

MID-AMERICA REGIONAL COUNCIL'S OLDER AMERICANS MONTH EVENTS

**AGE OF
CELEBRATION**
MAY 30, 2025



**AGE POSITIVE
CONFERENCE**
MAY 2, 2025



SPONSORSHIP OPPORTUNITIES

marc.org/OAMevents

MARC OLDER AMERICANS MONTH SIGNATURE EVENTS

Each May, the Administration for Community Living spearheads the celebration of Older American's Month as a time to recognize older Americans' contributions, highlight aging trends and reaffirm commitments to serving older adults. As part of MARC's commitment to thriving older adults and communities, we now coordinate two annual events in celebration and service of Older Americans Month: the Age of Celebration Health Fair and the Age Positive Conference.

AGE OF CELEBRATION

In 2024, MARC launched the inaugural Age of Celebration event — a health and resource fair designed to address the disconnect between available resources and community needs in Kansas City's urban core. This event directly engages older adults by bringing health services and education in a fun and accessible format. This event not only raises awareness of available resources, but also fosters a sense of community and belonging.

Event goals include:

Provide an engaging platform for older adults and caregivers to discover essential resources for safe and healthy aging in their community of choice.

Provide access to workshops on critical aging topics that may not be readily available to all older adults.

Provide onsite health services like vaccinations, health screenings and primary care referrals.

Reach underrepresented populations to ensure all community members have access to vital resources.



AGE POSITIVE

The annual Age Positive: Ideas for an Age-Friendly Future conference provides a forum for innovative program ideas and offers workshops to help participants hone their leadership skills. The conference brings national and regional presenters together to discuss best practices in the field of aging.

The conference serves as a vital platform for peer-to-peer sharing among aging professionals, fostering collaboration and innovation in care practices between the region's service providers. Many agencies have faced funding cuts, limiting their ability to invest in professional development opportunities for staff. By addressing this need, we ensure that those dedicated to serving older adults are equipped with the tools and skills required to improve service delivery and enhance the quality of care as our population ages.

Event goals include:

Provide a high-quality, affordable conference for professionals and volunteers working with older adults in the Kansas City region.

Encourage continuous networking among professionals in the aging services sector to promote collaboration and resource sharing.



FUNDRAISING

Sponsorships, philanthropic grants and event fees are critical to the successful implementation of these well-attended events. We value all partnerships across the region that help us reach our goals of essential professional development for aging professionals and strategic engagement of older adults in the urban core. MARC provides critical infrastructure for the planning and marketing of events, including staff support and communications support. Funding solicited will go directly into the planning, implementation and enhancement of programming of both events. By providing support to these initiatives, sponsors can help create transformative events that enhance health, education and community engagement among older adults and caregivers in Kansas City.



SPONSORSHIP OPPORTUNITIES

Sponsorship levels described below include sponsorship of **both events** unless otherwise noted.

Interested in sponsorship? Email agingevents@marc.org. We welcome all levels of support! If you don't see a sponsorship level that fits your needs, we would be happy to discuss a customized option.

Presenting Sponsor | \$15,000 (One available)

Events will be branded as “sponsored by” your agency.
Welcome address and workshop slot at both events.
Logo placement on all printed and digital materials.
Logo placement on volunteer t-shirts.
Logo placement on event website.
Exhibitor booth at Age Positive conference.
Primary vendor booth at Age of Celebration.
Participation in the planning committee.
Five complimentary registrations to Age Positive conference.

Gold Sponsor | \$5,000

Workshop slot at both events.
Logo placement on all printed and digital materials.
Logo placement on volunteer t-shirts.
Logo placement on event website.
Exhibitor booth at Age Positive conference.
Vendor booth at Age of Celebration.
Two complimentary registrations to Age Positive conference.



Silver Sponsor | \$1,000

Logo placement on all printed and digital materials.
Logo placement on volunteer t-shirts.
Logo placement on event website.
Exhibitor booth at Age Positive conference.
Vendor booth at Age of Celebration.
One complimentary registration to Age Positive conference.

Bronze Sponsor | \$500

Age Positive Sponsorship only.
Logo placement on all printed and digital materials.
Logo placement on event website.
Exhibitor booth at Age Positive conference.
One complimentary registration to Age Positive conference.

Age of Celebration Vendor Booths

For profit – \$350.
Nonprofit – \$150.
Contact information listed in event program.
If your organization is a nonprofit and you can document that you will provide an essential, unduplicated service to the event, we will consider reducing or waiving vendor fees on a case-by-case basis.

Donations

We are also seeking sponsorships in the form of donations or discounts on the following items:
Food.
Beverages (non-alcoholic).
Band or DJ services.
Transportation services.
Activities like art, bingo and exercise classes.
Tents, tables and chairs.
Audio/visual equipment.
Tote bags.
T-shirt printing.
We are open to any and all ideas!

EVENT HIGHLIGHTS

AGE POSITIVE CONFERENCE MAY 2, 2025



- Up to 200 attendees.
- Audience includes volunteers, professionals and leadership in aging services.
- Two keynote speakers.
- 20+ breakout sessions.



“Age Positive is the only local conference for professionals in aging. Every year I learn something new and connect with new people.” – *Event attendee*



AGE OF CELEBRATION MAY 30, 2025

- Up to 1,000 attendees.
- Audience includes older adults and their caregivers.
- 75 resource vendors.
- 20+ health and wellness workshops.

“I had a wonderful time at Age of Celebration! The information was relevant to my needs as a senior, which I appreciated. It was organized, the food was excellent and the live music made for an enjoyable event. I can’t wait to attend next year’s event!” – *Event attendee*

CONTACT US

Interested in sponsorship or a vendor booth? Email agingevents@marc.org. We welcome all levels of support! If you don’t see a sponsorship level that fits your needs, we would be happy to discuss a customized option.

marc.org/OAMevents

MARC
MID-AMERICA REGIONAL COUNCIL
Aging and Adult Services