



Your Brand at the Center of Compassion + Innovation



“There’s a real opportunity to create communities where older adults thrive, contribute, and grow—but it takes more than better care. It takes a mindset shift. AgingIN is leading that change. As the pioneers of person-directed living, they deliver real-world solutions that empower leaders, uplift older adults, and equip caregivers with confidence and compassion.”

—Bob Kramer, Co-founder, former CEO, and now Strategic Advisor at the National Investment Center for Seniors Housing & Care (NIC)



With over 20,000 aging services professionals in our network, a podcast with 72,000+ downloads, and followers across the U.S. and worldwide, AgingIN (formerly The Center for Innovation) is a beloved force for change in senior living. As the original champion of person-directed living, **AgingIN is trusted by leaders who care, and more importantly, act.**

Why Sponsor AgingIN?

AgingIN is leading the movement to radically transform aging services in the United States and worldwide through research, consulting, coaching, and education.

As the nonprofit home of The Green House Project and Pioneer Network, we’re setting a new standard to advance person-directed living and empower cultures in the community of one’s choice.

Your sponsorship helps fuel this bold vision—and places your brand in front of the most engaged leaders and decision-makers in senior living. **Your annual sponsorship unlocks high-impact benefits across the entire year, including:**

- Presence at the August conference in Denver, CO
- Opportunities for podcast guest segments, webinars, and branded educational content
- Custom benefits to match your marketing objectives

SPONSORSHIP

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*Year-Round Visibility
+ Strategic Access*



Annual Sponsorships Come With Conference Exhibiting

Join In. Reap the Rewards. Sponsors are part of the public relations spotlight. See next page for select podcast and Brain Bytes advertising opportunities.



+ = INCLUDED

□ = Not Included

= Frequency in Sponsorship Year

Sponsorship Levels	Friend	Ally	Mission	Champion	Beacon / Strategic Partner	Transformational Partner	Legacy Partner
Cost	\$3,000	\$5,000	\$7,500	\$12,000	\$18,000	\$25,000	\$50,000
Monthly Email Newsletter Recognition (20K+ Subscribers)	+	+	+	+	+	+	+
Shout-out on social media with a link to your website	□	1	1	2	3	4	6
Lunch + Learn Participation	□	1	1	1	2	2	2
Webinar + Summit/ Workshop Promo	□	□	+	+	+	+	+
Spotlight by Podcast Host (75K + IAB Downloads)	□	□	1	2	2	6	12
Featured Guest on Podcast Episode	□	□	□	□	1	1	2
Conference Benefits							
Website + Conference Mobile APP Presence	+	+	+	+	+	+	+
Annual Conference Networking Event Acknowledgement	+	+	+	+	+	+	+
Conference Registrations	1	2	2	2	2	2	5
Booth at Annual Conference	□	1	1	1	1	1	1
Pre- or Post- Conference Event Participation	□	□	□	□	1	2	2

More Sponsorship Opportunities

Tap into one of the most trusted media channels in aging innovation—with your brand front and center.

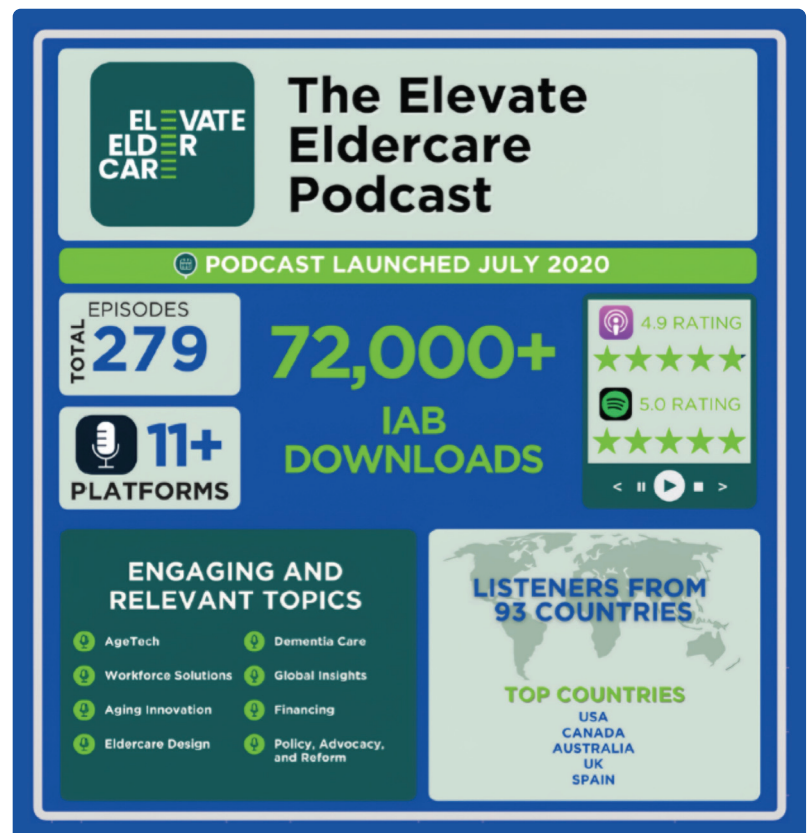
AgingIN's communications channels reach the decision-makers, innovators, and care teams shaping the future of senior living. Sponsoring these trusted channels connects your brand with a community that's not just engaged—they're leading the change.

Elevate Eldercare Podcast

Where the sector goes to think out loud.

With over 72,000 IAB downloads and listeners in 93 countries, Elevate Eldercare is where the boldest ideas in aging services meet real-world application. Hosted weekly by Susan Ryan, AgingIN CEO, it features senior living executives, researchers, care teams, tech leaders, and changemakers focused on person-directed care. With over 300 episodes and a 4.9-star Apple rating (and 5 stars on Spotify), the podcast is a proven platform for reaching a thoughtful, invested audience across 11 listening platforms.

Additional advertising options are available to annual sponsors at the Mission Level or higher. Podcast advertising must be purchased two months in advance of the episode. Ask about our editorial calendar and together we'll find a topic that matches your brand. All advertisements are host-read by Susan Ryan. You may submit your desired copy; AgingIN retains final approval based on editorial and ethical standards.



Podcast Sponsorship Pricing:

Pre-Roll: \$500 / Episode
15 seconds for a concise mention at the start of the episode

Mid-Roll: \$900 / Episode
30 seconds halfway through the episode

Post-Roll: \$350 / Episode
15 seconds at the end for a branded sign off

Full Bundle: \$1,500 / Episode
60 seconds (15 pre / 30 mid / 15 post) for maximum impact



Complete a sponsorship form today at AgingINnovation.org or call our office at (410) 844-6566.

Monthly Newsletter

Email inbox influence with more than 20,000 engaged readers.

Our monthly newsletter goes to a deeply diverse subscriber base—from CEOs to care partners, policy leaders to professors. Additional advertising options are available to annual sponsors at the Mission Level or higher. Every issue delivers actionable insights, breaking research, leadership strategies, and real-world practices that elevate aging services. It's a go-to resource—and a high-visibility platform for sponsors who want to align with substance, credibility, and mission-driven momentum.

Pricing:

- Placed advertorials: Articles up to 300 words—\$850 each
- Banner advertisements: \$350 each

Brain Bytes with Dr. Kelly Tremblay

Science. Simplified. Sponsored.

Brain Bytes is a new monthly microcast hosted by Dr. Kelly Tremblay—neuroscientist, World Health Organization advisor, NIH grant reviewer, advocate and professor. These bite-sized insights make neuroscience accessible for the senior care world, bringing research-backed clarity to memory, aging, and brain health. Sponsors receive a monthly branded acknowledgment in each episode—12 shout-outs a year, reaching AgingIN's entire podcast audience.

Pricing:

Limited sponsorship opportunities available starting at \$7,500 per year.