



Aging Reimagined Symposium *Celebrating Who We Are As We Age*

Plymouth Place - Platinum Sponsor
315 N La Grange Rd, La Grange Park, IL 60526

October 19, 2024

8:00am-6:00pm

Background Information

WHO IS WOMEN OVER 70?

Women Over 70-Aging Reimagined was founded by Catherine Marienau and Gail Zelitzky in 2019. We interview vital, vibrant women, ages 70-110+, who share their stories of ongoing courage, creativity, and contribution on our award winning podcast: [Women Over 70-Aging Reimagined](#).

Our mission is three-fold:

- To shatter the myth that women become irrelevant as we age;
- To change the narrative about women aging and stand up to ageism;
- To inspire and educate women of all ages on subjects related to women aging.

Women Over 70's community extends throughout the United States and in 120 countries. In addition to our podcast, our mission is funded and supported by Aging Reimagined Circle membership; monthly virtual Deep Talk Forums and Candid Conversations; Books by Women; our Facebook group (4k and growing); Aging Reimagined YouTube channel; Episode sponsors, and now, this Symposium.

WHY A SYMPOSIUM?

It's time for an engaging in-person event. Our community is asking for it. This is our 5th anniversary celebrating 5 years, 300 episodes, and 400,00 listeners of programming for, by, and with older women. Women Over 70 invites you to join our Platinum sponsor, Plymouth Place of LaGrange Park; Education sponsor, Center for Gerontology at Concordia University Chicago; and Wells Fargo, in supporting this inaugural in-person, full-day event.

AT THE SYMPOSIUM

We expect a full house: 150 women, all your prospective customers

- The day is designed to engage, educate, and empower women of all ages through educational, experiential, and networking activities.



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- Interactive Small Group conversations are curated by podcast guests and community leaders with expertise in specific topic areas.
- The Exhibitors Showcase and Authors' Table are programmed at specific times and open all day, leaving plenty of time to interact.
- Plymouth Place is offering tours of the facility and providing a continental breakfast, sit-down lunch, and cocktail reception at day's end.

CONNECT WITH YOUR AUDIENCE VIA OUR PODCAST

- American women, 50+, are the healthiest, wealthiest, and most active generation of women in history and are responsible for over half of consumer spending.
- Longevity has reached well beyond 100. Yet, only 5-10% of marketing budgets go towards winning older women.
- Women make up nearly 50% of podcast listeners in the U.S.
- Women Over 70 podcast listeners:
 - follow us on Apple Podcast, Audible, Amazon Music, Spotify, IHeartRadio, Stitcher, YouTube, and our website
 - average 1,828 downloads per weekly episode, with exceptions such as:
 - [Jane Traies' ep.146](#) has been downloaded more than 44,000 times, with over 3 million impressions
 - [Karen Grassle's ep.143](#) has been downloaded more than 40,000 times with over 2.7 million impressions, and
 - 92% are impactful plays - a 32-minute episode is listened to for more than 24 minutes

SPONSOR PACKAGES

Your collaboration with WOMEN OVER 70 begins, yet does not end, with the Symposium. See the offerings below; then contact Gail or Catherine to discuss the best way for you to become involved.



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Silver Partnership - \$3,500 (Best value)

- Symposium Marketing (*\$2500 value*)
 - Inclusion in symposium program
 - Your promotional product in Swag Bag
 - Interactive Small Group Sessions
 - Sponsor Keynote Speaker, Ashton Applewhite
(*Includes \$500 donation to Ashton's Old Schoolhouse: Anti-Ageism Clearinghouse.*)
- Space to exhibit products and/or services (*\$250*)
- Includes 4 complementary admissions to Symposium (*\$600 value*)
- Three 1-yr Aging Reimagined Circle Scholarships in your name (*\$450 value*)
- 30 second commercial (*read by Women Over 70*) on 12 podcast episodes - (*\$1800 value*)
- Logo on Women Over 70 website Sponsors page
- Blog post on WomenOver70.com (*\$250 value*)
- Eight social media posts - Facebook / Instagram (*\$400 value*)
- One feature in Women Over 70's News of the Month (*\$150 value*)

-Package Value: \$6,900

Purple Partnership- \$2,500

- Symposium marketing (*\$2500 value*)
 - Inclusion in Symposium program
 - Your promotional product in Swag Bag
 - Interactive Small Group Sessions
- Space to exhibit products and/or services (*\$250*)
- Includes 3 complementary admissions to Symposium (*\$450 value*)
- Two 1-yr. Aging Reimagined Circle Scholarships in your name (*\$300 value*)
- 30-second commercial on 8 podcast episodes (*\$1200 value*)
- Logo on Women Over 70's website Sponsors page

-Package Value: \$4,700



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Pink Partnership- \$1,500

- Symposium marketing (*\$2500 value*)
 - Inclusion in Symposium program
 - Your promotional product in Swag Bag
 - Interactive Small Group Sessions
- Space to exhibit products and/or services (*\$250 value*)
- Includes 2 complementary admissions to Symposium (*\$300 value*)
- One 1-yr. Aging Reimagined Circle Scholarship in your name (*\$150 value*)
- Logo on Women Over 70's website Sponsors page

-Package Value: \$3,200

ADDITIONAL OPPORTUNITIES

- **Sponsor One (1) Interactive Small Group Session - \$250**
 - Includes recognition in Symposium program'
 - Small Group Signage
- **Exhibitor Showcase - \$250**
 - Exhibit table and signage
- **1-yr. Aging Reimagined Circle Scholarships - \$150 ea.**
 - Presented in your name
- **Books by Women Showcase - \$100**
 - An opportunity for women authors to showcase, sign and sell their books

IN-KIND DONATIONS WELCOMED

- Media Coverage
- Promotional Products for Swag Bag
- Videography



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For more information and to become a sponsor, complete this form and email to:

Gail Zelitzky Gail@WomenOver70.com 773-957-8582, or

Catherine Marienau Catherine@WomenOver70.com 708-289-8250

CONTACT INFORMATION:

Your Name _____ Cell Phone _____

Company Name _____

Address _____

City _____ State _____ Zip _____ Email _____

YES, I COMMIT TO SPONSOR THE SYMPOSIUM AT THIS LEVEL (mark with an X):

Silver ___ \$3500

Purple ___ \$2500

Pink ___ \$1500

COMMIT TO SPONSOR:

Interactive Small Group Sessions ___ \$250

Exhibit Space ___ \$250 Books By Women Showcase ___ \$100

I WOULD LIKE TO MAKE A DONATION TO WOMEN OVER 70 IN THE AMOUNT OF:

\$_____.

PAYMENT METHOD:

Check ___ (make payable and mail to: Women Over 70, LLC, 25 E. Superior, #202, Chicago IL 60611. Attn: Gail Zelitzky)

Credit Card ___ (we accept Visa, Mastercard or Paypal)

Card # _____ Exp. Date _____ CVS _____

Signature _____

I prefer to be invoiced _____

Women Over 70 LLC thanks you for supporting women and this symposium.