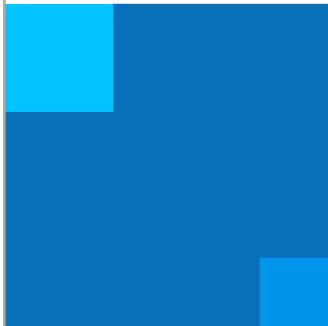


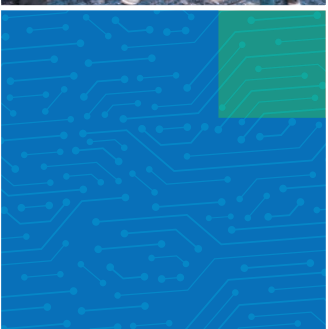
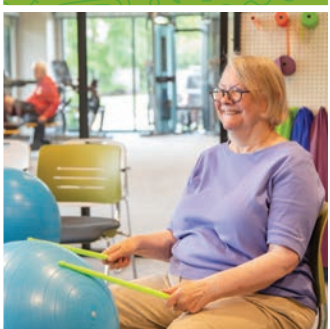
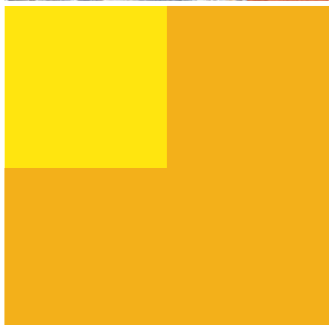
(capri) COMMUNITIES
AND THE CHIARA COMMUNITIES FOUNDATION

P R E S E N T



enjoy life

ACTIVE AGING SYMPOSIUM



June 4, 2025

Elmbrook Church • Brookfield

ADVENTURE | COMMUNITY | LEARNING | HEALTH & WELLNESS

Getting older doesn't mean 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 aging is an opportunity to spend time doing the things you enjoy and stay active in mind, body and spirit.

CELEBRATE ACTIVE AGING!

The Enjoy Life Active Aging Symposium launched in 2023 with one goal: to celebrate the joys and possibilities of aging in a world that often focuses too much on negative noise. Inspired by our tagline, enjoy life, this event reflects our philosophy at Capri Communities. To us, *enjoy life* is more than just two words—it's a promise we deliver to our residents every day. It's also the heart and soul of the Active Aging Symposium.

Our mission is simple: encourage older adults to try new things, get involved, stay active and live life to the fullest—whatever that means to them! To accomplish this, we feature dynamic speakers, engaging enjoy life exhibitors, and fun, interactive activities that inspire on every level. The response has been incredible. After our 2024 event, 98% of attendees surveyed said they loved the experience and couldn't wait to return.

This FREE, one-day event is thoughtfully designed for older adults. It's uplifting, entertaining and packed with opportunities to embrace active aging. In 2024, the Symposium welcomed over 1,000 registrants—a 25% increase from 2023! With such growing enthusiasm, we're excited to move the 2025 Symposium to Elmbrook Church in Brookfield. This larger venue will accommodate even more attendees, activities and future growth.

The Enjoy Life Active Aging Symposium is truly a special day, and we want YOU to be a part of it! Each year, we refine the event based on attendee feedback to ensure that it keeps getting better. Explore the sponsorship and exhibitor opportunities outlined in this packet to see how you can join us in championing older adults—the fastest-growing population segment in the United States.

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



Who Attends?

Our attendees are active adults ages 55+ from across Southeast Wisconsin, often joined by their adult children. In 2024, the average attendee age was 70, spanning a range of participants from their early 50s to late 80s. No matter the age, attendees are guaranteed to laugh, learn and leave inspired!

Why Sponsor or Exhibit?

This is your chance to connect with over 1,000 older adults in a positive, meaningful way. As a group responsible for more than half of US consumer spending, they are curious, engaged and eager to learn. The face-to-face interaction you'll have at the Symposium creates connections and leads that no email or phone call could replicate.

How Do We Spread the Word?

Capri Communities takes a comprehensive approach to promoting the Enjoy Life Active Aging Symposium. With a database of over 1,500 past attendees, we run a robust marketing campaign that includes television, radio, direct mail, social media, print ads, digital marketing and more!

enjoylifesymposium.com

SPONSORSHIP DETAILS

Speaker & Activity Levels	Active Aging Champion <i>John McGivern</i>	Active Aging Champion <i>Jennifer Bartolotta</i>	Activity Sponsor <i>(5 Options)</i>
	\$10,000	\$10,000	\$3,000
ON SITE EVENT EXPOSURE			
8' table in high-traffic area for company materials and engaging with attendees	X*	X*	X*
Sponsor signage on podium	X	X	X
Ad in the event program	Full Page Back Cover	Full Page Inside Front Cover	Half Page
40-word company description in the event program	X	X	X
Logo & contact information listing in the event program	X	X	X
Company video or photo(s) before announcing your speaker	1-Minute Video or Photo Highlight	1-Minute Video or Photo Highlight	
DIGITAL BRAND EXPOSURE			
40-word company description on the event website	X	X	X
Logo recognition linked to personal business website	X	X	X
Logo included in all promotional eblasts & event emails	X	X	
Logo inclusion on promotional social media content	2 Posts	2 Posts	1 Post
Social media call out	X	X	X
Social media toolkit	X	X	X
TRADITIONAL ADVERTISING			
Logo inclusion on relevant external advertising collateral	X	X	
OTHER			
Logo on attendee bags	X	X	
Company insert in attendee bags	X	X	X
Receive attendee database information post-event	X	X	X

**Speaker & Activity Sponsors may upgrade to have a premier space on the exhibit floor for \$3,000.*

SPONSORSHIP DETAILS

Levels	Media Sponsor	Premier Sponsor	Supporting Sponsor
	\$8,000	\$3,000	\$1,500
ON SITE EVENT EXPOSURE			
Booth Space		Signature space including (3) 8' tables, small group audience chairs & premium placement in high traffic area	Custom space including (2) 8' tables & preferred placement
Sponsor signage with logo included above both		X	X
Ad in the event program	Full Inside Front Cover	Half Page	Quarter Page
40-word company description in the event program	X	X	
Logo & contact information listing in the event program	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
Logo inclusion on promotional social media content	1 Post	1 Post	1 Post
Social media call out	X	X	X
Social media toolkit	X	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

Raffle Sponsor (3): \$1,000

During the Symposium, 3 high-end, enjoy life items will be raffled off to attendees. Winners will be notified by phone. As a sponsor you will receive:

Signage with logo recognition at high traffic raffle table located inside front entrance. Virtually all attendees walk past this area

Name recognition when the winner is called.

SPONSORSHIP DETAILS

Why Participate as a Business-to-Business Sponsor?

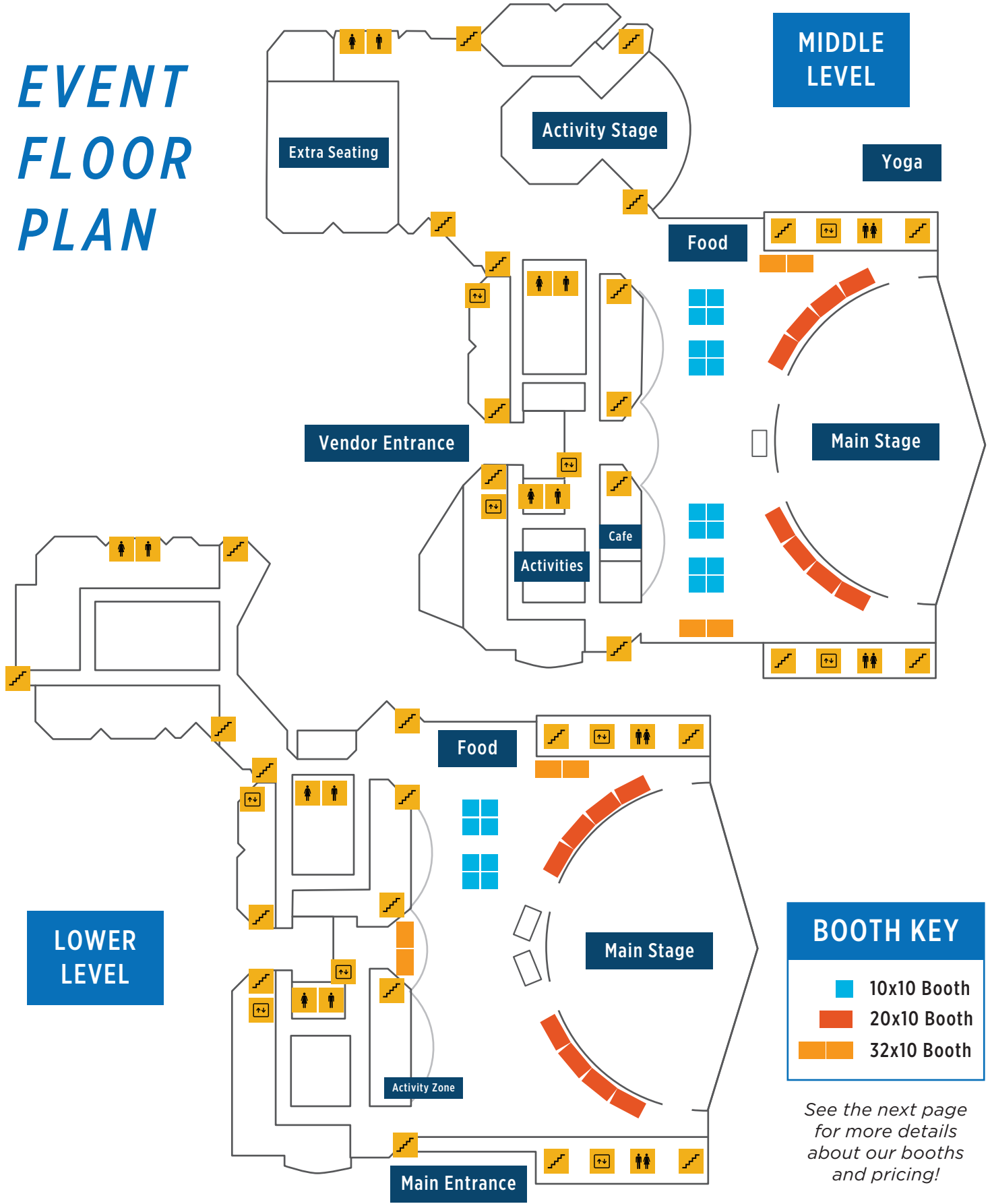
For companies interested in supporting Capri Communities and the vision of the Enjoy Life Active Aging Symposium but don't need an exhibitor booth or other sponsor benefits, B2B sponsorships offer a meaningful way to get involved and show your commitment to enriching the lives of older adults.

In 2025, B2B sponsors will collectively support an improvisational performance by ComedySportz Milwaukee on the main stage at Elmbrook Church. This interactive and entertaining act is sure to get attendees laughing while showcasing the generosity of our B2B partners.

We are excited to offer this enhanced collection of benefits to our B2B sponsors!

Levels	Platinum	Gold	Silver	Bronze	Friend
	\$5,000	\$2,500	\$1,500	\$750	Below \$750
ON SITE EVENT EXPOSURE					
Verbal recognition by stage emcee	X	X			
Digital signage before & after performance	X	X	X	X	Name on Screen
Ad in the event program <i>Created by Capri's marketing team as sponsored content</i>	Logo included in Full Page	Logo included in Half Page	Logo included in Half Page	Logo included in Half Page	Mention in listing
DIGITAL BRAND EXPOSURE					
Logo recognition linked to personal business website	X	X	X	X	Mention in listing
Logo inclusion on promotional social media content	1 Post	1 Combined Post	1 Combined Post	1 Combined Post	
Social media call out	X	X	X	X	
Social media toolkit	X	X	X	X	X
OTHER					
Company insert in attendee bags	X	x	X		
Receive attendee database information post-event	X	X	X		

EVENT FLOOR PLAN



MIDDLE LEVEL

Yoga

Vendor Entrance

Main Stage

LOWER LEVEL

Main Stage

BOOTH KEY

- 10x10 Booth
- 20x10 Booth
- 32x10 Booth

See the next page for more details about our booths and pricing!

EXHIBITOR BOOTH DETAILS

Exhibitors have been the #1 most visited part of the Enjoy Life Active Aging Symposium by attendees for the past two years. In post-event surveys, attendees cite the diverse offering of exhibitors as one of their favorite parts of the event. Having exhibitors on hand to engage with older adults on a variety of enjoy life topics covering the elements of Health & Wellness, Learning, Community and Adventure is what makes this uplifting event so special.

If you are interested in interacting with over 1000 older adults ages 55+, the fastest growing population segment in the US responsible for over half of consumer spending, don't miss this annual opportunity. Space is limited. Exhibitor booths will be placed in high-traffic areas in the atrium gathering areas of Elmbrook Church.

Be part of the excitement! 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, yoga and much, much more. Past exhibitors have included Network Health, Stretch Zone, Chiro One, Prime IV Hydration, Fox Rehabilitation, Naturally You Wigs, Hearing Life, Orange Shoe Fitness, Osteo Strong amongst others.

LEARNING: Feed your brain with opportunities to learn about the world around you or perhaps satisfy an intellectual itch that you've always wanted to scratch. Whether the arts, finance or traditional education, vendors in this element will have you asking for more. Past exhibitors have included Ascension Wisconsin Hospitals, Pampered Chef, 1934 Advisors, Osher School for Lifelong Learning, Integrity Wealth Management

COMMUNITY: The best way to help yourself is often to get involved and help others. Join that club, help a non-profit, reach out and get engaged in your community! Past exhibitors have included Nordstroms, Sharon Lynne Wilson Center for the Arts, Stans Fit for Feet, Somas & Chicos, Pro Health Regency Senior Communities, Camo Crew, Eras Senior Network, First Federal Bank, Universal Services amongst others.

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. Past exhibitors have included Lake Geneva Cruise Lines, Fred Astaire, Premiere World Discovery, YMCA, Ice Age Trail Alliance, Wild Birds Unlimited, Miltown Eats, amongst others.

Booth Only Pricing	Early Bird	After Jan 31
10x10' Booth: Includes (1) 8' table and 2 chairs.	\$150	\$250
20x10' Booth: Includes (2) 8' tables and 2 chairs	\$300	\$400

Please note that our event floor plan is still being finalized. Booth placements may be adjusted to optimize space utilization and ensure maximum visibility for attendees. Additionally, booth sizes may vary slightly depending on their location.

For exhibitor questions or to reserve your booth, contact Melissa Asmondy!

(262) 289-2757 | masmondy@capricommunities.com

enjoylifesymposium.com

enjoy life with us!

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

This is the perfect opportunity to promote your business to older adults who are eager to explore ways to embrace active aging and live life to the fullest. Our goal is to bring older adults together to inspire, educate and encourage them to seize the day and discover what's possible. No matter their age or physical abilities, there are exciting opportunities for everyone!

Capri Communities is a Wisconsin-based, award-winning senior living company with 42 managed locations throughout the state. Offering Independent Living, Assisted Living, Memory Care and affordable housing apartments, Capri is dedicated 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 15 Capri campuses.





enjoy life

ACTIVE AGING SYMPOSIUM 2025



CAPRI COMMUNITIES
20875 Crossroads Cir., Suite 400
Waukesha, WI 53186
P: 262-798-1224
capricommunities.com

Wednesday, June 4, 2025 | Elmbrook Church, Brookfield

SPONSOR/EXHIBITOR REGISTRATION & CONTRACT

LEGAL BUSINESS NAME (INDIVIDUAL, PARTNERSHIP, ASSOCIATION OR CORPORATE)

NAME FOR LISTING & BOOTH SIGN

CONTACT NAMES

EMAIL ADDRESSES

ADDRESS

CITY

STATE

ZIP

PHONE

Sponsorship & Exhibitor Booth Pricing

PACKAGE	DESCRIPTION	
Active Aging Champion	Sponsor Active Aging Champion John McGivern	\$10,000
Active Aging Champion	Sponsor Active Aging Champion Jennifer Bartlotta	\$10,000
Activity Sponsor	Sponsor one of our four exciting activities	\$3,000
Media Sponsor	Sponsor Symposium media coverage	\$8,000
Premier Sponsor	Premium sponsor exposure as outlined in this packet	\$3,000
Supporting Sponsor	Supporting sponsor exposure as outlined in this packet	\$1,500
B2B Platinum Sponsor	Sponsor ComedySportz main stage entertainment as outlined in this packet	\$5,000
B2B Gold Sponsor	Sponsor ComedySportz main stage entertainment as outlined in this packet	\$2,500
B2B Silver Sponsor	Sponsor ComedySportz main stage entertainment as outlined in this packet	\$1,500
B2B Bronze Sponsor	Sponsor ComedySportz main stage entertainment as outlined in this packet	\$750
B2B Friend	Sponsor ComedySportz main stage entertainment as outlined in this packet	List Amount
Raffle Sponsor	Sponsor one of our high-profile raffle items	\$1,000
10x10' Booth	Includes (2) 8' table and 2 chairs (Early bird pricing of \$150 through 1/31/25)	\$250
20x10' Booth	Includes (2) 8' tables and 2 chairs (Early bird pricing of \$300 through 1/31/25)	\$400
TOTAL:		

General Terms and Conditions: By signing this agreement Sponsor agrees to indemnify Capri Communities, the Brookfield Conference Center, any sponsors of the Enjoy Life Active Aging Symposium and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of the Enjoy Life Active Aging Symposium and will hold each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor in its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement. PAYMENT TERMS: Non-refundable deposit of 25% is due when contract is turned in to reserve sponsorship. Full balance is due by May 1, 2025. Failure to pay balance will result in loss of deposit and/or sponsorship. ACCEPTANCE: Capri Communities reserves the right to alter or reject any application, which is not in keeping with Enjoy Life Active Aging Symposium's theme and standards.

Method of Payment:

Credit Card Check Enclosed Wire Transfer

If you'd like to pay by credit card, let your rep know and they will send you a secure link to the payment portal. Please note, payment will be due in full with this method.

Please make checks payable to Chiara Communities Foundation Inc, a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 83-1251876.

Wire Transfer Instructions: *BANKING INSTITUTION:* Wells Fargo Bank
BANK'S ABA NUMBER: 121000248 *CREDIT ACCOUNT OF:* Chiara Communities Foundation, Inc *ACCOUNT NUMBER:* 4398270124

SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

OFFICE USE ONLY

RECEIVED BY: _____

PAID BY CREDIT _____

PAID BY CHECK # _____

PAID BY WIRE _____

AMOUNT \$ _____

DATE: _____ SPONSOR ASSIGNED: _____

Symposium questions? Contact Kim Irwin: 414-687-0077 | kirwin@capricommunities.com