



WORKING TOGETHER  
FOR A STRONG GOLDEN AMERICA

## 2010 SPONSORSHIP OPPORTUNITIES

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### WHY IT MAKES GREAT SENSE TO JOIN US THIS FALL AT NHCOA'S NATIONAL CONFERENCE

**We want to tell our enormous community - and the world -- that YOU support us!**

In this Census year, we're gathering in Washington in September with leaders and opinion-makers to celebrate the fastest growing sector of the U.S. aging population - older Hispanics adults. And data show that in the Hispanic community, in contrast to most other ethnic groups, older adults wield a unique degree of influence. From politics to purchasing power, older Hispanic men and women still call the shots in their families and in their communities.

Political and market **analysis** also confirm that Hispanic families are extraordinarily conscious of, and loyal to, those who are identified as their friends and supporters.

For two days in September, the National Hispanic Council on Aging will be hosting the year's biggest gathering on aging-issues-focused members of the Hispanic community, along with representatives from national, state, and local governments, prominent academicians, leaders in the care-giving professions, business people who make purchasing decisions for retirement communities, physicians, and families from across the country.

Sponsoring a meal, a workshop, a symposium, or another dimension of this year's Washington, DC Conference will give you high-profile, direct recognition -- and lasting credibility -- as a proud supporter of the aging Hispanic population.

There are many levels of sponsorship available this year. Please find one that fits well, and help us make NHCOA's 2010 Conference the most memorable ever.

**SAVE THE DATES: SEPTEMBER 28-29**

L'Enfant Plaza Hotel - Washington, D.C.

734 15th Street NW Suite 1050 Washington DC 20005 Phone: (202) 347-9733 Fax: (202) 347-9735 [www.nhcoa.org](http://www.nhcoa.org)

**NHCOA**  
NATIONAL HISPANIC COUNCIL ON AGING

## LEADERSHIP AND EMPOWERMENT PLATINUM SPONSOR

\$125,000

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The Leadership and Empowerment Platinum Sponsorship makes one corporation or organization the honored star of our show – **the premier benefactor of our Conference**. Don't miss out on the opportunity to have the highest of all high profiles throughout the Conference, and to present your organization to a diverse audience of professionals, policy makers, journalists, key community leaders, aging community members, and individuals providing services to Hispanic seniors and their families. Your organization's support will be highlighted – and remembered.

## AGENTS OF CHANGE: CREATING NEW PERCEPTIONS DIAMOND SPONSOR

\$75,000

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A conspicuous focal point of Conference will be inspiring older Hispanic adults and those who work on their behalf to become active players on the issues, and to understand the important ways they can become agents of change. Agents of change have a vision of what could or should be, and acquaintance with the tools and techniques to inspire others to join them. Your sponsorship will help bring participants a vigorous new sense of empowerment **and personal responsibility** with an understanding of your own organization's strategic participation in molding our future.

As a Diamond Sponsor, you will **be** given credit for supporting:

- Feature Luncheon: *Working Together for a Prosperous Aging America*
- Capitol Hill Briefing Briefings on Hispanic Aging Issues
- *Plaza del Intercambio*: Innovations for Older Adults

## LUNCHEONS

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Gold \_\_\_\_\_ \$50,000

Silver \_\_\_\_\_ \$25,000

Each of our two gourmet luncheons is a wonderful event in itself, where good fellowship and great food form the backdrop for inspiring, career-enhancing talks by leaders in their fields. A first-class venue for networking as well as good times, the luncheons are invariably packed to capacity. Luncheons at the 2010 Conference luncheons will take away with them not only new knowledge and strategies to help them in their work, they'll also carry with them your company's message (you'll be invited to address the gathering), and whatever memento gifts you'd like them to take home.



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### CAPITOL HILL BRIEFINGS ON HISPANIC AGING ISSUES

Gold \_\_\_\_\_ \$40,000  
Silver \_\_\_\_\_ \$20,000

These highly substantive morning preparatory sessions will give **Congressional members, Congressional staffers and conference participants**, vital snapshots of Hispanic aging issues and priorities to enhance their work as **policy makers and advocates**. Among the points of focus of Briefing 1: demographics; health; economic security; and Social Security. Among the points of focus of Briefing 2: the Older Americans Act and its implications for an ethnically diverse population; and issues to keep in the forefront during the OAA's reauthorization.

### EMPOWERMENT AND CIVIC ENGAGEMENT TRAININGS (ECET)

Gold \_\_\_\_\_ \$50,000  
Silver \_\_\_\_\_ \$30,000

These two special training sessions (one for beginners, one for more seasoned advocates) tying advocacy to accountability and change are designed to:

- Strengthen participant interest in community organizing and personal leadership
- Show how to use personal experiences and passion to tell an effective advocacy story
- Demystify advocacy
- Teach techniques to influence others to make positive changes that affect our communities

Please support NHCOA's efforts to promote personal responsibility and empower older adults and their families!

#### **ECET 101**

The first ECET training will provide participants the necessary tools to participate and influence public policy via outcomes-oriented civic engagement of all sorts. Along the way, staff of nonprofit organizations that work with seniors will learn how to make the most effective use of the skills, energies, and expertise of the older community members themselves.

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## **ECET 102**

This is a secondary leadership development training program geared toward cultivating eager and willing older adults who have successfully completed and embraced our 101 training and are ready to receive their Ambassador status by learning to train other seniors in the ECET 101 methodology. The Ambassadors-in-training will learn to strengthen the capabilities of fellow seniors while learning more advanced advocacy and speaking skills. Join NHCOA's efforts to empower older adults and their families.

## **SYMPOSIA**

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<b>Gold</b>	_____	<b>\$30,000</b>
<b>Silver</b>	_____	<b>\$15,000</b>

The symposia that take place at the Conference are always very well attended. Please consider sponsoring one - or both.

The objective of the first symposium is to explore trends among Hispanic older adults in relation to Social Security and wealth acquisition (including through homeownership). Among the strategies discussed will be ways to strengthen Social Security and practical steps people can take to secure their futures and those of their families as they age.

The second symposium will examine the new healthcare legislation and its implications for older Americans. Key changes in the law will be highlighted, along with ways to ensure that the needs of Hispanic families are addressed in the course of implementation (e.g., through the Campaign for Better Care Coalition, sponsored by the Atlantic Philanthropies).

In the symposia, highlights and findings from NHCOA's Healthy Living Regional meetings held in Dallas, Miami, and Los Angeles will be shared and discussed, and the Hispanic perspective applied to the Administration on Aging (AoA)'s efforts in anticipation of the 2011 reauthorization of the Older Americans Act. Be a part of this powerful showcase of opinions and exclusive example of a true "Sharing the Best of Us" event.

## **LISTENING SESSION: THE STATUS OF OLDER ADULTS ISSUES: SHARING YOUR PERSPECTIVE**

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<b>Gold</b>	_____	<b>\$20,000</b>
<b>Silver</b>	_____	<b>\$10,000</b>

In this forum, local leaders share their perspectives on aging issues, as well as their opinions on the results of the Capitol **Hill** briefing. It is a must for community organizers and all others engaged in advocacy on behalf of older Hispanic adults.



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### PLAZA DEL INTERCAMBIO: A RESOURCE EXCHANGE

Gold	\$40,000
Silver	\$20,000

Our unique *Plaza del Intercambio: A Resource Exchange* is always one of the Conference's most popular features, and sponsors benefit from the fact that every Conference attendee spends time there. It's a welcoming, informal socializing and resting spot for our NHCOA community, dedicated to promoting healthy living and lifelong learning among professionals, **older adults**, and families. Set against our trademark backdrop of an idyllic Latin American *placita*, this year's *Plaza del Intercambio* will be arranged in three sections: one featuring health screenings and **innovative** technological **devices** and products designed to enhance **the quality of life of older adults and their caregivers**; one with benches and the NHCOA booth; and one with small tables where seniors and their families can get updated information on employment, Social Security, and Medicare and Medicaid.

In the health and technology area, participants can take part in educational sessions, to include an amazing opportunity for a select group of innovators to test products and services geared toward the highly dynamic aging demographic. Join NHCOA in redefining the perception of our aging population while supporting those with aspirations to promote products and services geared toward our seniors.

### PRE-AWARD GATHERING

**\$10,000**

The high point of NHCOA's Annual Conference is always the gala Awards Dinner. The evening gathering that takes place before the dinner and awards presentation is a lively and valuable event where participants enjoy meeting informally with friends and colleagues and establishing new networking links. It is prized by attendees as a wonderful time to reflect on things learned and to lay the groundwork for actions to take when they have arrived back in their own communities.

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## AWARDS DINNER

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<b>Gold</b>	<b>\$50,000</b>
<b>Silver</b>	<b>\$25,000</b>

Our spectacular Awards Dinner is the jewel in the Conference's crown. At this exclusive event we honor individuals and institutions **that** have made an outstanding contribution toward improving the lives of Hispanic older adults and their families. The Awards Dinner is grand, memorable, and very inspiring, and we arrange for the greatest press exposure we can. Sponsors of the dinner have a unique and high-profile opportunity to be part of NHCOA as we honor and celebrate "the best of our best"!

## OTHER SPONSORSHIP OPPORTUNITIES

<b>Shuttle Transportation for Older Adults</b>	<b>\$10,000</b>
<b>Conference Bags</b>	<b>\$10,000</b>
<b>Corporate Supporter(s)</b>	<b>\$ 7,500</b>
<b>Badge Lanyards</b>	<b>\$ 5,000</b>

*The NHCOA Annual Conference provides a unique arena for thoughtful discussion, learning, and networking, and everyone in the NHCOA familia recognizes, with gratitude, the role our sponsors play.*

For more information please contact **Ivan Cervantes, Development Associate** at **[icervantes@nhcoa.org](mailto:icervantes@nhcoa.org)** or **(202) 347-9733**.