



Summit 2024

The Movement to Reframe Aging

April 10 | Washington, D.C.

The National Center to Reframe Aging invites you to join in this journey to transform the conventional wisdom on aging so we can all fully engage in society as we age. Be a part of transformative conversations with thought leaders, federal representatives, and national experts, to learn more about the current movement to reframe aging, gain insight into what's next, and exchange ideas for advancing an equitable and complete story about aging in America. The many sponsorship opportunities for Summit 2024: The Movement to Reframe Aging are shown below.

Benefits of Sponsorship	\$1,500 Reframer	\$2,500 Influencer	\$5,000 Energizer	\$15,000 Catalyzer	\$30,000 Momentum Builder
Name recognized in event program	✓	✓	✓	✓	✓
Logo or name placement on: event program, webpage, sponsor listing		✓	✓	✓	✓
Recognition at podium by NCRA Executive Director			✓	✓	✓
1-hour introduction to framing aging webinar for your organization				✓	✓
4-hour workshop for up to 20 participants to apply reframing aging strategies					✓

Each sponsorship opportunity includes one ticket to the Summit. To reserve your sponsorship contact: James Appleby at jappleby@geron.org or Trish D'Antonio at pdantonio@geron.org.



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National Press Club
529 14th St NW, Washington, DC 20045
8:30 AM ET – 3:30 PM ET

Objectives

- Raise awareness of the impact of ageism and why we all need to change the conversation on aging.
- Showcase real world applications of the principles to reframe aging transforming communication strategies and leading to policy successes.
- Cultivate an appreciation for the importance of language in understanding the intersection of ageism with other points of our identities.
- Invite diverse communities of interest to commit to engaging in advancing this transformation.

Agenda

8:30 AM	Registration
9:00 AM	Welcome
9:20 AM	Importance of Culture Change Movements
10:05 AM	Bias to Understanding: Dissecting Ageism's Widespread Impact
10:50 AM	A New Lens on Aging: How Age-Inclusive Initiatives Inspire Change
12:00 PM	Networking Lunch
1:00 PM	Reshaping Discourse on Aging: State and Local Models for Change
1:45 PM	Elevating the Aging Discourse: The Federal Perspective
2:35 PM	Ageism's Political Footprint: Discourse, Voters, and Candidates
3:15 PM	Closing Comments