



AGE-WELL Event Sponsorship Program

Conference, Symposium and Workshop Sponsorships

AGE-WELL contributes small amounts of sponsorship funds to conferences and other events that are aligned with our mission and vision of the Network and which offer opportunities for information exchange and exploitation or other aspects of knowledge translation in areas related to technology and aging.

Typically four factors affect decision-making:

1. the degree to which AGE-WELL members (e.g. including, but not limited to researchers, and their HQP) attend and present work at the event,
2. the level of involvement of AGE-WELL in the event organization,
3. whether the event is held in Canada or can be understood to benefit the Canadian technology and aging sector, and
4. the degree to which the sponsorship opportunity provides profile for AGE-WELL.

In the case of research conferences, the first two criteria must be met in a substantial way by all successful applications. Conferences that are part of an international series (annual, bi-annual, etc.) being held in Canada on a regular basis as part of a broader sequence of venues may qualify. International conferences with significant Canadian presence, example North American or Canadian aging associations, also qualify.

AGE-WELL may prefer to identify a particular component of a conference that will be supported by its sponsorship funds. Special consideration will be given to proposals that focus on student involvement, such as doctoral consortia, poster or demos sessions, and student volunteer programs that provide access and involvement for students at reduced registration rates. Proposals that focus on consumer participation in conferences relevant to the mission and vision of AGE-WELL may also be privileged.

AGE-WELL funds can be used to support travel or other expenses related to student participation (for students or faculty/industry mentors), on-site networking activities such as food and refreshments during poster or demo sessions, or other expenses that promote the goals above. AGE-WELL funds cannot be used to pay for alcoholic beverages.

A condition of sponsorship is that AGE-WELL must be acknowledged in the event promotional materials (the conference website, proceedings, press releases, etc.) and the AGE-WELL logo must be displayed in a manner consistent with other sponsors' logos. For conferences with formal sponsorship guidelines, AGE-WELL will normally select one of the pre-defined sponsorship levels.

The expected contribution from AGE-WELL will depend on the degree to which the event meets the criteria listed above, the size and scope of the event, and the need for funds. Contributions usually will not exceed \$5,000.



Sponsorship by AGE-WELL is subject to funds being available. Applications will be considered at any time, but normally they should be submitted several months prior to the event to maximize the probability of success. Organizers should expect to enter into a dialogue regarding the targeted use of the funds.

Application Process

Send an email to info@agewell-nce.ca to request additional information about the process. Those considering applications are strongly encouraged to ask for clarification and advice during the planning process. Completed applications should be sent as email attachments to info@agewell-nce.ca for consideration.