

Sponsorship Brochure

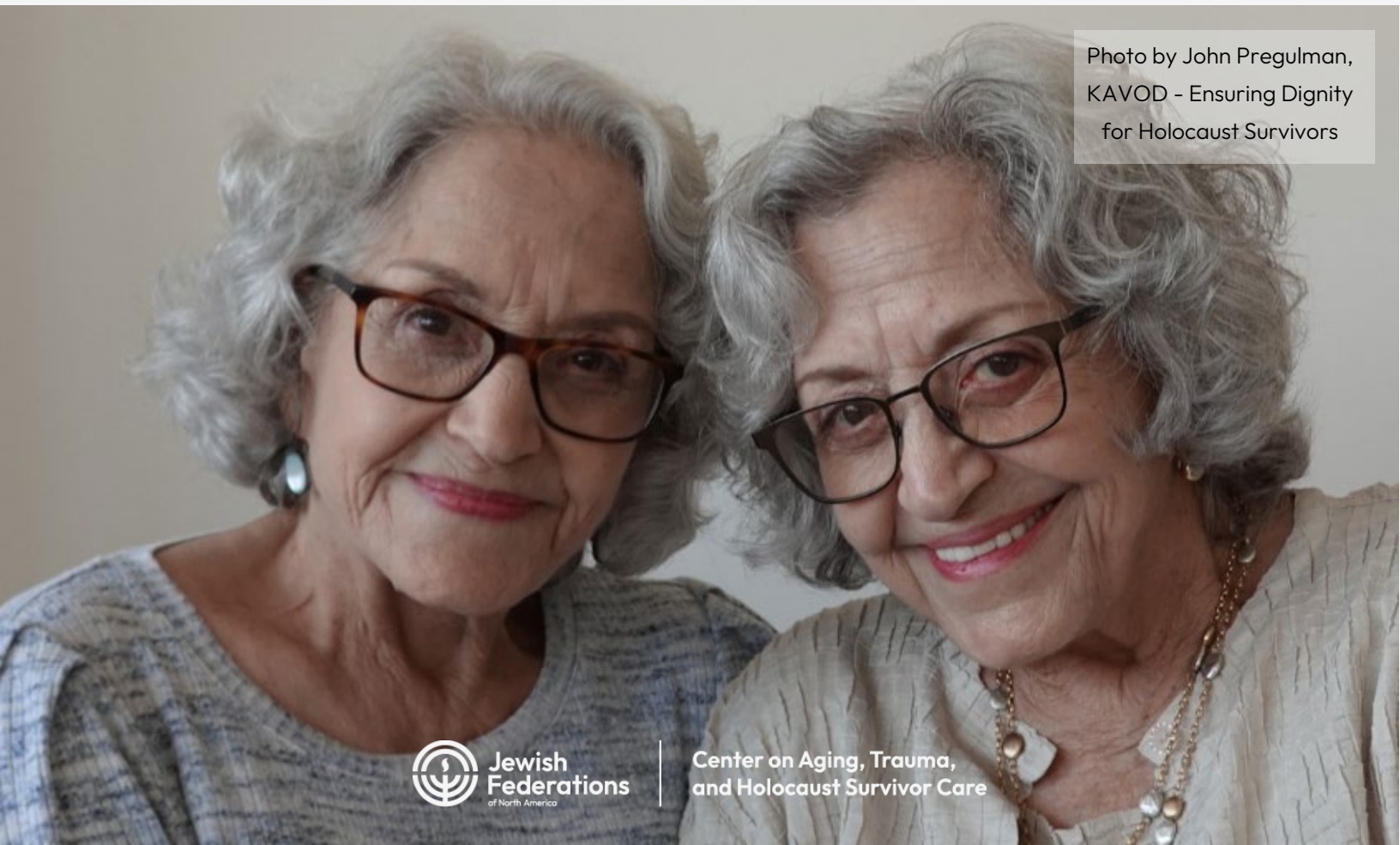
Invest in impact. Build community.

Training Workshop 2027

Advancing Healthy Aging

April 6 - 8, 2027 | New York, NY

Photo by John Pregulman,
KAVOD - Ensuring Dignity
for Holocaust Survivors





The Training Workshop

The Training Workshop convenes **150 professionals shaping how the aging services field cares for older adults with histories of trauma** on April 6–8, 2027, in New York City. Attendees include clinicians, direct service staff, researchers, executive directors, funders, policymakers, caregivers, and representatives of national aging organizations, all addressing this year's theme, Advancing Healthy Aging. **The convening gives attendees time to go deep: to learn emerging trends, to showcase standout programming, and to form lasting relationships.** As the national resource center on aging and trauma, we proudly host the only gathering in North America focused exclusively on person-centered, trauma-informed care for older adults, Holocaust survivors, and caregivers. **The Training Workshop scales innovations into shared practice across the field.**

Why Sponsor?

By sponsoring the Training Workshop, you are investing in an opportunity that will deliver national impact while connecting with an extraordinary community of aging experts.

- **Align your brand with purpose.** Show your commitment to legacy, caregiving, and compassionate service.
- **Reach the people who shape aging services.** Connect with professionals nationwide, from frontline staff to the executives who design and fund programs.
- **Build visibility that lasts.** Gain recognition through event marketing, materials, and on-site presence, and open the door to collaboration beyond the Training Workshop.
- **Advance shared goals.** Support the only North American conference on person-centered, trauma-informed care in aging.

As a sponsor, you don't just support the Training Workshop. You join it, and your name travels home with every person in the room.





Previous Sponsors

“It was great to reconnect with familiar faces and strengthen those relationships. [The event] brought together a strong mix of practitioners and decision-makers who are well-positioned to advance the field. There was a diversity of perspectives and we came away having learned a lot.”

Cassie Malane

The Harry and Jeanette Weinberg Foundation

“What has stayed with me from the Training Workshop is how deeply [Jewish Federations] grantees think about the people they serve in their communities. They were not just providing services, but offering truly person-centered, trauma-informed care to people who may be particularly vulnerable... Being in a room filled with so many people working hard to help others live better lives is rare and wonderful. The world can be a difficult place, and it was reassuring and inspiring to be surrounded by that much good.”

Jason Gorman, Founder and CEO

Jackrabbit Learning Experience

Past sponsors and partners include:

AGING **life CARE**[®]
ASSOCIATION
The experts in aging well.

Brownstein

ועידת התביעות
Claims Conference
Conference on Jewish Material Claims
Against Germany

Dignity[®]
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The Harry and Jeanette
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manatt

NCEA
National Center on Elder Abuse


Network of Jewish
Human Service Agencies

 NewOrg
Management System

ROPES & GRAY


SACRED SPACES

 The Sephardic
Foundation on Aging



Tiers & Benefits

	Visionary (\$10,000)	Champion (\$5,000)	Advocate (\$2,500)	Partner (\$1,500)
Complimentary Registrations	4	3	2	1
Attendee Contact List	✓			
Exhibit Space	✓	✓	✓	✓
Brand Visibility				
Logo on event website	✓	✓	✓	✓
Logo on printed program	✓	✓	✓	✓
Logo on digital signage	✓	✓	✓	✓
Premier logo placement	✓			
Sponsor Recognition				
Thank you in attendee email	✓	✓	✓	✓
Social media mention	✓	✓	✓	✓
Individual social media feature	✓	✓	✓	
Ad space in printed program	Full Page	½ Page		
Opening & closing recognition	✓			
Programming*				
Sponsor a plenary	✓			
Sponsor a breakout session	✓	✓		
Sponsor coffee or snack	✓	✓		
Sponsor breakfast or lunch	✓			
Sponsor the welcome social	✓			

*Our dedicated team will work with you to craft a customized sponsorship package that maximizes your impact and reach. Contact us to learn more.

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Learn more about the Center's work [here](#).