

AGING WELL PLANNING WELL

Abbotsford Division of Family Practice

Abbotsford Division of Family Practice is a non-profit society that has been given the recognition and authority to speak on behalf of Abbotsford family physicians in matters that affect the community. Our goals are to enhance patient care throughout the front-line health care system, to build a network of support for our family physicians and to create healthier communities. The Division is an independent, not-for-profit society, funded by the Government of British Columbia and Doctors of BC. We work in partnership with the local municipalities, community agencies, and the Fraser Health Authority.

Aging Well, Planning Well

The first ever Aging Well, Planning Well event will take place on Saturday, May 15, 2021 at the Fraser Valley Trade and Exhibition Centre. Join us for demonstrations and presentations from local doctors, other health care professionals, and community experts in healthy aging and health promotion. Hear from lawyers and other professionals to support your end of life planning. Learn about the latest healthy aging research and participate in fun educational sessions.

The event is being held in an effort to increase health promotion and reduce disease among older adults in Abbotsford, increase advance care planning and medication review discussions, and increase education about wills, estates, and medical decision planning. Aging Well, Planning Well works to create awareness about many resources available to our growing aging community and is part of the Division's Older Adults with Complex Conditions and/or Frailty Medical Neighborhood Shared Care project. Older adults and their family members/caregivers will find Aging Well, Planning Well to be valuable.

Event highlights:

- 50+ exhibitors
- Age Well, Plan Well Speakers
- Interactive demonstrations
- Live Entertainment
- Early Bird Prizes
- 1500+ attendees



Sponsor Opportunities

Sponsor opportunities offer the ability to connect with older adults in our community and build relationships with other service providers, physicians and the health care community. Align your organization with caring about the aging population and reach a growing demographic in Abbotsford.

As an event sponsor, your organization will capitalize on a wide variety of benefits, including but not limited to:

- Brand exposure
- Web presence and logo/name recognition in collateral materials
- On-site recognition

Keynote Speaker Sponsor ~~\$15,000~~ **\$8,000**
(one available)

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- Recognized as the keynote speaker sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
 - social media mediums and email campaigns (including logo/link)
- Verbal recognition from the main stage prior to Main Stage presentations
- Opportunity to include promotional materials in guest swag bag
- Recognized as the keynote speaker sponsor on the guest swag bags (subject to print deadline)
- Press release featuring sponsor and keynote speaker to be distributed to media 4 weeks prior to the event date
- Complimentary premium exhibit space
- On screen recognition at the main stage
- Opportunity to introduce the keynote speaker with photo op
- Opportunity to send a one-time email message to Aging Well, Planning Well attendees, content will be subject to approval
- Ten (10) complimentary tickets to the event



Swag Bag Sponsor **\$5,000** *(one available)*

- Recognized as the swag bag sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
 - social media mediums and email campaigns (including logo/link)
- Verbal recognition from the main stage prior to keynote address
- Opportunity to include promotional materials in guest swag bag
- Recognized on the guest swag bags (subject to print deadline)
- Complimentary premium exhibit space
- On screen recognition at the main stage
- Opportunity to introduce a main stage speaker
- Eight (8) complimentary tickets to the event

Parking Sponsor **\$5,000** *(one available)*

- Recognized as the parking sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
 - social media mediums and email campaigns (including logo/link)
- Verbal recognition from the main stage prior to keynote address
- Opportunity to include promotional materials in guest swag bag
- Recognized on parking signage (subject to print deadline)
- Complimentary premium exhibit space
- On screen recognition at the main stage
- Opportunity to introduce a main stage speaker
- Eight (8) complimentary tickets to the event

Transportation Sponsor **\$5,000** *(one available)*

- Recognized as the transportation sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
 - social media mediums and email campaigns (including logo/link)
- Verbal recognition from the main stage prior to keynote address
- Opportunity to include promotional materials in guest swag bag
- Recognized on transportation materials (subject to print deadline)
- Complimentary premium exhibit space
- On screen recognition at the main stage
- Opportunity to introduce a main stage speaker
- Eight (8) complimentary tickets to the event

Aging Well, Planning Well 2020 Sponsor Opportunities

Lounge Sponsor **\$5,000** *(five available)*

- Recognized as a lounge sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
 - social media mediums and email campaigns (including logo/link)
- Recognized as a lounge sponsor on signage setup in your exclusive lounge area
- Opportunity to include promotional materials in guest swag bag
- Complimentary exhibit space, near your exclusive lounge
- On screen recognition at the main stage
- Eight (8) complimentary tickets to the event

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Entertainment Sponsor **\$1,000** *(five available)*

- Recognized as an entertainment sponsor:
 - all promotional and advertising materials
 - event website
 - event print materials
- Verbally recognized as entertainment sponsor during entertainment introduction
- Complimentary exhibit space
- Four (4) complimentary tickets to the event

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Supporting Sponsor **\$500**

- Recognized as a supporting sponsor:
 - all promotional and advertising material
 - event website
 - event print materials
- Two (2) complimentary tickets to the event

In-kind sponsors and event partners

For more information about in-kind sponsor opportunities, please contact us at info@agewellplanwell.ca

