

# *Celebrating Life 2023!*

**wellness • wisdom • wonder**

for people who weren't born yesterday  
& young people inheriting the future

**WELCOMING  
STRATEGIC PARTNERS • UNDERWRITERS  
DONORS • EXHIBITORS**



# What...

The first-of-its-kind, non-profit, global, live and virtual, multi-stage, multi-media initiative launching this fall reaching audiences in over 450 cities in 50 countries.



## *Celebrating Life 2023!*

is designed to inform, engage, inspire and support people who weren't born yesterday and younger people who are now inheriting the future across the state, the country, and around the world to celebrate this precious gift of life even and especially in these complex and challenging times.

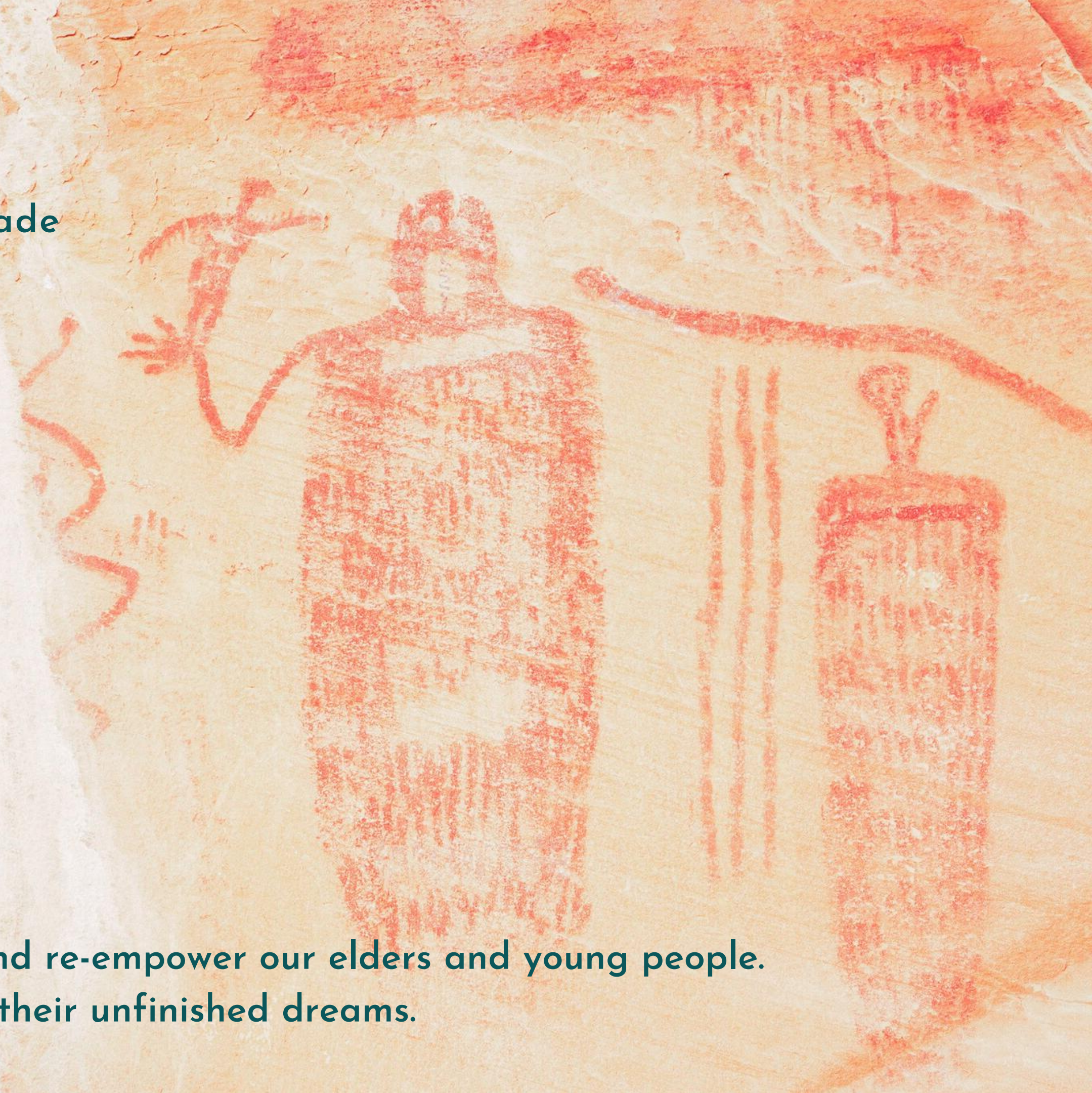


# Why. . .

In this time that mythologist Michael Meade calls The Great Forgetting, one thing we clearly have forgotten, to our great detriment, is the critical role elders and young people and the Wisdom Traditions have played throughout history in contributing to the stability and endurance of their societies, the well-being of all other species and of our precious habitat.

So please join us . . .

in this long-overdue initiative to re-inspire and re-empower our elders and young people. To give wings to their hopes and support to their unfinished dreams.





# More Goals

- Raise funds to support age-related initiatives and causes.
  - Honor the wisdom and experience of our elders.
- Encourage a return to following the guidance of The Wisdom Traditions that have honored humanity, the other species and our habitat itself for hundreds of thousands of years.
  - Re-inspire and re-engage people of all ages after the challenging and dispiriting time of Covid.
- Give new wings to their hopes and renewed encouragement and opportunities to complete their unfinished dreams and live those yet to be experienced.

# More What. . .

**Phase One of *Celebrating Life 2023!* - November 2022 - February 2023**

A PSA Television and Radio Media Campaign honoring elders;

Pilot program titled "Do Not Go Quietly"

based on the award-winning book of the same name.

**April 1 & 2, 2023**

**Phase Two - The First Global *Celebrating Life!* Two-Day Virtual Gathering and Celebration**

Plus an innovative Product Services **Exposition** featuring over 100 companies and organizations.

With 24-hour-a-day access to all content, special features and products and services

hosted on the Number One Digital Conference Site in the world.

**Phase Three - Follow-On Support and Integration Phase**

The second *Celebrating Life* PSA Campaign on Ageism,

Live and digital educational courses, an innovative volunteer and mentorship program, ongoing open Collaboratories and free digital gatherings to keep the spirit and joy of life alive.

# How...

## *Celebrating Life 2023 !*

will provide people of all ages the opportunity to learn, share, celebrate, interact and write a new chapter in their lives - lives of greater dignity with more of a focus on wellness, and a greater sense of local and global community. It will allow them to build new bridges of understanding and collaboration within and across the generations..

## *Celebrating Life 2023 !*

will touch the hearts and minds of hundreds of thousands of people around the world in 450 Compassionate Cities in more than 50 countries as well as audiences in a number of the 551 Age-Friendly Cities here in the U.S. Plus audiences invited by hundreds of our strategic allies.



# More How...

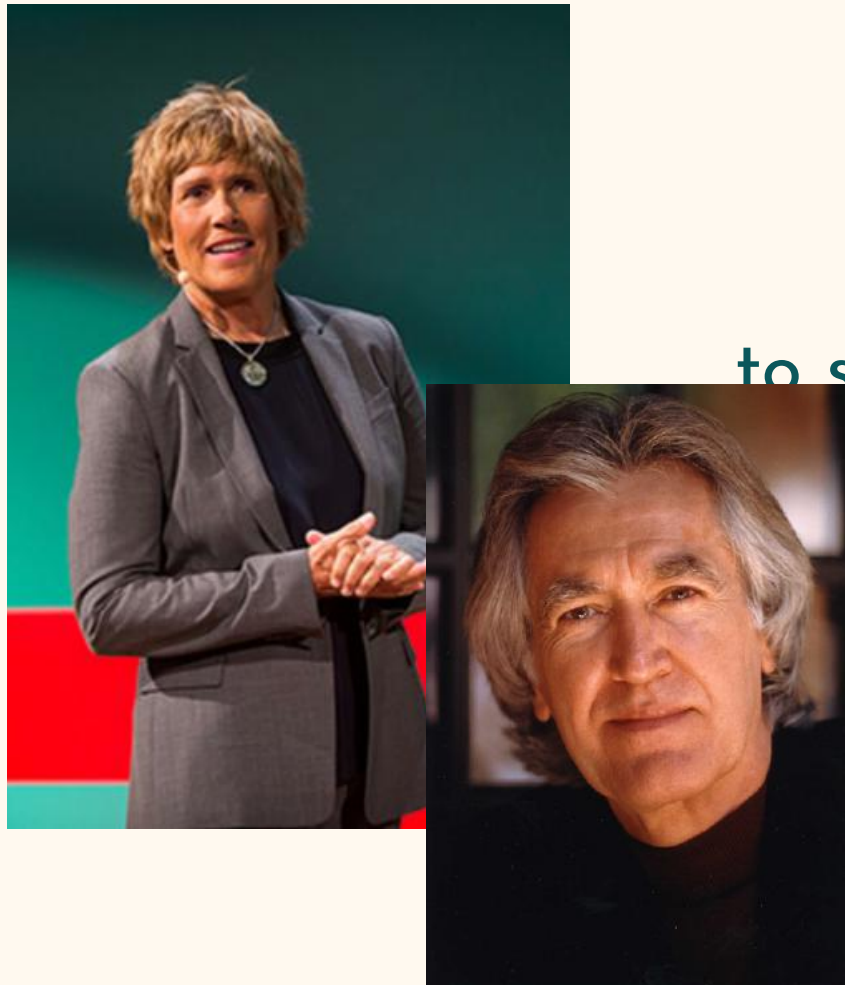
April 1 & 2, 2023

## The Global Virtual Celebration, Conference & Exposition

will bring together a remarkable collection of world-class authors, experts and leaders from a wide range of fields, as well as gifted entertainers, musicians, dancers and filmmakers, local and national dignitaries and more to share their wisdom, insights, strategies, and solutions in three principle content tracks - Wellness, Wisdom & Wonder.

Webtainment will include documentaries, films, inspiring short videos, featured interviews and more.

All of this and more - including real time audience participation and feedback available 24/7 during the event on a truly spectacular virtual platform to support us all in leading lives of greater meaning and purpose and civic engagement that minimize the obstacles and capitalize on the remarkable opportunities of our time.



**wellness • wisdom • wonder**



# Who...



**CHARTER FOR  
COMPASSION**



Haverland Carter  
Neighborhood  
Foundation



Department of  
Senior Affairs



**EMPOWER  
NEW MEXICO**



***AGELESS LIVING***  
A Series...A Choice...A Way of Life

**M|E|A**

MODERN ELDER ACADEMY

**EverWalk™**



# Impact

## *Celebrating Life 2023!*

April 1 & 2, 2023

### Global Virtual Celebration • Conference • Expos

As you will see in the next section of this deck, our virtual platform provides Strategic Partners, Underwriters, Donors and Exhibitors with an incredible array of valuable and distinctive ways to share their brand and message with our local, national and global audience, while helping to ensure major impact on the lives of hundreds of thousands of people in more than 50 countries.





# Underwriter and Donor Opportunities and Benefits

Celebrating Life 2022 offers outstanding partnership opportunities to companies, organizations and institutions and private donors ensuring fully integrated participation and high levels of media exposure and with direct audience access across the entire Celebrating Life platform providing maximum Return on Impact.

Celebrating Life also includes television broadcasts, audience exposure through additional conferences and product expos, podcast interviews, traditional television, radio and print media, internet and social media, Expo booths, gift bags, underwriting of AgeNation Life Achievement Awards, sponsorship of the cast of keynote speakers and acknowledgment in programs, films and video.

## Platinum \$75,000

Total Value of Package \$750K  
*Maximum Return on Investment & Return on Impact*

This partnership offers the most extensive impact exposure and cross-promotional opportunities. Plus category exclusivity & brand identity throughout the entire initiative - Conference & Follow-on Events & Programs.  
*(Gamification & Push Notifications - Additional Fee)*

## Gold \$50,000

Total Value of Package \$500K  
*Maximum Return on Investment & Return on Impact*

This partnership offers the benefits of category-appropriate inclusion in all media and on virtual conference, with category-appropriate Virtual Exhibitor Booth.  
*(Gamification & Push Notifications - Additional Fee)*

## Community Partnership \$25,000

Total Value of Package \$250K  
*Maximum Return on Investment & Return on Impact*

Category-appropriate brand acknowledgement and exposure in this innovative initiative with category-appropriate Virtual Exhibitor Booths.

For additional specifics  
and pricing for each category:  
[sedena@agenation.com](mailto:sedena@agenation.com)

## Exposition Opportunities

**(3 tiers - \$1000, \$1500 & \$2500)**

Local and national audience can take advantage of the most innovative Virtual Exhibitor Booths that include distinctive services per category.

\*\* Separate Exhibitor package available.

## Founder's Circle

Individuals who contribute \$5,000 or more.  
Category acknowledgement in Lobby & Auditorium Screens.

## Friends of Celebrating Life!

Individuals who contribute \$2500 or less.  
Category acknowledgement in Lobby & Auditorium Screens.



*Celebrating Life 2023!*

is pleased to offer  
the most advanced and engaging virtual conference platform  
in the world



**VFAIRS**



# *Celebrating Life 2023!*

is pleased to offer three opportunities for Underwriters:

Platinum, Gold, and Community Partners.

Exhibitors will experience benefits unheard of in live events.

Donors receive valuable exposure throughout all facets of the virtual event.

Each category offers a host of valuable and unique opportunities outlined in the following pages.

(For additional specifics and pricing for each category: [sedena@agenation.com](mailto:sedena@agenation.com))

## **CHIEF BENEFITS CAN INCLUDE:**

**PROMINENT BRANDING IN ALL 3 PHASES • INCLUSION IN MARKETING, PUBLIC RELATIONS  
OVER 12 MONTH PERIOD • CREDITS IN FOLLOW-ON DOCUMENTARY  
AND POSSIBLE TELEVISION SPECIAL PLUS ACROSS ENTIRE VIRTUAL PLATFORM**

**plus**

**PROMINENT LOGOS ON LANDING PAGE • EXHIBIT HALL PROMOTIONS  
BRANDED FEATURES IN EVENT • PROMOTIONAL BRANDING IN ALL VIRTUAL SPACES  
EXTENDED VIEWING LIMITS**

PLUS: Depending on category: Marketing Video across event pages • Branding in Virtual Lobby (logos & messages)

Banners in the Virtual Hall with underwriter branding showcased in registration confirmation email

Larger booth in the exhibit hall • Selected placement of booth by category

Exclusive booth template or design for each underwriter level • Unlimited chat users • Banner Spaces within Virtual Auditoriums

Document and video uploads in booths Access to attendee database to segment users of interest

In-event push notifications • Sponsored Scavenger Hunts & other gamification (Additional Fee)





What kind of sponsorship opportunities exist in Virtual Events?



VFAIRS

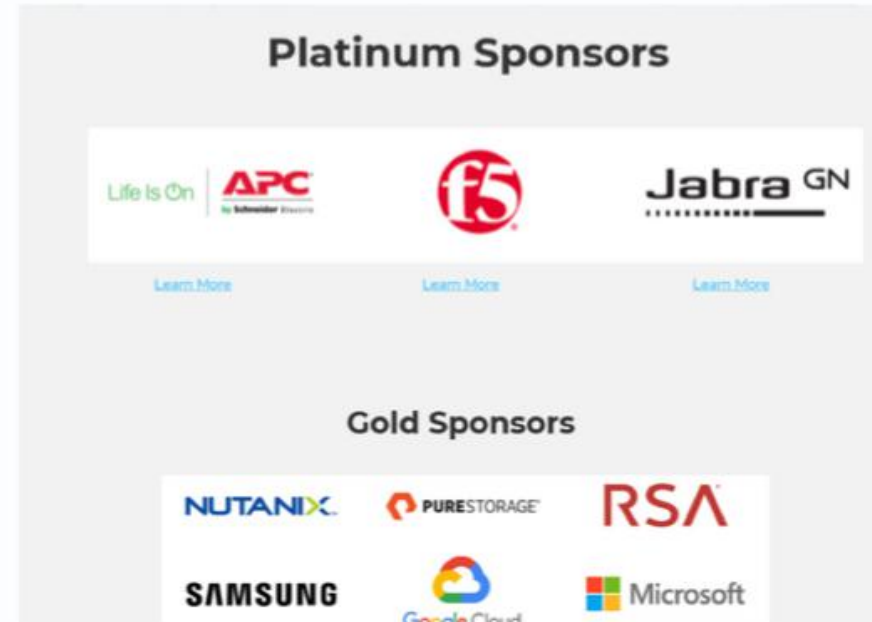


# Types of Placements Available



## Exhibit Hall

Extra prominence can be delivered to online booths hosted by key exhibitors and sponsors by using exclusive designs and optimal placements.



## Marketing Material

Higher tier sponsors can be highlighted in marketing and communications before, during and after the event.



## Other Virtual Spaces

Diamond or Platinum-level sponsors can be given maximum visibility by promoting their brand across virtual environments and in-event spaces.



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# Booth Prominence & Placement

Featured exhibitor gets a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall.

Moreover, it is placed as the first booth on the primary floor.

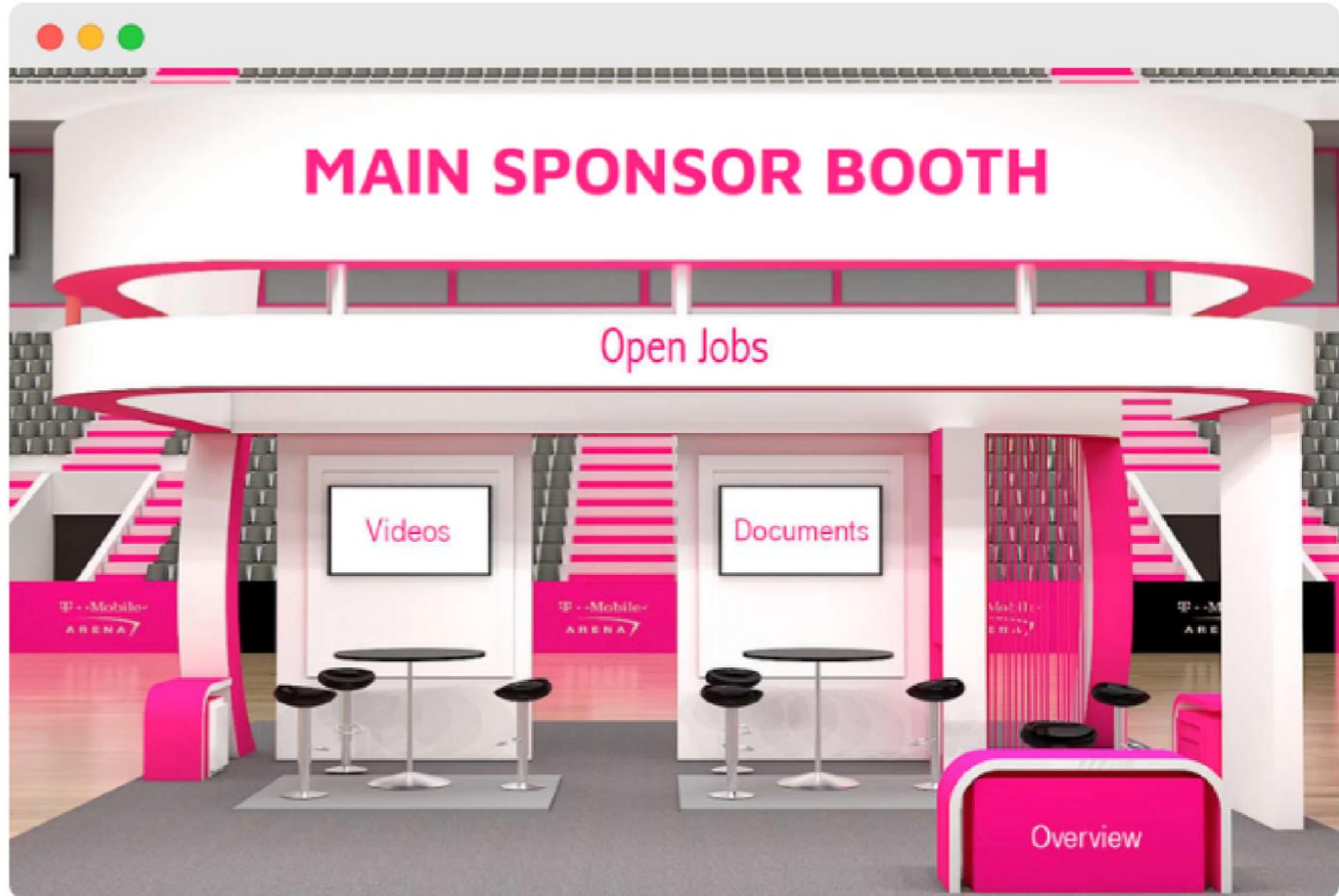




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## Exclusive Booth Design

The promoted booths are given a unique look by applying an extravagant, exclusive template & design reserved especially for sponsors.







Let's take a look at branding options in the marketing material



1

# Logo on Landing Page

The sponsors are given exposure on the landing page of the event according to their membership tier.





## Logo on Virtual Lobby

The Virtual Lobby displays branding and direct access links to the sponsor's virtual booths, resulting in higher traffic.





# Logo on Virtual Auditorium

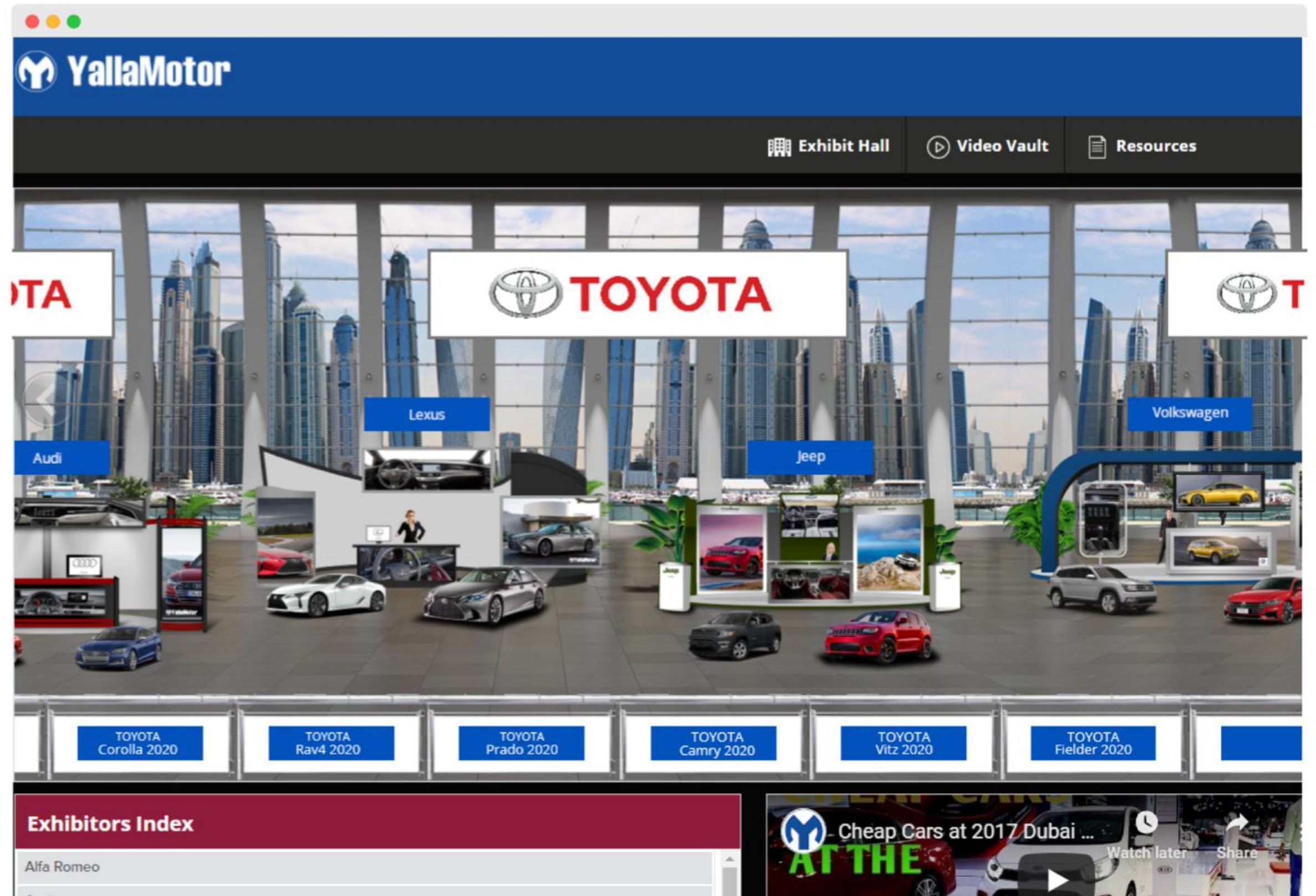
The sponsor is given prominent visibility in the Virtual Auditorium which is where all attendees arrive to watch webinars and speakers.





# Logos in the Virtual Hall

The sponsor's logo is featured on hanging banners on multiple floors of the Virtual Hall.





# Logo in Email Marketing

The sponsor's logo is carried in all pre-event email marketing and campaigns.

## Thank you for signing up for Virtual Vista XII

Dear Gary,

We're excited to have you join our virtual conference next week. To participate, all you need to is access this link:

[conference.virtualvista.com](https://conference.virtualvista.com)

Here are some of the benefits you can expect:

1. Connect with fellow marketing professionals and entrepreneurs
2. Learn from experts during our many breakout sessions
3. Get inspired by keynote sessions from marketing experts and industry leaders

### Our Sponsors

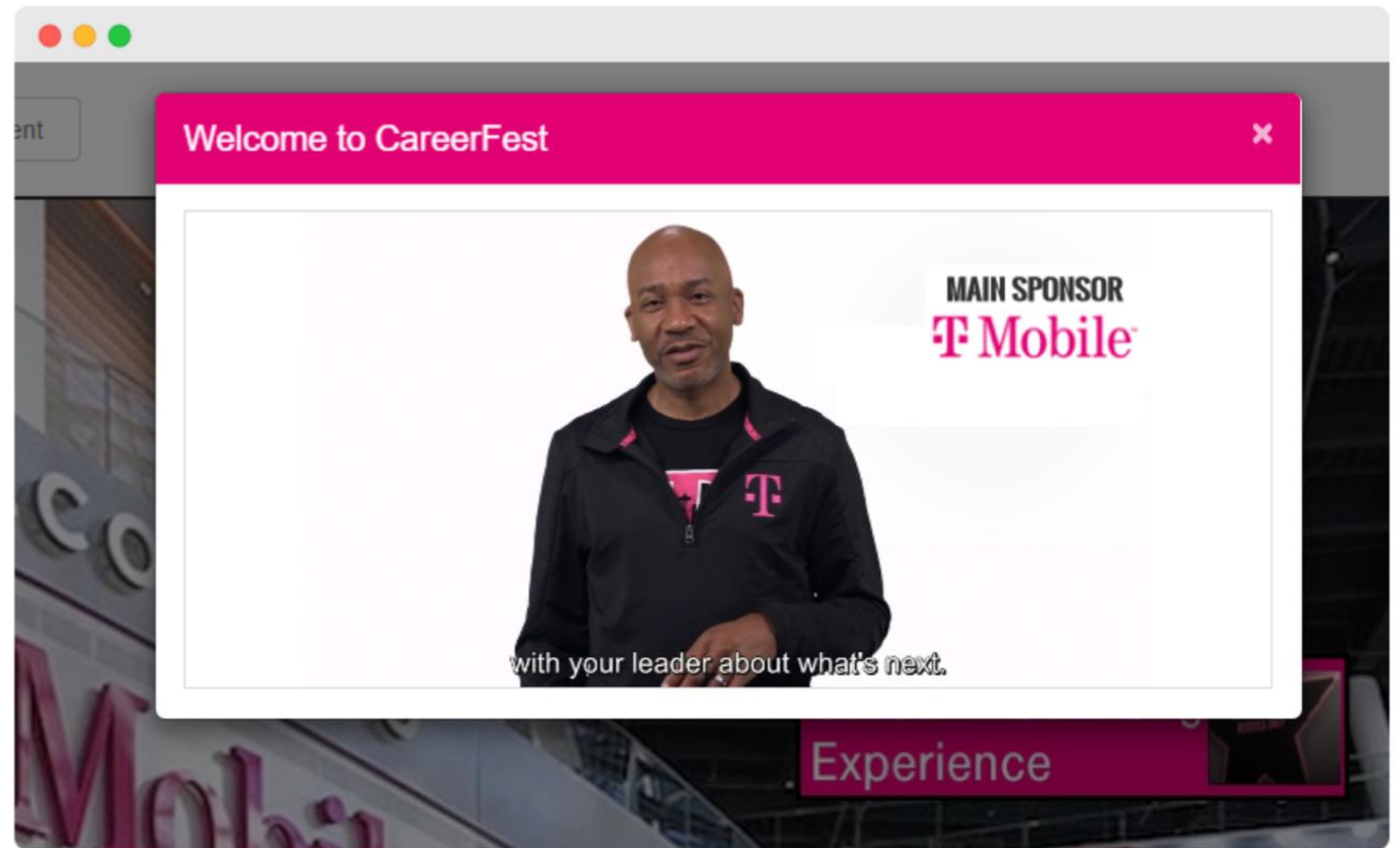




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# Welcome Video Spot

When attendees enter the virtual event, the sponsor's video can be made to pop-up and auto-play.







Let's take a look at additional sponsorship opportunities across virtual spaces in the event.



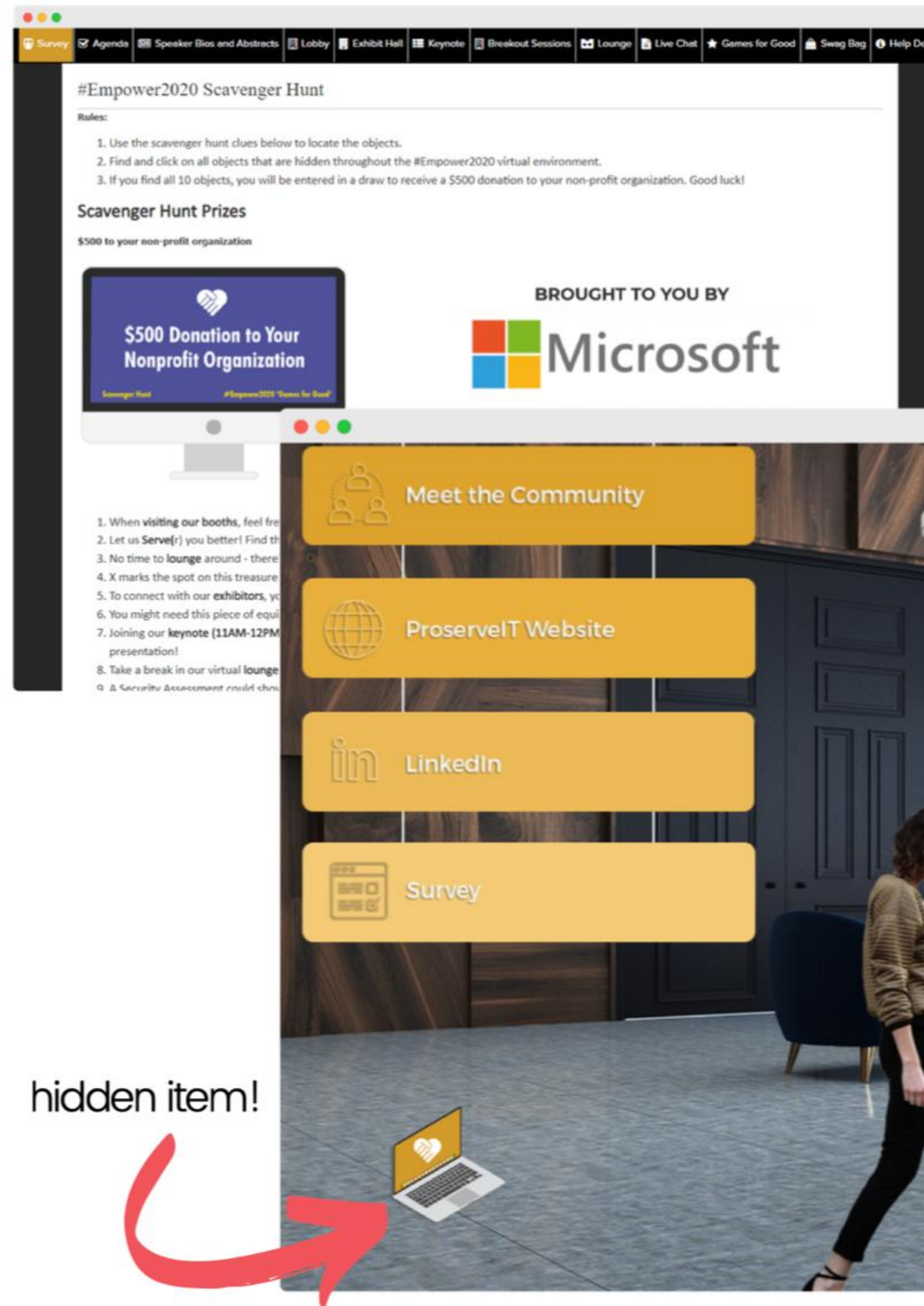
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# Sponsored Gamification

Organizers can host an online scavenger hunt where attendees can be asked to find hidden objects to win points.

These objects can be items related to the sponsor to reinforce brand recall.

The activity and prize center pages can also be branded with the sponsor.





# Sponsored Push Notifications

The push notifications embedded in every virtual event can be reserved for broadcasting sponsor messages and promoting their webinars.



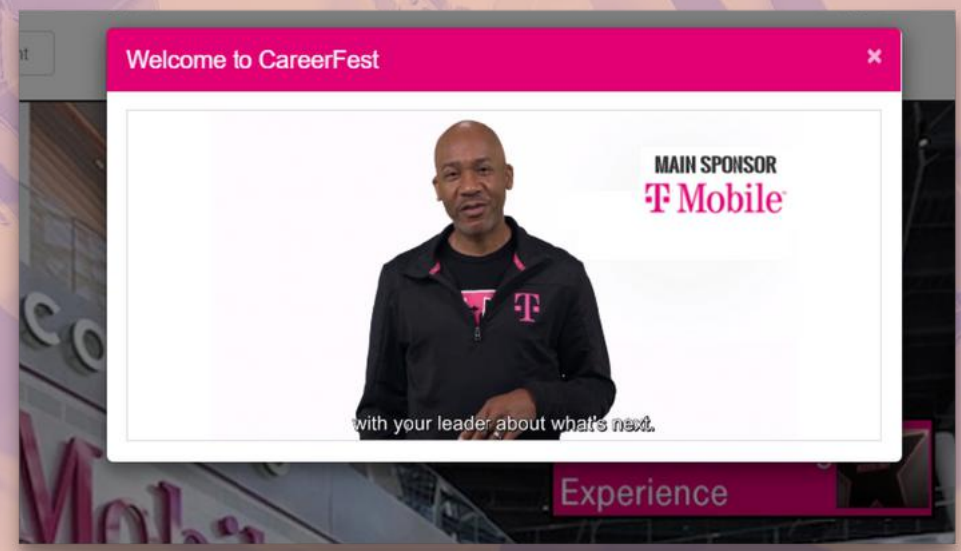
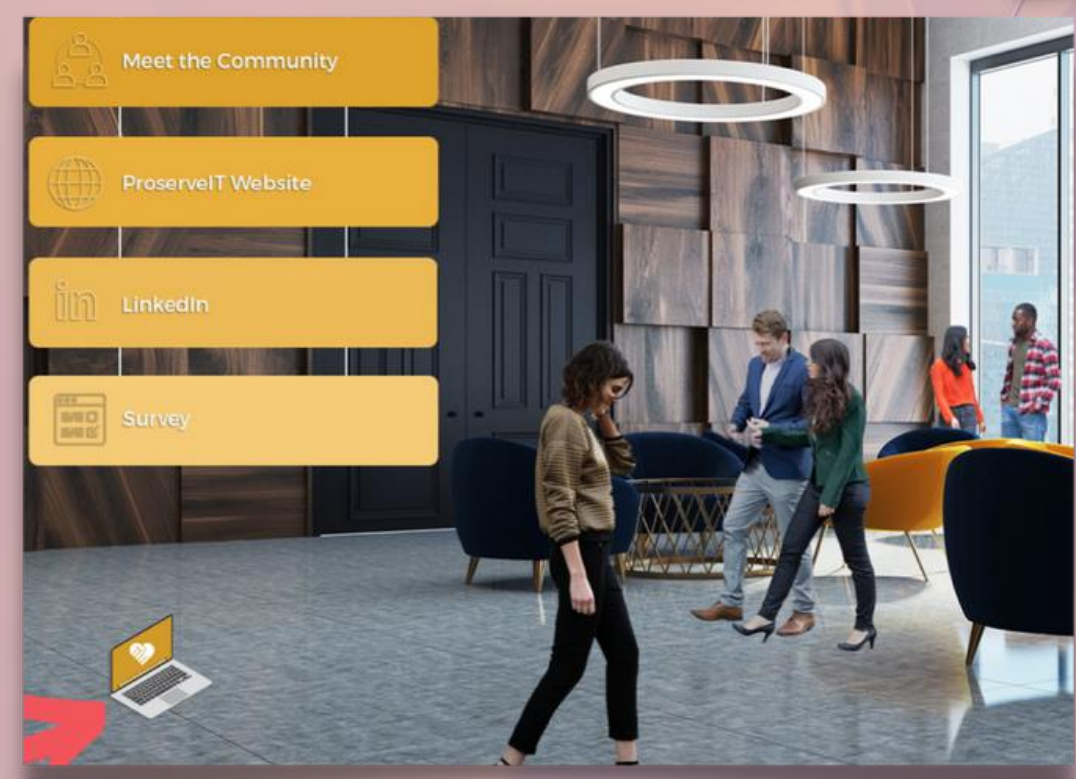
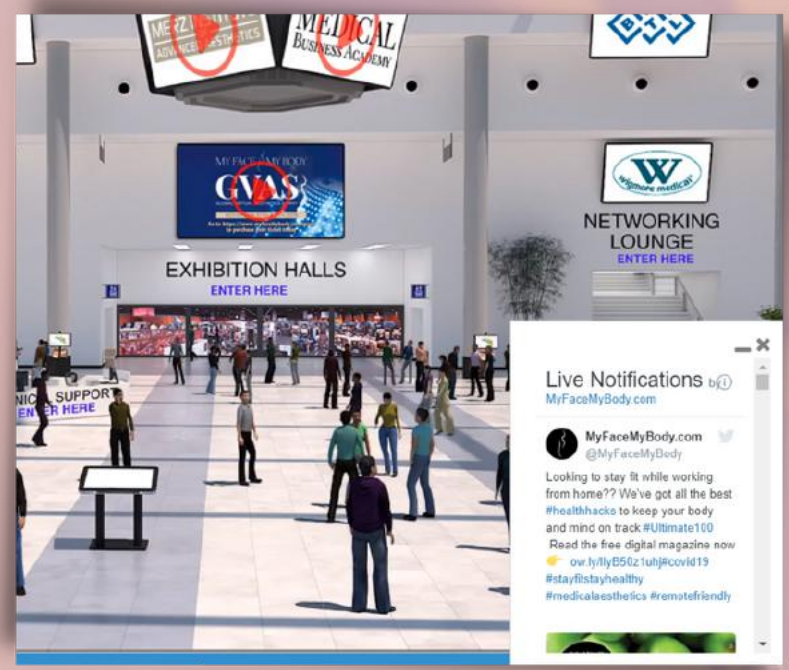


# Celebrating Life 2023!

presented on



vFAIRS





# Celebrating Life 2023!

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for people who weren't born yesterday  
& young people inheriting the future

Join us for this global celebration.

Let's encourage people around the world to remember Buckminster Fuller's sage advice:

"We are born to be the architects of the future, not its victims."

For More Information - [agenation@gmail.com](mailto:agenation@gmail.com) (602-339-3777) or [sedena@agenation.com](mailto:sedena@agenation.com) (505-470-6295)

