

## 2023 Summit on Aging Care for the Caregiver

### Sponsor Information Letter

Thank you for your interest in supporting the 2023 AFP Summit on Aging. This package provides some background about the Summit and the target audience, information about this year's event, and what levels of involvement you can choose.

The 2023 Summit on Aging theme is Care for the Caregiver. AFP is recruiting sponsors and exhibitors who provide services or resources to local older adults within the caregiving context, such as respite for the care provider, service for the care recipient, medical and equipment supply, and day programs.

### Logistics

Date: Thursday, October 26, 2023, from 9:00-4:00

Location: Fleming College, conference space in the Kawartha Trades & Technology Centre

### Background

The Age-friendly Peterborough Summit on Aging (Summit) is an annual event with a different theme each year. It has a conference format with an Information Village where local organizations share resources relevant to the topic. This year the target audience is caregivers who support older adults and the professionals who support the caregivers. The Summit will attract participants living in the greater Peterborough area (City and County of Peterborough and Curve Lake and Hiawatha First Nations).

The objective of the 2023 Summit is to provide an inclusive, welcoming, and social environment where participants can learn about support and services available to assist them as a care provider and tools for taking care of themselves. This year, Ontario Caregiver Organization (OCO) is the lead organization.

### Format

The cost to register is \$10 and participants can attend one workshop/keynote or the full day. If the fee is a barrier, we will provide a subsidy. The morning workshop topics will target health professionals and how they can better support caregivers. The afternoon sessions will focus on the caregivers. The keynote speaker will be scheduled after lunch and will be of interest to all participants. Lunch is \$10, is optional and paid for on the registration form.

There will be break out sessions in the morning and afternoon. All will be recorded and available after the event on the Age-friendly Peterborough website. Some sessions will be available through live streaming. The draft agenda is attached.

### Information Village

As a sponsor or exhibitor, you will be assigned a table in the Information Village to put out resources and a place for you to chat with participants. You can set up your booth on the day before, Wednesday, October 25 from 3:00-4:30 or on the morning of the Summit, Thursday, October 26, from 8:00-10:00.

Participants can visit the Information Village during morning break (10:15-10:45), lunch (11:30-12:30), and afternoon break (2:15-2:45). The booths will be in the hallway so people can drop by at any time.

## **Promotion**

The Summit will be promoted through local newspaper and radio; in network partner e-news and websites; through City and County of Peterborough, Townships, and First Nations communication channels; in social media; on event calendars; and posted on the Age-friendly Peterborough website. Flyers will be printed and distributed in the community.

Follow AFP on Facebook and X (formally known as Twitter) @AFPeterborough to like and share our Summit posts. We appreciate your support in promoting the Summit with your network.

## **Summit Tote Bags**

As participants check in at the Welcome Table, they will receive a tote bag and pen provided by our lead organization, Ontario Caregiver Organization. AFP will offer a notebook and a goodie bag of snacks. We will not be putting resources in the bag but will encourage participants to pick up information and swag at your table.

Summit participants will receive an [‘I am a Caregiver’ toolkit](#) from OCO that we will refer to through the day.

## **Prizes**

We would welcome a door prize if you can provide one. We will be holding a draw during the closing. Please indicate on the Summit registration form so we can recognize you accordingly.

## **Providing Caregiving during the Summit**

We recognize that caregivers’ time may be restricted due to their caregiving role, therefore the format is such that a person can attend one or all workshops or they can visit the Information Village anytime through the day. This may be an opportunity for you to support caregivers so they can attend the Summit. Please consider providing low cost/no cost support services/respite on October 26, perhaps using Summit2023 as a coupon code. Let us know if you can, as we will promote this through our marketing.

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Thank you for considering to be a sponsor or exhibitor at the Summit on Aging. Please refer to the Sponsorship Opportunities list to see which one is right for you, then complete the registration form found on the AFP website [www.peterborough.ca/aging](http://www.peterborough.ca/aging). Payment is accepted through the registration form and a receipt will be immediately emailed to you. Spaces are limited so act quickly to secure your spot.

## **For more information:**

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## 2023 Summit on Aging Care for the Caregiver

### Sponsorship Opportunities

The Summit on Aging is an annual event that provides an inclusive, welcoming, and social environment where participants can learn about the theme, speak with topic experts, and pick up resources from the Information Village. We charge a nominal registration fee but depend on sponsorships to cover most of the costs associated with the event.

Thank you for considering to be a sponsor or exhibitor at the 2023 Summit on Aging. This year the theme is Care for the Caregiver, and we are recruiting organizations and businesses who support caregivers through services, programs, and respite.

Once you have decided which sponsorship opportunity is right for you, complete the appropriate [registration form](#): Information Village Sponsor, Workshop Sponsor, or Exhibitor Booth. Note there are a limited number of each opportunity, as indicated below so act quickly to secure your spot. Registration closes October 20. Payment is accepted upon registration.

### Information Village Sponsor \$1,000 (3 available)

- Large booth at the Information Village, in front of the registration table and auditorium
- Lunch and refreshments for up to 2 people (additional people can register as a participant)
- Largest logo on print advertising material
- Largest logo on recognition board at the event
- Largest logo on Summit program/agenda
- Logo posted on the PowerPoint slide at opening and closing, and during breaks/lunch.

### Workshop Sponsor: \$500 (8 available)

- Booth at the Information Village Fair
- Lunch and refreshments for up to 2 people (additional people can register as a participant)
- Logo on recognition board at the event
- Logo on Summit program/agenda
- Acknowledged at the sponsored workshop.

### Booth: \$200 for-profit/\$50 not-for-profit (20 available)

- Booth at the Information Village Fair
- Lunch and refreshments for up to 2 people (additional people can register as a participant)
- Logo on recognition board at the event
- Name listed on Summit program/agenda.

