

CELEBRATE EVERY ABILITY,  
EVERY AGE, EVERY COMMUNITY!

# Sponsor a Learning Station



*an initiative of Connecticut Community Care*



# About the Event

AgeWellFest is a first-of-its-kind, in-person experiential learning opportunity for every Connecticut community.

A festival of the Connecticut Age Well Collaborative, we're celebrating every ability and every age. For the vibe, think First Night (but in the daytime) meets conference (but without the slide decks).

Municipal leaders, staff, commission members, community stakeholders, policymakers, nonprofits — and anyone interested in fostering more aging, dementia, and disability-inclusive communities! — are invited to a day of connection, engaging education, and fun.

**The Connecticut Age Well Collaborative** is leading the state's livable communities initiative (Section 17b-420a). We're part of **Connecticut Community Care**, a nonprofit that helps people live their best lives at home and with meaningful connection to support and services right around them, in their communities.



## WHEN IS IT?

Thursday, September 12, 2024

9:30am - 3:00pm

Rain date Friday, September 13.

(Note: if extreme weather on both days requires AgeWellFest to be canceled, sponsorships are not refundable.)

## WHERE IS IT?

The Meriden Green

Plus surrounding downtown locations!

## WHAT'S HAPPENING?

Interactive learning sessions

(many eligible for continuing education credits)

Entertainment and choose-your-own food truck lunch

Presentation of our annual Wellspring Awards

Modeling best practices for inclusive, accessible events





## BEST PRACTICES FOR ACCESSIBLE, INCLUSIVE EXPERIENCES

An accessible event gives every attendee equitable access to content, connections, and conversations.

- Ensure effective communication by creating accessible documents and presentations, including providing large-print variations as needed and providing electronic access with alt text for images and icons.
- Do not assume that a person with an apparent disability needs assistance, and be aware of other basic disability etiquette.
- Consider whether someone with a mobility disability can reach all the materials in your display without assistance.
- If you are providing food or other giveaways, consider allergies, sensitivities, lifestyle choices, and religious requirements.

# A New Kind of Sponsorship

We're asking our sponsors to go beyond the traditional exhibitor role and truly embody the spirit of AgeWellFest.

AgeWellFest is more than a conference—it's an accessible, inclusive festival of experiential learning. Rather than just handing out materials, how can you create an opportunity for meaningful interaction and engagement?

Your learning station is an opportunity for an interactive, one-on-one discussion of your work, with a hands-on component. What is your organization's mission? How does it relate to aging, dementia, and disability inclusivity? What are your key learning goals for this audience? How can you invite people to go deeper through a 5-10 minute experience? It could be a role play, a discussion prompt, a demonstration, a creativity exercise... the possibilities are many! See the next page for a few ideas, and contact us if you'd like to brainstorm more.

Aligned with our commitment to emphasize access, equity, and inclusion, we're also working to model best practices for an event. We're always learning, so we appreciate feedback on how to improve.



Incorporate these tips to transform your presentation from static to dynamic and foster a deeper connection with attendees.



#### **BOOST ENGAGEMENT**

People learn and retain information better through active participation.



#### **MAKE DEEPER CONNECTIONS**

Shared experiences create a stronger bond between you and your audience.



#### **CREATE MEMORABLE MOMENTS**

Interactive activities leave a lasting impression, so your station stands out.



# How to Craft a Learning Station

## **START WITH A HOOK, THEN INTRODUCE YOUR CORE CONCEPT**

Grab attention with a surprising fact, a relatable story, or a thought-provoking question about aging, dementia, and disability inclusivity. Then focus on just 2–3 key points about your organization.

## **OFFER AN INTERACTIVE ACTIVITY**

Design a hands-on experience that reinforces your message, such as:

- **Demonstration.** Let attendees try your product or service. (Example: Provide an opportunity to use a digital talking book machine.)
- **Challenge or Role Play.** Ask participants to complete a task showing why your work is important. (Example: Invite people to use their phone to find an ADA accessible restaurant, reachable by public transit, in a certain price range.)
- **Micro-Workshop.** Invite people to complete a worksheet or assessment that is part of your program. (Example: Invite attendees to review a checklist of features of a safe, age-friendly home.)
- **Discussion Prompt.** Invite a small group to have an interactive discussion, providing a prompt. (Example: Ask, "At what age do you consider someone to be old? Has your definition of 'old' changed over time?")
- **Poll with Live Results.** Use a polling app to gather attendee insights and display them in real-time. (Example: Poll with the question, "In a word or phrase, what makes your community livable?")

## **WRAP IT UP**

Summarize your main points, and end with a clear call to action.



# Sponsorship Benefits

Demonstrate your commitment to embracing every ability and every age by sponsoring a learning station.



## **CORE PARTNER** \$10,000

- 4 tickets to AgeWellFest
- Complimentary lunch for 4
- Learning station table with 4 chairs
- Full page ad in program
- 3 exclusive mentions on social media
- Recognition from Mainstage during event
- Logo** appears on:
  - Sponsor signage at event
  - Event webpage
  - Weekly e-news sent August 1 - September 12

## **COLLABORATOR** \$2,500

- 2 tickets to AgeWellFest
- Complimentary lunch for 2
- Learning station table with 2 chairs
- 1 exclusive mention on social media
- Logo** appears on:
  - Sponsor signage at event
  - Event webpage
- Name** appears on:
  - Weekly e-news sent August 1 - September 12



## **SUPPORTER** \$1,000

- 2 tickets to AgeWellFest
- Complimentary lunch for 2
- Learning station table with 2 chairs
- 1 group mention of all supporter-level sponsors on social media
- Name** appears on:
  - Sponsor signage at event
  - Event webpage
  - Weekly e-news sent August 1 - September 12

## **EXHIBITOR** \$250

- 2 tickets to AgeWellFest
- Complimentary lunch for 2
- Learning station table with 2 chairs
- 1 group mention of all exhibitors on social media
- Name** appears on:
  - Event webpage



# Application & Materials

## APPLICATION TIMELINE

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### Application Deadline

July 24

### Notification of Acceptance

August 2

### Registration & Payment Due

August 15

## APPLY ONLINE!

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Visit [bit.ly/AgeWellFestSponsor](https://bit.ly/AgeWellFestSponsor)



## REGISTRATION MATERIALS

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Once you submit your application, we'll review it and contact you with next steps for registration and payment. Here's what you'll need:

### Core Partners

- Press-ready PDF of full page ad, color, 8"W x 10.5"H, 300 dpi
- Logo in EPS or SVG format
- Website URL
- Social media handles for tagging

### Collaborators

- Logo in EPS or SVG format
- Website URL
- Social media handles for tagging

### Supporters & Exhibitors

- Website URL
- Social media handles for tagging

**10' tents are required for all learning stations.** You may bring your own tent, or you may rent one for \$100, payable at registration.



Prefer not to exhibit?  
You can still support  
AgeWellFest!

### DONATE \$2,500 +

Receive the same benefits as **Collaborators**, excluding learning station setup at AgeWellFest

### DONATE \$1,000 - \$2,499

Receive the same benefits as **Supporters**, excluding learning station setup at AgeWellFest

### DONATE \$250 - \$999

Receive the same benefits as **Exhibitors**, excluding learning station setup at AgeWellFest

### DONATE <\$250

Receive a listing on the event webpage

Visit [bit.ly/AgeWellFestSponsor](https://bit.ly/AgeWellFestSponsor) to make your donation.

