



13th Annual Art and Science of Aging Conference

## Leave No Elder Behind: Overcoming Barriers to Healthy Aging

### Sponsorship Proposal

The 13<sup>th</sup> Annual Conference Art & Science of Aging Conference is scheduled for **Friday, February 23, 2018**, at the GVSU Richard M. DeVos Center. The conference mission is to promote the well-being of older adults in our community through teaching evidence-based practices for self-care and for professional care of the older adult. We also are committed to fighting the ageist stereotypes that pervade our society and limit the options available to older adults.

The keynote speaker this year will be **Gwendolyn Graddy-Dansby, M.D.**, a geriatrician with 30 years of practice in working with older adults in the Detroit area. She is the Medical Director of the Southeast Michigan Program for All-Inclusive Care of the Elderly (PACE) and a member of the Henry Ford Health System medical staff. Other sessions are still under development but include topics on dementia-friendly environments, housing alternatives for later life, end-of-life care, diet and activity that promote health aging, and more.

With your support and that of other sponsors we are able to offer an educational event of very high quality. The conference has 'sold out' for the past four years. As a Jewel level sponsor, you help us shine. You also help us ensure that the cost to participants is reasonable, so that no one is left behind, due to cost. We hope that you will consider supporting the conference this year and we will make sure it will be beneficial to your organization, staff, and clientele.

The Crown Jewel sponsor levels are:

- Diamond, \$5,000
- Emerald, \$2,500
- Ruby, \$1,000
- Sapphire, \$500
- Pearl, \$300
- Friends of the Art & Science of Aging Conference, \$150

## Benefits

- Your professional staff and clients can both benefit by learning and/or experiencing evidence-based practices for optimal aging.
- Your name and services will be seen by an audience of local professionals and individuals seeking to promote healthy aging for themselves, their loved ones, and their clients. Your logo will be included in our promotional materials: program brochure (and ads), info flyers, video during opening session, on the website and on Facebook.
- Some staff and participants in your programs and services may attend free – we'll again offer free admission passes.
- You will be able to display informational materials to the conference attendees on display tables and racks according to your level of support. However, the space and number of tables is limited, therefore we encourage you to send your request as soon as you will make a decision.

Several professionals are also able to attain continuing education credit for their attendance at this conference. Last year we served nurses, social workers, occupational therapists, therapeutic recreation professionals and nursing home administrators.

To submit a request, please complete this form (we have set it up as a [Google form](#), which will help us keep our records straight) and we will contact you afterwards.

Your Organization Name:

Mailing Address:

Your Name/Title/Contact information (email and phone)

Level of support (by \$ or jewel level)

Diamond (\$5,000)

Emerald (\$2,500)

Ruby (\$1,000)

Sapphire (\$500)

Pearl (\$300)

Friend (\$150)

Do you want (check all that apply):

- ☐ Display table (at Sapphire level or above)  
contact person's name

- email
- phone
- ☐ Display rack (at Pearl or Friend levels)
  - contact person's name
  - email
  - phone
- ☐ Ad copy (details about size and process will be sent to them once we know your level of support)
  - contact person's name
  - email
  - phone
- ☐ Free Admission Tickets

Please note, that we will send you 'free admission tickets' for your designees via mail. The 'tickets' they receive can be used to obtain the conference registration package. If any of them also wishes to gain CE credits, they must pay the CE handling fee and they will need to register for them.

For your sponsorship, we will send you an 'invoice' to your contact person's email, and you should send your check, payable to GVSU Art & Science of Aging Conference, 401 W. Fulton St, 288C DEV, Grand Rapids MI 49504.

To gain the benefits of the sponsorship we would like to receive your check by **November 19th**. Submit this information online by [following this link](#).

**For further information or clarification, contact:**  
Priscilla Kimboko, Aging Conference Coordinator  
[kimbokop@gvsu.edu](mailto:kimbokop@gvsu.edu)  
616-331-7265

Thank you for your consideration of the support!

## About the Art & Science of Aging Conference

### Conference Purpose

The GVSU Art and Science of Aging Conference is an educational event dedicated to broadening the dialogue on aging in West Michigan. The Conference provides a forum for professionals and community members to gain new knowledge and skills, derived from multidisciplinary research and evidence-based best practices on healthy aging. In addition, it shines attention on important local resources and strategies for optimizing the later life trajectory. We are committed to preparing individuals and professionals in our community for the coming surging growth of older adults. This is a vital need in our society and our community as the entire society seeks to adapt and change to best support the optimal aging of all of us!

### Conference Structure

Each year the conference centers on a different theme – a current and timely topic. A nationally recognized expert on this topic is featured as a keynote speaker, providing up-to-date research and best practices on the theme topic. All speakers skillfully translate related research and best practices into personal and professional strategies to enhance the lives of older adults.

This annual event is now being planned for our 13th year. After an opening keynote session, the conference offers as many as eighteen (18) 1-hour workshops for attendees, in which knowledgeable and skilled faculty and practitioners provide more specific information on related aging-related topics. Both health professionals, other professionals who interact with older adults in their service role, and older adults themselves can learn and enrich their knowledge and skills from the workshops. In 2017, there were 18 such workshops open to conference attendees [see program brochure at [www.gvsu.edu/gerontology/](http://www.gvsu.edu/gerontology/)]. Each conference closes with a plenary session that engages all the participants in a lively and experiential learning activity.

In addition, the conference has college students discuss the results of their course-based research on aging topics presented in a poster format with conference attendees. We have sponsor information and resource display tables available to attendees.

This daylong event, formally opens at 9:00 am, includes lunch, and typically ends at 4:30 pm. Held in the GVSU Richard M. DeVos Center at 401 W. Fulton, with Hager-Lubbers Exhibition Hall, Loosemore Auditorium, and adjacent spaces and

classrooms. Participants enjoy a continental breakfast, plated luncheon, morning and afternoon refreshments and beverages, coupled with opportunities for networking and learning from exhibits and resource displays. The conference offers a shuttle bus service from the conference parking ramp to the front door of the GVSU DeVos Center conference facilities in Building E.

### **Health Professional Continuing Education Options**

Nurses, social workers, occupational therapists, therapeutic recreation professionals and nursing home administrators can earn continuing professional education units for their participation. Also, anyone attending the full day conference can receive a 'certificate of attendance' for their own records. We are always open to working with other professional associations to gain CEU approval, if there is a professional member willing to take the lead on the approval process.

### **Attendance**

The number of attendees is limited to 250, based on the facility capacity. We have been able to stretch that to 300 when we include volunteers and presenters. The conference has been sold out early for the past 4 years, unfortunately turning away late comers. We do hope to garner sufficient support to enable us to grow into a larger facility for future years.

### **Commitment to Quality and ACCESS**

Partner Organizations (whose staff assist with planning the conference) and the volunteer efforts of our GVSU faculty, staff and students, some GVSU support and several generous Sponsors, have allowed us to keep the cost of the conference quite low. Quality is also monitored and evaluation feedback from participants has been helpful in identifying future topics. Conference overall and session reviews are overwhelmingly positive.

### **Registration Costs**

- \$35 for those 60 and older, and for students
- \$45 for regular attendees
- \$50 for continuing education credits

### **Planning and Organizing of the Conference**

The Aging Conference Planning Committee includes faculty, staff, and student volunteers from GVSU and professionals from many community organizations that serve older adults. These have included AAAWM, AARP Michigan, Samaritas, Senior Neighbors, Holland Home, Netlogx, Adam Bird Photography, and Encore Grand Rapids, among others.

### Accessing More Information

The Art & Science of Aging Conference maintains a website at:

[www.gvsu.edu/gerontology](http://www.gvsu.edu/gerontology) and a [Facebook page](#). Both offer ways to spread the word about the conference. We ask all presenters to share their workshop materials electronically, which we then post to the conference website to make them available even to those who are unable to attend.