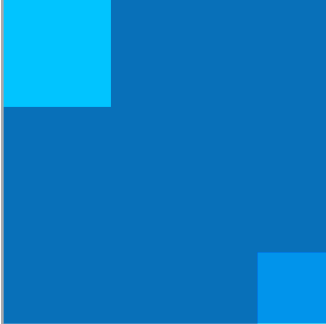


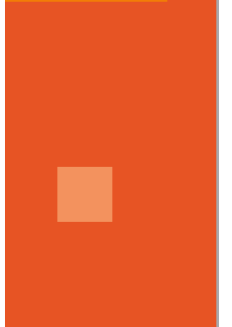
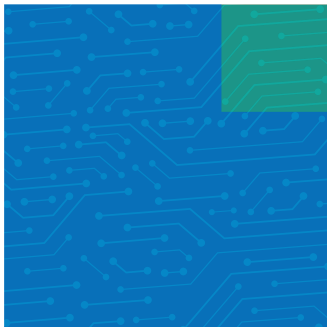
(capri) COMMUNITIES
AND THE CHIARA COMMUNITIES FOUNDATION

PRESENT



enjoy life

ACTIVE AGING SYMPOSIUM



June 11, 2024

Brookfield Conference Center

ADVENTURE | COMMUNITY | LEARNING | HEALTH & WELLNESS



The first ever Enjoy Life Active Aging Symposium in 2023 was a resounding success, with over 800 older adults registering for this FREE event and 99% of survey respondents saying that they will definitely be back in 2024! Feedback was overwhelmingly positive, with 99% of respondents saying that they will definitely be back in 2024 and will bring friends. From the amazing enjoy life exhibitors to our dynamic speakers, our audience was engaged, entertained, and informed. We learned a lot in 2023 and are energized to make this year's event even better!

This is NOT your typical trade show!

Getting older does not mean that it's time to stop enjoying life. Quite the contrary! At Capri Communities, Southeast Wisconsin's #1 senior living company as voted by readers of the Milwaukee Journal Sentinel, we believe that, as you age, it's more important than ever to spend time doing the things you enjoy and living life to the fullest - whatever that means to you.

To help with this, Capri saw the opportunity to organize a FREE event for older adults that celebrates the positives of aging and provides information on topics, services and products that can help you enjoy life! The Enjoy Life Active Aging Symposium is designed to be an uplifting event that brings people together to educate, inspire and provide ways to get involved, try new things and stay active.

There will also be 40+ *enjoy life* exhibitors on hand to engage the audience with products and services designed to help them be active, get involved and look and feel their best. From sky diving to stretching, permanent make-up to meditation, swing-dancing to apparel trends that help you move while looking great - we will have it all for you to explore and enjoy.

This is a truly great day that celebrates all the positives and possibilities that aging has to offer, it's completely FREE to attend - and we want YOU to be involved!

What is Active Aging?

Active aging is an attitude that helps a person optimize their physical, mental and social health. It encourages individuals to surround themselves with positive people through active engagement in their community, and improve their quality of life.

Research shows that an active lifestyle can lessen the challenges associated with aging and enhance happiness. Our vision is to provide more choices and opportunities for older adults to fully engage in and live their best lives.



Who Attends?

Older adults 55+ from throughout Southeast Wisconsin along with their adult children. The average age of attendees in 2023 was 69 years old, so we are pulling a wide range from early 50's through 80's. Attendees are sure to laugh, learn and be inspired!

Why Sponsor or Exhibit?

You will have the opportunity to engage and interact in a positive way with our audience of active agers who are looking for programs, products, services, companies and activities that support their desire to live a healthy, interesting, and robust life. The face-to-face interaction that the Symposium provides is ideal for developing contacts and leads more than any phone conversation or email exchange could ever do. Moreover, Capri will share attendee contact information with our sponsors so you can do follow-up outreach of your own.

More than just a booth!

In addition to now having a target list of 800+ people who registered in 2023 that we can share with sponsors, Capri Communities will again execute a robust marketing campaign to promote the Enjoy Life Active Aging Symposium that includes television, digital marketing and social media efforts, print advertising, outdoor billboards and more! Also, new in 2024, we will be supporting the Symposium with a Direct Mailer. Many thanks to our sponsor partner, LocalIQ, for their continued support with helping to spread the good word.

Let's put the *live* in senior living!



Fun Facts About Older Adults

- 46% of the US adult population is age 50+. (AARP)
- People over the age of 50 are responsible for more than half of consumer spending in the United States. (AARP 2021)
- Baby Boomer born between 1946 and 1964 spend the most of any demographic group, more than half a trillion dollars each year. (Epsilon)
- People 65+ control around 70% of disposable income worldwide, spending more than \$15 trillion in 2021. (Founder Institute)
- The number of persons aged 80 years or older is expected to triple between 2020 and 2050 to reach 426 million. (WHO)

enjoylivesymposium.com

SPONSORSHIP DETAILS

Exhibitor Element Areas

HEALTH & WELLNESS: Experts in the fields of healthy and active living will provide information on achieving maximum health in all areas of life. Think fitness, supplements, mindfulness, spirituality, finances, yoga and much, much more.

LEARNING: Feed your brain with opportunities to learn about the world around you or perhaps satisfy just an intellectual itch that you've always wanted to scratch. Whether the arts, finances or traditional education, vendors in this element will have you asking for more.

COMMUNITY: The best way to help yourself is often to get involved and help others. Join that club, help that non-profit, reach out and get engaged in the community around you. If you have an opportunity to help engage older adults in the broader community around them, this element is for you.

ADVENTURE: Seize the day with vendors ranging from travel experts to wellness treatments that will have you stretching the boundaries of what you thought was possible.

Included in the Title or Premiere Sponsor Levels are 20'x 20' corner booths. This premium placement will feature more space for interactive elements or demo stage and signage.

Speaker & Activity Sponsorships

KEYNOTE SPEAKER: \$10,000

SPEAKER BREAKOUT SESSIONS (5): \$3,000

Emotional Fluency -
Thriving Through Change, Jennifer Bartolotta

Senior Travel Opportunities -
Premiere World Travel

The Art of Solo Aging -
Sara Geff Zeber

Online Dating after 50 -
Speaker TBD

Health and Wellness Topic - TBD

ACTIVITY SPONSOR (2): \$3,000

Pickleball

Self Defense

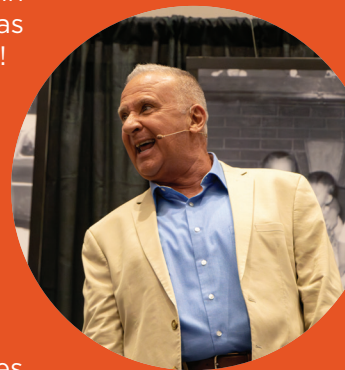
All Enjoy Life Sponsorships are fully tax deductible.

BACK BY POPULAR DEMAND!

We are excited to announce that the one-and-only John McGivern will return as our Keynote Speaker!

John McGivern is best known for his Emmy-award winning work on PBS, *Around the Corner with John McGivern* and now *John McGivern's Main Streets*. He shares personal stories in only the way he can — with humor and insight that reminds all of us to enjoy life to its fullest.

As the keynote speaker sponsor, you will have the honor of introducing John McGivern and welcoming him to the stage. You will be included in all promotional content around the keynote address.



SPONSORSHIP DETAILS

Speaker & Activity Levels	Keynote Speaker <i>John McGivern</i>	General Speakers & Activities
	\$10,000	\$3,000
ON SITE EVENT EXPOSURE		
6-foot table in high-traffic area for company materials and engaging with attendees	X	X
Sponsor signage on podium	X	X
Ad in the event program	Full Page Inside Back Cover	Quarter Page
40-word company description in the event program	X	
Logo & contact information listing in the event program	X	X
Company video or photo(s) before announcing your speaker	1-Minute Video or Photo Highlight	30-Second Video or Photo Highlight
DIGITAL BRAND EXPOSURE		
40-word company description on the event website	X	
Logo recognition linked to personal business website	X	X
Logo included in all promotional eblasts & event emails	X	
Logo inclusion on promotional social media content	2 Posts	1 Post
Social media call out	X	X
Social media toolkit	X	X
TRADITIONAL ADVERTISING		
Logo inclusion on relevant external advertising collateral	X	
OTHER		
Logo on attendee bags	X	
Company insert in attendee bags	X	X

SPONSORSHIP DETAILS

Exhibitor Levels	Title	Premier	Supporting	Contributing
	\$7,500	\$3,000	\$2,000	\$1,000
ON SITE EVENT EXPOSURE				
Booth Space	20 x 20' Premium Space w/electricity	20 x 20' Premium Space w/electricity	10 x 20' Premium Floorspace w/ electricity	10 X 10' Premium Floorspace w/ electricity
Sponsor signage with logo included above both	X	X	X	X
Ad in the event program	Full Page Back Cover	Half Page	Quarter Page	
40-word company description in the event program	X	X	X	
Logo & contact information listing in the event program	X	X	X	X
DIGITAL BRAND EXPOSURE				
40-word company description on the event website	X	X		
Logo recognition linked to personal business website	X	X	X	X
Logo included in all promotional eblasts & event emails	X	X		
Logo inclusion on promotional social media content	X	X		
Social media call out	X	X	X	X
Social media toolkit	X	X	X	X
TRADITIONAL ADVERTISING				
Logo inclusion on relevant external advertising collateral	X	X		
OTHER				
Logo on attendee bags	X			
Company insert in attendee bags	X	X	X	
Receive attendee database information post-event	X	X	X	X

SPONSORSHIP DETAILS

Media Sponsor	Dancing Grannies Sponsor
\$7,500	\$3,000
ON SITE EVENT EXPOSURE	ON SITE EVENT EXPOSURE
Full Page Program Ad - Inside Front Cover	6-foot table in high-traffic area for company materials and engaging with attendees
40-word company description in the event program	Quarter Page Program Ad
Logo & contact information listing in the event program	Sponsor signage on podium
DIGITAL BRAND EXPOSURE	Logo & contact information listing in the event program
40-word company description on the event website	30-Second Video or Photo Highlight before announcing
Logo recognition linked to personal business website	DIGITAL BRAND EXPOSURE
Logo included in all promotional eblasts & event emails	Logo recognition linked to personal business website
Logo and named recognition on television commercials as well as <i>Morning Blend</i> and <i>Fox and Friends</i> promotional spots	Recognition on Milwaukee Dancing Grannies website
Social media call out	1 social media call out post
Social media toolkit	Social media toolkit
TRADITIONAL ADVERTISING	OTHER
Logo inclusion on relevant external advertising collateral	Company insert in attendee bags
OTHER	Receive attendee database information post-event
Logo on attendee bags	<i>The Dancing Grannies will close out the Symposium with an interactive and lively 30-minute performance from 2pm to 2:30pm.</i>
Company insert in attendee bags	
Receive attendee database information post-event	

Raffle Sponsor (3): \$1,000	
<i>During the Symposium, 3 high-end, enjoy life items will be raffled off to attendees. Raffle prizes will be drawn at 2:30pm. The winner must be present to receive their item. As a sponsor you will receive:</i>	Signage with logo recognition at high traffic raffle table located inside front entrance. Virtually all attendees walk past this area
	Name recognition in the PA announcement during the event when your item's winner is announced

SPONSORSHIP DETAILS

Business to Business Sponsor

Why Participate as a B2B Sponsor?

For those sponsors interested in supporting Capri Communities and the vision of the Enjoy Life Active Aging Symposium but do not have the need for an exhibitor booth or our other sponsor options, a B2B sponsorship is the perfect way to demonstrate your commitment and be involved in a meaningful way.

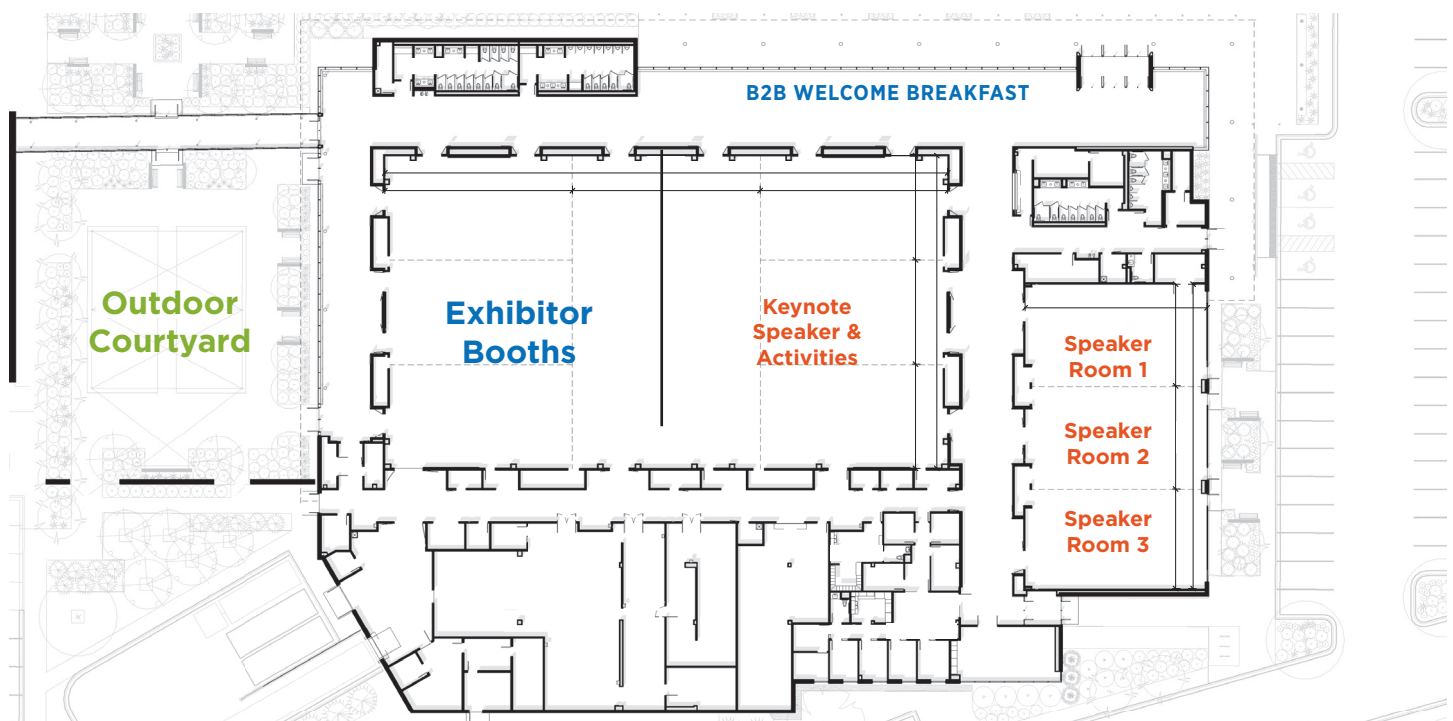
NEW IN 2024:

- B2B sponsors will support our opening Welcome Breakfast, a complimentary continental breakfast for all attendees. The **Welcome Breakfast** will kick-off the Symposium from 9:00am - 10:30am, when most attendees will arrive - so maximum exposure.

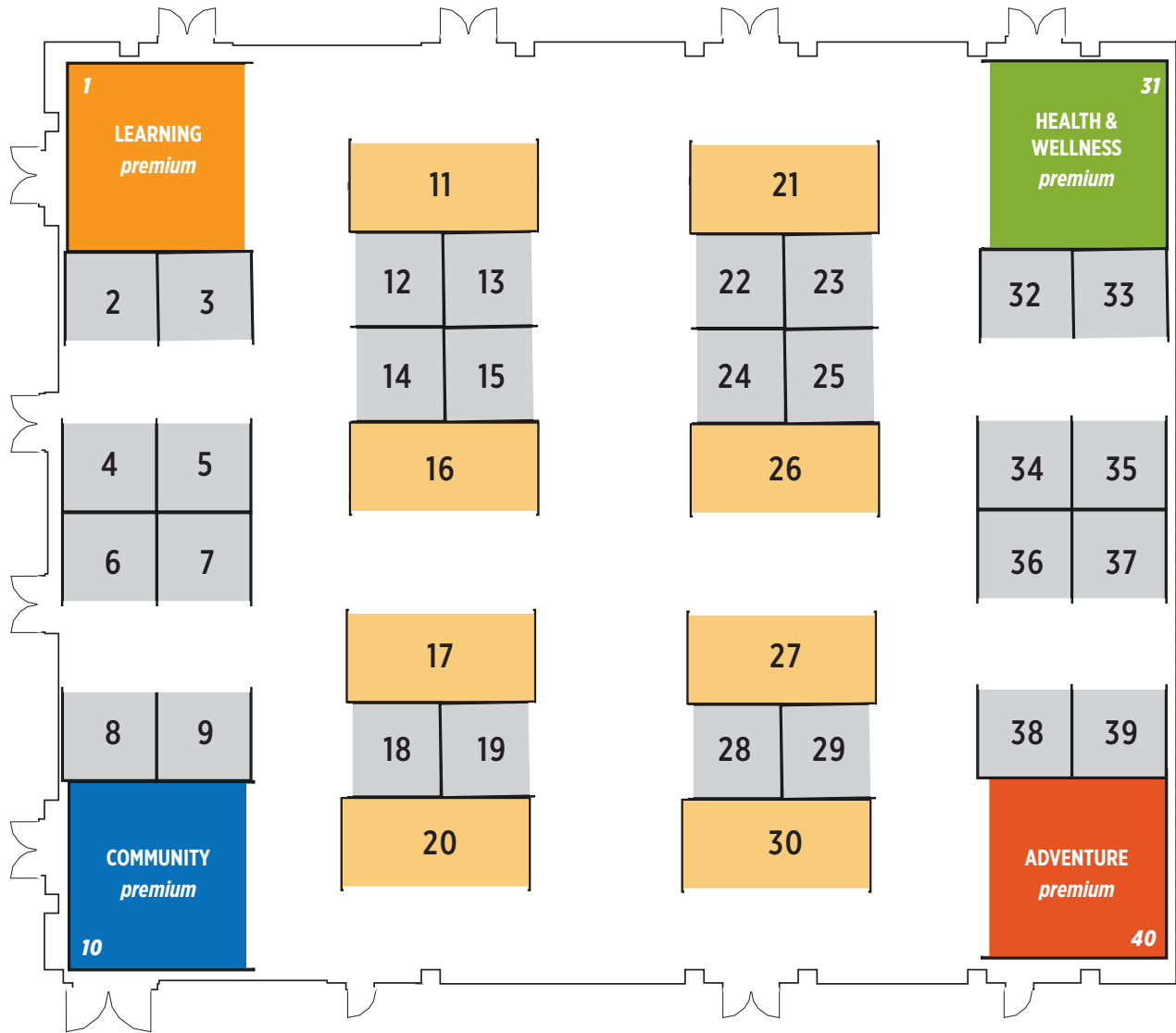
PARTNER - PLATINUM
\$5,000
PARTNER - GOLD
\$2,500
PARTNER - SILVER
\$1,500
PARTNER - BRONZE
\$750

B2B Sponsors will receive:

- Prominent combined logo signage specific to individual partner levels. Platinum and Gold sponsors will also receive on-table recognition.
- Unique opportunity to connect with other sponsors, speakers, exhibitors, Capri leadership and attendees during peak arrival time.
- Special B2B badges at platinum, gold, silver and bronze levels for all B2B sponsor representatives.
- Combined sponsor ads with logo recognition in the Enjoy Life Active Aging Symposium program (your business will share ad space with others at your level).
- Combined social media call out with others at your sponsor level. Platinum partners will receive individual call out posts.
- Platinum sponsors may also provide a company insert to place in the attendee bags.
- Access to attendee information post-event database for use in marketing purposes



EXHIBITOR BOOTH DETAILS



Booth A La Carte Pricing

Connect Ballroom Booth	10 x 10'
Connect Ballroom Endcap	10 x 20'
Premium Sponsor Booths	20 x 20'

Adventure, Community, Learning, Health & Wellness

Pricing

\$250
\$400
included in sponsorships

Contact Kim Irwin to reserve your spot!

414-687-0077 | kirwin@capricommunities.com

enjoy life with us!

We want you to be a part of Capri Communities' second-annual Enjoy Life Active Aging Symposium!

This is the perfect place to promote your business to older adults who are interested in learning about ways to embrace active aging and live life to the fullest! Our purpose is to bring older adults together to inspire, educate, and encourage them to seize the day and realize what is possible. Regardless of age and physical capabilities, there are exciting opportunities for all!

Capri Communities is a Wisconsin-based, award-winning senior living company with 23 communities located throughout Southeast Wisconsin. Featuring Independent Living, Assisted Living, Memory Care and affordable housing apartments, Capri is committed to enriching the lives of older adults. We passionately believe in the importance of enjoying life at every age.



Capri's company mission is to enrich the lives of our residents through service and commitment to family and community. Our CARES values guide us in fulfilling our mission:

- C**OMMITTED TO THE RESIDENT EXPERIENCE
- A**TENTIVE TO INDIVIDUAL NEEDS
- R**ESPECTFUL TO ALL
- E**NGAGED IN OUR LOCAL COMMUNITY
- S**ERVE WITH INTEGRITY



Capri Communities manages the Chiara Communities Foundation, a non-profit organization. It was founded in 2018 to be an industry leader by owning housing developments that provide programming, cutting-edge services and support to the individuals that live and work in our communities while also giving back philanthropically. The Chiara portfolio currently includes nine Capri campuses.

