

# Support the Trager Institute/OAC



**UL** TRAGER  
INSTITUTE

Republic Bank Foundation  
**Optimal Aging Clinic**

Support the University of Louisville Trager Institute/Republic Bank Foundation Optimal Aging Clinic year-round with an annual gift. Your dollars will be allocated to support all our events and help strengthen our mission of innovating the aging experience for individuals, community, and industry through leading-edge clinical practice, collaborative research, and inter-professional education. *Consider a multi-year Premier Sponsorship and earn event-naming rights!*

## GENERAL EXPOSURE

General Exposure Opportunities	Approx. Impressions	Champion \$25,000 per year	Patron \$20,000 per year	Advocate \$15,000 per year	Supporter \$10,000 per year	Friend \$5,000 per year
Press Release of Support (1X)	>10,000	✓				
Email & Social Media Recognition	>1,500	✓	✓			
Logo in Annual Report	>500	✓	✓	✓		
Logo & Description on Website	>500	✓	✓	✓	✓	
Logo on Event Signage & Brochure	>500	✓	✓	✓	✓	✓

## EVENT-SPECIFIC EXPOSURE



### Gold Standard of Optimal Aging

This special event celebrates older adults who embody the concept of optimal aging. This event highlights the continuing contribution of older adults in our community.



### Optimal Aging Conference

This multi-day conference brings together older adults, caregivers, academics, health care & social service professionals to explore the latest ideas on Optimal Aging.



### Clinical Retreat in Interdisciplinary Training (CRIT)

This intensive weekend retreat provides in-depth training on leadership and interdisciplinary geriatric care to a wide range of professionals serving older adults.

## TOTAL IS GREATER THAN SUM OF PARTS

Your sponsorship goes to supporting a wide range of activities at the Trager/OAC.

In addition to getting sponsor recognition at all of our events throughout the year, your annual gift has prominent year-round exposure benefits that demonstrate your sustaining support.

## EVENT METRICS

### Gold Standard Award

- September 30, 2022
- Annual event attendance of 300 people plus online promotions
- Held in-person

### Optimal Aging Conference

- April 16-18, 2023
- Over 300 professionals and academics in attendance
- Held virtually

### CRIT

- April 15, 2023
- Over 50 professionals and students

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## SPONSOR AN EVENT



### EVENT-SPECIFIC EXPOSURE BENEFITS

	Champion \$25,000 per year	Patron \$20,000 per year	Advocate \$15,000 per year	Supporter \$10,000 per year	Friend \$5,000 per year
<b>Optimal Aging Conference</b>					
Introduce Keynote Speaker	✓				
Recognition in Press Release	✓	✓			
Logo on Marketing Emails	✓	✓			
Attendance at Virtual Event	5	4	3	2	1
Social Media & Website Recognition	✓	✓	✓	✓	✓
Logo on Virtual Event Platform	✓	✓	✓	✓	✓
<b>Gold Standard of Optimal Aging</b>					
Address Attendees	✓				
Logo on Stage	✓	✓			
Handout to Attendees	✓	✓	✓		
Ad in Event Program	1 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	
Social Media & Website Recognition	✓	✓	✓	✓	
Logo on Event Program	✓	✓	✓	✓	✓
Company Name on Table	✓	✓	✓	✓	✓
Table of 6, Including Honoree + Guest	✓	✓	✓	✓	✓
<b>Clinical Retreat for Interdisciplinary Training (CRIT)</b>					
Opportunity to Address Attendees	✓				
Recognition in Press Release	✓	✓			
Handout to Attendees	✓	✓	✓		
Logo on Marketing Materials	✓	✓	✓	✓	
Attendance at Event	5	4	3	2	1
Social Media & Website Recognition	✓	✓	✓	✓	✓
Logo on Room Signage	✓	✓	✓	✓	✓

### BECOME A WELLNESS PROGRAM SPONSOR!

Our Wellness and Lifestyle Services provide whole health approaches tailored to help people achieve health and well-being.

Contact us today for a unique sponsorship opportunity that provides targeted impact to our holistic programs, classes, and services. We will work with you to create a custom wellness sponsorship that supports our in-house offerings, including, but not limited to:

- ACUPUNCTURE
- MASSAGE
- TAI CHI
- YOGA
- CULINARY MEDICINE KITCHEN (COMING SOON!)

#### FOR MORE INFO:

Please contact us for more information about our annual sponsorships.

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We believe **Aging**  
is an **Opportunity**

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