



The Tapestry of Aging

Threads of
Connection
& Well-being



Oct 6-9, 2025 | Delta Edmonton South, AB & Online

2025 Sponsorship & Exhibitor Package

About the Summit Hosts

The Summit is proudly hosted by Healthy Aging Alberta in partnership with the Alberta Association of Gerontology and the Alberta Elder Abuse Awareness Council.



**A network of
community allies
for older adults.**

Healthy Aging Alberta (HAA) is a 'by community, for community' initiative working to make Alberta one of the best places to grow older. We connect, strengthen, and amplify a network of community-based seniors serving (CBSS) organizations and groups, as well as community allies to support older adults to age on their terms.



**ALBERTA ASSOCIATION
ON GERONTOLOGY**

Improving the Lives of Older Albertans

Alberta Association on Gerontology (AAG) is a not-for-profit, member-based organization, that was established in 1975 to bring together a multi-disciplinary group of professionals, researchers, cross-sectoral service providers, older adults, educators, and students to improve the lives for older Albertans.



AEAAC
Alberta Elder Abuse
Awareness Council

The Alberta Elder Abuse Awareness Council is a collective of dedicated Albertans committed to fostering awareness and empowering communities to respond to elder abuse. Our goal is to uphold the dignity, well-being, and autonomy of older adults by addressing the factors that contribute to abuse and building a strength based, empowering and more inclusive community response.



About the Summit

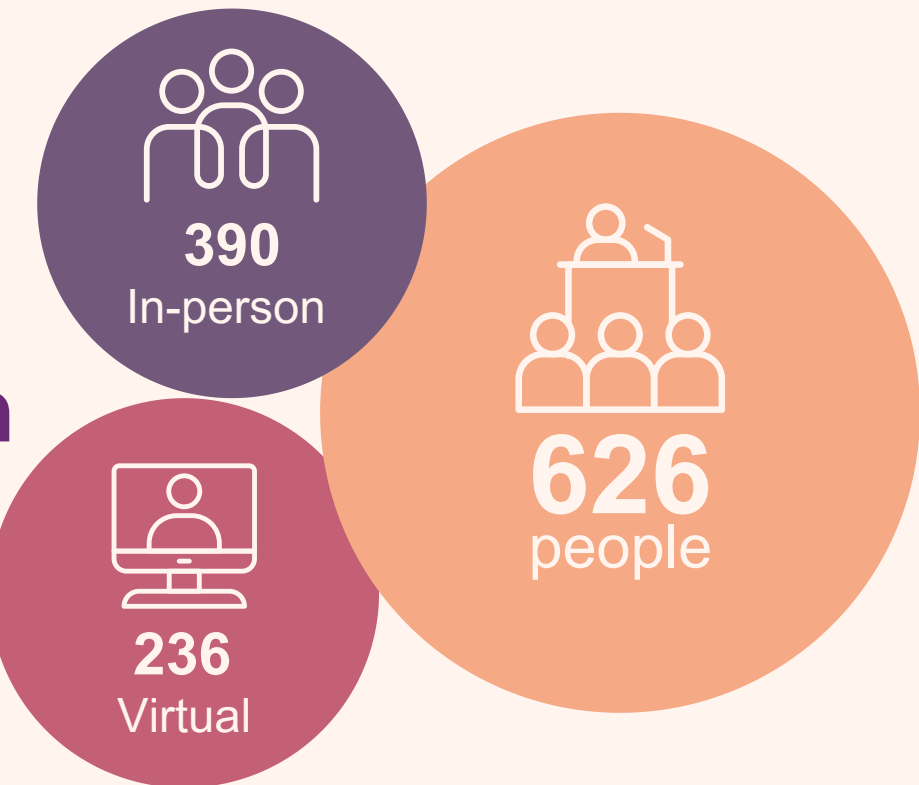
A bi-annual provincial, hybrid Summit for seniors-serving organizations and other sectors to connect, collaborate, and exchange ideas—working together to make Alberta one of the best places to grow older.

Our Attendees

- Leaders, staff, and volunteers from nonprofit and community-based organizations or groups that support older adults
- Allied sectors (healthcare, government, housing, education)
- Funders, policymakers, and media



2023 Reach



“The conference was undoubtedly one of the best I have ever attended and certainly one of the most inspiring and motivational as well. Every topic was rich, every speaker was passionate, and the learning was incredible.”

- 2023 Summit Participant



About The Tapestry of Aging Theme

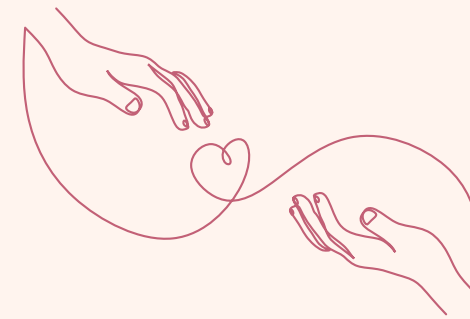
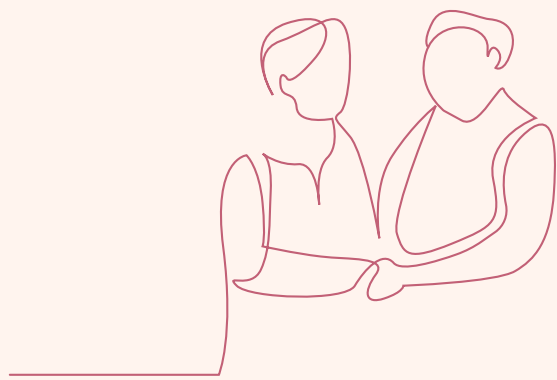
The Tapestry of Aging: Threads of Connection and Well-being celebrates our shared vision of well-being for older adults, weaving together the vibrant stories, experiences, and collective efforts that define Alberta's seniors-serving sector and the communities we support.

Collaboration as Craftsmanship:

Through collaboration, we craft a stronger, more inclusive seniors-serving sector, where every thread—every organization, every voice—contributes to the collective fabric of healthy aging.



Equity and Inclusion in Focus: The tapestry metaphor emphasizes how equity and inclusion strengthen the weave, ensuring no thread is overlooked and every older adult is supported to age in community.



A Tapestry of Connection: The conference celebrates the threads of connection that weave the Alberta seniors-serving sector together, fostering relationships and opportunities to enhance the well-being of older adults.

Honouring Diversity in Aging: Just as every culture has unique ways of creating textiles, The Tapestry of Aging highlights the diverse philosophies, experiences, and traditions that shape aging across communities.



Why Sponsor?

Thought Leadership

Build on your reputation as a trusted source of information and leadership by contributing to important conversations about older adult care, support services, and policies.

Networking Opportunities

Strengthen your organization's position and build strong, meaningful relationships with other organizations and individuals.

Build Sector Capacity

Contribute to the development of skills, knowledge and resources and demonstrate your commitment to the continued development, growth and sustainability of the CBSS sector in Alberta.

Brand Visibility

Demonstrate your commitment to improving the lives of older adults by showcasing your organization's social responsibility and dedication to healthy aging.



Opportunities

		SUPPORTING \$1,000	CONNECT \$5,000	EXPERIENCE \$7,500	GOLD SOLD OUT \$10,000	KEYNOTE \$10,000	PRESENTING \$20,000
Conference Registration	Number of Summit Attendee Registrations (virtual/in-person)	1 virtual	2 virtual	2 virtual	2 virtual 1 in-person	2 virtual 1 in-person	4 virtual 2 in-person
Brand Recognition & Elevation	Recognition on Summit signage, event program slides, mobile app and Summit website <small>*Recognition is relative to sponsorship level</small>	Name Listed	Logo	Logo & Website Link	Logo & Website Link	Logo & Website Link	Logo & Website Link
Conference Giveaways	Opportunity to provided branded materials or giveaway to attendees						
Speaking Engagement	Opportunity to provide mainstage welcome, introduce a keynote speaker or breakout speaker						
Mainstage Recognition	Recognition during opening and closing mainstage remarks						
Exhibitor Booth	Opportunity to showcase your organization in the Exhibitor Hall						
Priority Seating	Priority seating in front of mainstage and curated networking opportunities with Summit Leaders and stakeholders						



Presenting \$20,000



Signature Mainstage Recognition

Verbal recognition from Healthy Aging Alberta representative during opening/closing remarks and sponsorship recognition with logo placement on sponsor slideshow loop



Priority Seating

Priority seating in front of mainstage and curated networking opportunities with Summit Leaders and stakeholders



Speaking Engagement

Opportunity to provide a mainstage welcome (5 minutes) and closing (2 minutes)



Brand Recognition & Elevation

Logo & website link recognition on Summit signage, event program slides, 1 page ad in conference program, Healthy Aging CORE Alberta newsletter feature (reaching over 2,800 subscribers), mobile app, website, and emails



Social Media Acknowledgement

LinkedIn Social Post reaching over 2,400 followers



Conference Registration

2 in-person Summit registrations and 4 virtual registrations



Conference Giveaways

Opportunity to provide branded materials or giveaway to attendees



Gala Dinner

2 complimentary tickets to the Gala dinner to network and dine with key stakeholders



Complimentary Exhibitor Hall Booth

Opportunity to showcase your organization in the Exhibitor Hall



App Push Notifications

Text notification thanking sponsor shared to attendees during Summit



Keynote \$10,000



Signature Mainstage Recognition

Verbal recognition from Healthy Aging Alberta representative during opening remarks and sponsorship recognition with logo placement on sponsor slideshow loop.



Speaking Engagement

Keynote speaker introduction



Complimentary Exhibitor Hall Booth

Opportunity to showcase your organization in the Exhibitor Hall



Gala Dinner

1 complimentary ticket to the Gala dinner to network and dine with key stakeholders



Brand Recognition & Elevation

Logo & website link recognition on Summit signage, event program slides, 1/2 page ad in conference program, mobile app, website, and emails



Conference Giveaways

Opportunity to provide branded materials or giveaway to attendees



App Push Notifications

Text notification thanking sponsor shared to attendees during Summit



Conference Registration

1 in-person Summit registrations and 4 virtual registrations



Gala **SOLD OUT** \$10,000



Brand Recognition & Elevation

Logo & website link recognition on Summit signage, event program slides, mobile app, website, banner placement, branded “brought to you by” signage during event, branded cocktail napkins, opportunity to brand Gala event space



Speaking Engagement

Welcoming remarks at Gala (2 minutes)



Conference Giveaways

Opportunity to provide branded materials or giveaway to attendees



App Push Notifications

Text notification thanking sponsor shared to attendees during Summit



Conference Registration

1 in-person Summit registration and 2 virtual registrations

Experience \$7,500

Together with our sponsor lead design a curated experience for Summit attendees. Opportunities include **Fueling Connection** (reception, lunch, breakfast), **Weaving Collaboration** (break out sessions), and more!



Brand Recognition & Elevation

Logo & website link recognition on Summit signage, event program slides, mobile app, website, banner placement, branded “brought to you by” signage during event, branded content in service area



Speaking Engagement

Introduce breakout speaker



Conference Giveaways

Opportunity to provide branded materials or giveaway to attendees



Conference Registration

2 virtual registrations



Connect \$5,000

Weave the tapestry of connection by helping other organizations to attend the Summit! Through your support, we are able to keep fees to attend the summit affordable, thus impacting the capacity of non-profits and grassroots organizations to access this valuable opportunity to connect, collaborate, and amplify healthy aging in Alberta.



Brand Recognition & Elevation

Logo recognition on Summit signage, mobile app, and website



Conference Giveaways

Opportunity to provide branded materials or giveaway to attendees



Conference Registration

2 virtual registrations



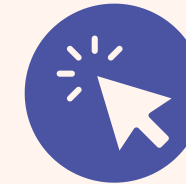
36

bursary
recipients
in 2023

“ ———

I am writing to express my deepest gratitude for the incredible opportunity you have provided by sponsoring my attendance at the Alberta Summit 2023. As a Recreation Therapist and consultant working with seniors in rural Alberta, this experience has been immensely valuable. - 2023 Summit Participant

Supporting \$1,000



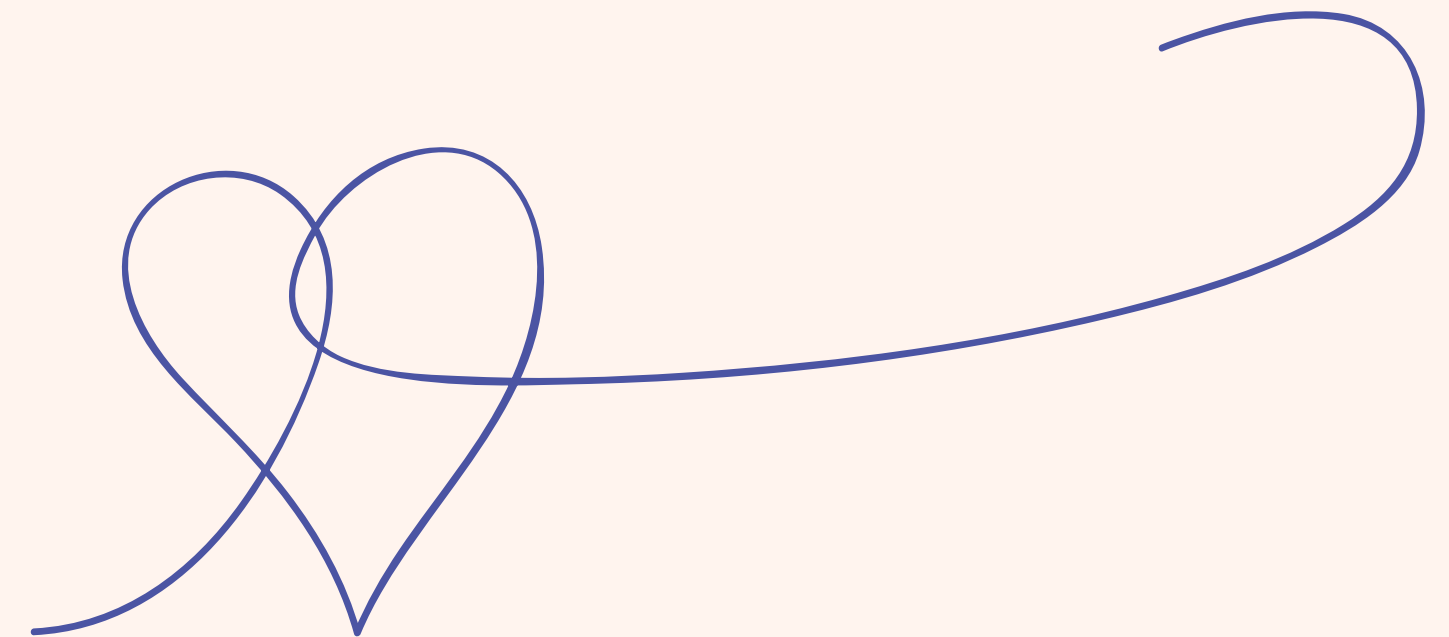
Brand Recognition & Elevation

Name recognition on Summit signage, mobile app, and website



Conference Registration

1 virtual registration



Exhibitor Opportunities

In-person
SOLD OUT
\$600 (for profit) \$400 (non-profit)



Dedicated in-person 8 x 8 booth

Opportunity to showcase your organization in the Exhibitor Hall



Brand Recognition & Elevation

Recognition on conference website and digital platform, 1/4 page description with logo in digital program



Lunch (October 7 & 8)

Maximum 2 individuals



Virtual Exhibitor Booth

Opportunity to engage with virtual participants, share documents, videos and links to content



Conference Registration

1 virtual registration

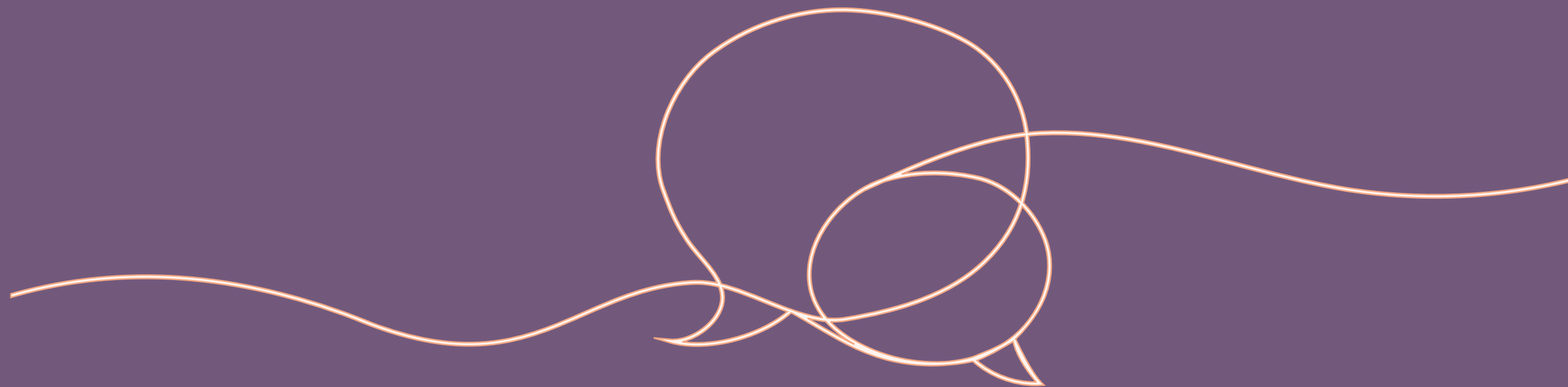
2023 Engagement



**Limited Number of
Virtual Exhibitor
Spots Still Available!!**

[Submit an Expression of Interest](#)





Contact Us

We welcome all opportunities to design a unique, curated sponsor experience that will engage, enhance your brand, and foster lasting impressions and meaningful connections.

If you are interested or have any questions, please contact:

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