

CFI 2025

August 11 - 14, 2025
St. Louis, Missouri



Center for Innovation | The Green House Project | Pioneer Network

Sponsor CFI: Put Your Brand at the Center of Compassion + Innovation

With over 35,000 aging services professionals in our network, a podcast with 72,000+ downloads, and followers across the U.S. and worldwide, the Center for Innovation is a beloved force for change in senior living. As the original champion of person-directed living, CFI is trusted by leaders who care...and more importantly, act.

Sponsor CFI now and ride the wave of a major rebrand launching this August in St. Louis, backed by a bold national public relations campaign. Your brand will be front and center as we redefine the future of aging—together.



Why Sponsor CFI?

The Center for Innovation (CFI) is leading the movement to radically transform aging services in the United States and worldwide through research, consulting, coaching, education and volunteerism via our State Coalitions.

As the nonprofit home of The Green House Project and Pioneer Network, we're setting a new standard to advance person-directed living and empower cultures in the community of one's choice.

Your sponsorship helps fuel this bold vision—and places your brand in front of the most engaged leaders and decision-makers in senior living.

SPONSORSHIP = YEAR-ROUND VISIBILITY + STRATEGIC ACCESS

Your annual sponsorship unlocks high-impact benefits across the entire year, including:

- Presence at the 2025 CFI Annual Conference (Aug. 11–14 in St. Louis, Missouri)
- A spotlight in CFI's upcoming rebrand launch with national media outreach and coverage
- Opportunities for podcast guest segments, webinars, and branded educational content
- Custom benefits to match your marketing objectives

ANNUAL SPONSORSHIPS COME WITH CONFERENCE EXHIBITING

Get in Before the Buzz. Reap the Rewards. Early sponsors are part of the big brand reveal and public relations spotlight. See next page for podcast and Brain Bytes advertising opportunities.

Sponsorship Levels	Friend	Ally	Mission	Champion	Beacon / Strategic Partner	Transformational Partner	Legacy Partner
Cost	\$2,500	\$5,000	\$7,500	\$12,000	\$18,000	\$25,000	\$50,000
Monthly Email Newsletter (35K Subscribers)	✓	✓	✓	✓	✓	✓	✓
Shout-out on social media with a link to your website	N/A	1	1	2	3	4	6
2-Minute Spot on Podcast (75K + IAB Downloads)	N/A	N/A	1	2	2	6	12
1-Hour Interview Feature on Podcast	N/A	N/A	N/A	N/A	1	1	2
Webinars + Workshop Promo	✓	✓	✓	✓	✓	✓	✓
AgeTech Tuesday Webinar Participation	N/A	N/A	1	1	2	3	4
Lunch + Learn Participation	N/A	1	1	1	2	2	2
Conference Benefits							
Website + Conference APP Presence	✓	✓	✓	✓	✓	✓	✓
Booth at Annual Conference	N/A	1	1	1	1	1	1
Annual Conference Networking Event Acknowledgement	✓	✓	✓	✓	✓	✓	✓
Conference Registrations	1	2	2	3	4	5	6
Pre- or Post- Conference Event Participation	N/A	N/A	N/A	N/A	1	2	2

KEY:

N/A = NOT INCLUDED | ✓ = INCLUDED | NUMBER (1,2,3,4) = FREQUENCY IN SPONSORSHIP YEAR

More Sponsorship Opportunities

TAP INTO ONE OF THE MOST TRUSTED MEDIA CHANNELS IN AGING INNOVATION—WITH YOUR BRAND FRONT AND CENTER.

CFI's communications channels reach the decision-makers, innovators, and care teams shaping the future of senior living. Sponsoring these trusted channels connects your brand with a community that's not just engaged—they're leading the change.

Elevate Eldercare Podcast

WHERE THE SECTOR GOES TO THINK OUT LOUD.

With over 72,000 IAB downloads and listeners in 93 countries, Elevate Eldercare is where the boldest ideas in aging services meet real-world application. Hosted weekly by Susan Ryan, it features senior living executives, researchers, care teams, tech leaders, and changemakers focused on person-directed care. With 300 episodes and a 4.9-star Apple rating (and 5 stars on Spotify), the podcast is a proven platform for reaching a thoughtful, invested audience across 11 listening platforms.

Additional advertising options are available to annual sponsors at the Mission Level or higher. Podcast advertising must be purchased two months in advance of the episode. Ask us about the editorial calendar and find a topic that matches up to your brand. All advertisements are host-read by Susan Ryan. You may submit your desired copy; CFI retains final approval based on editorial and ethical standards.

Podcast Sponsorship Pricing:

Pre-Roll: \$500 Each

15 seconds for a concise mention at the start of the episode

Mid-Roll: \$900 Each

30 seconds halfway through the episode

Post-Roll: \$350 Each

15 seconds at the end for a branded sign off

Full Bundle: \$1,500

60 seconds (15 pre / 30 mid / 15 post) for maximum impact





COMMUNICATIONS & MEDIA

Monthly Newsletter

EMAIL INBOX INFLUENCE WITH 35,000 ENGAGED READERS.

Our monthly newsletter goes to a deeply diverse subscriber base—from CEOs to care partners, policy leaders to professors. Additional advertising options are available to annual sponsors at the Mission Level or higher. Every issue delivers actionable insights, breaking research, leadership strategies, and real-world practices that elevate aging services. It's a go-to resource—and a high-visibility platform for sponsors who want to align with substance, credibility, and mission-driven momentum.

Pricing:

- Placed advertorials: Articles up to 300 words can include perspective articles \$850 each
- Banner advertisements: \$350 each

Brain Bytes with Dr. Kelly Tremblay

SCIENCE. SIMPLIFIED. SPONSORED.

Brain Bytes is a new monthly microcast hosted by Dr. Kelly Tremblay—neuroscientist, World Health Organization advisor, NIH grant reviewer, advocate and professor. These bite-sized insights make neuroscience accessible for the senior care world, bringing research-backed clarity to memory, aging, and brain health. Sponsors receive a monthly branded acknowledgment in each episode—12 shout-outs a year, reaching CFI's entire podcast audience.

Pricing:

Become one of four annual sponsorships available at \$7,000 each per year. Thousands of impressions, for a message that sticks. Brain Bytes sponsors will also receive annual recognition on the home page of CFI and the sponsorship page, with discounts for exhibiting at the annual conference. There are discounts for combinations of annual CFI sponsorship combined with podcast sponsorship.

SIGN UP TO SPONSOR

Visit our conference website at **CFI2025.org** and fill out the form to sponsor.
Our advertising team will get back to you within 24 hours.

You can also call Janet at (410) 844-6566.