGE Board Chair, and CEO
- Name and logo on AGE Award signage
- Logo placement on AGE website for one full year
- Public recognition during program



# sheTHRIVES

THE ART OF AGING

## An Inspirational Evening + Summit

Fall 2025

Location TBD

AGE will host the 5th annual She Thrives: The Art of Aging in the Fall of 2025. She Thrives will include an inspirational evening and corresponding summit to drive a conversation about how women can thrive as they navigate aging and caregiving. In total, these events are expected to host more than 400 participants from all around Central Texas. The goals of these experiences include caregiver education, raising awareness, and networking among women throughout Central Texas. Women of all ages, ethnicities and sexual orientations/identities will have access to support in navigating the stages of aging.

**Presenting  
Sponsor  
\$20,000**

- Prominent logo placement on event signage and invitations
- 5-minute speaking opportunity to welcome and 300+ Dinner guests
- 2 tables at She Thrives dinner with 10 seats at each table
- Premier seating at dinner
- Two bottles of champagne per table at dinner or preferred N/A beverage of choice
- Full page ad in event program given to all 400+ guests at dinner and summit
- Social media recognition reaching over 5,300 cumulative followers
- Logo placement on website for one full year
- Public Recognition at the event



# She Thrives: The Art of Aging Summit

## EDUCATION SPONSOR

**\$10,000**

1 available

- Opportunity to serve on She Thrives Event Committee
- 5-minute speaking opportunity to close the Summit
- Logo placement on event signage and invitations
- One table at She Thrives dinner
- 10 tickets to the She Thrives Summit
- Premier seating at She Thrives Dinner
- Full page ad in event program given to all 400+ guests at dinner and summit
- Social media recognition reaching 5,300 cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at both She Thrives events

## KEYNOTE

**\$5,000**

1 available

- Exclusive logo placement on food & beverage signage
- Opportunity to introduce Keynote Speaker
- Logo placement on event signage
- One table at She Thrives dinner
- 5 tickets to the She Thrives Summit
- Half page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at both She Thrives events

## ACCESSIBILITY

**\$5,000**

1 available

*The She Thrives Accessibility Sponsor enables AGE to provide complimentary tickets to the She Thrives Summit for organizations supporting women's needs throughout Central Texas.*

- Logo placement on event signage
- Opportunity to select organizations to benefit from free tickets to the Summit
- 5 tickets to the She Thrives Summit
- 5 tickets to the She Thrives Dinner
- Half page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at both She Thrives events

## TAKEAWAY BAG

**\$4,000**

1 available

- Exclusive branding on takeaway bag given to 150+ attendees
- Logo placement on event signage
- One table at She Thrives dinner
- 5 tickets to the She Thrives Summit
- Half page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at both She Thrives events

## SESSIONS

**\$2,500**

3 available

- Opportunity to introduce sponsored session
- 3 tickets to the She Thrives Summit
- Quarter page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

## FOOD & BEVERAGE

**\$1,500**

1 available

- 3 tickets to the She Thrives Summit
- Quarter page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

# She Thrives: The Art of Aging Dinner

The She Thrives Dinner will celebrate the aging and caregiving stories of Central Texans. The Dinner will feature a Style Show featuring models who are local aging adults or local caregivers with an impactful story to tell of struggle and triumph. AGE's hope is that by showcasing these stories, the She Thrives audience will witness what aging and caregiving look like in our community - all beautiful and all deserving of community, love, and support.



## STORYTELLING SPONSOR

**\$10,000**

1 available

- One table at She Thrives dinner
- 5-minute speaking opportunity to address dinner attendees
- Premier seating at She Thrives dinner
- One bottle of champagne at table for dinner or preferred N/A beverage of choice
- Full page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Social media recognition reaching 5,300 cumulative followers
- Public recognition at event

## BAR

**\$5,000**

1 available

- Logo placement on event signage
- One table at She Thrives dinner
- Premier seating at She Thrives dinner
- Half page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

## SIGNATURE COCKTAIL

**\$5,000**

1 available

- Logo placement on event signage
- One table at She Thrives dinner
- 3 minute "raise your glasses" speaking opportunity during dinner
- Premier seating at She Thrives dinner
- Half page ad in event program given to all 400+ guests at dinner and summit
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

## MODEL

**\$2,500**

5 available

- One table at the She Thrives Dinner
- Name and logo on tabletop signage
- Quarter page ad in event program given to all 400+ guests
- Logo placement on AGE website for one full year
- Public recognition during program

## JUNIPER

**\$1,500**

- Logo placement on event signage
- One table at She Thrives Dinner
- Quarter page ad in the event program
- Logo in event program
- Logo placement on She Thrives website for 1 full year



## CONFERENCES VS. FUNDRAISERS

*Why sponsor?*

Sponsoring an AGE conference and an AGE fundraiser offers unique opportunities tailored to different goals. Conferences focus on education and engagement, attracting a targeted audience of family caregivers and older adults seeking trusted resources. Sponsors at conferences benefit from direct interactions through event tabling, networking, and speaking opportunities, positioning their brand as a trusted expert. Fundraisers, on the other hand, bring together a diverse group of community supporters, and corporate entities from Central Texas and beyond for an inspiring event that highlights AGE's mission and impact. Sponsors of fundraisers gain broad exposure, networking opportunities with influential leaders, and the chance to showcase their commitment to giving back. Both sponsorships offer meaningful ways to connect with the community, but the focus and audience differ to match specific engagement goals.

### FUNDRAISERS -



#### IMPACT

The impact of your sponsorship dollars go beyond the event itself. Sponsoring an AGE fundraiser means making an investment in the AGE by helping us provide services to older adults and family caregivers in need year-round.



#### NETWORKING

Sponsoring an AGE fundraiser offers your company unparalleled networking opportunities with other entities in the aging and caregiving space. Connect with industry leaders, build relationships with like-minded organizations, and showcase your commitment to supporting older adults and caregivers in our community—all while making a meaningful impact.

### CONFERENCES -



#### DIRECT PROSPECTIVE CLIENT ENGAGEMENT

Sponsoring an AGE conference gives your company the unique opportunity to directly engage with potential clients through event tabling. Showcase your products and services, connect one-on-one with attendees in the aging and caregiving community, and position your brand as a trusted resource for those seeking support, solutions, and care.



#### SPEAKING OPPORTUNITIES

Conference sponsors have the unique opportunity to take the stage and address a room filled with attendees who are actively seeking resources and solutions in aging and caregiving. This is your chance to share your expertise, highlight your services, and connect directly with a highly engaged audience.