2020 Heroes in Health: An Event to Celebrate Community, Strength, and Healthy Aging

SPONSORSHIP OPPORTUNITIES

Tuesday, September 15, 2020

ONLINE

#HeroesInHealth
Each year, the Alliance for Aging Research hosts Heroes in Health, an event to celebrate individuals and companies making great strides to further research and innovation in aging. The event is comprised of the Roundtable Discussion and Annual Bipartisan Congressional Awards.

Since 2013, the Roundtable Discussion, convened and moderated by the Alliance, has provided leaders from federal agencies with the opportunity to reflect on the progress they have made in implementing major policy changes to improve the health of older adults and offer their insights on future changes that may positively impact healthcare innovation.

Since 1992, the Annual Bipartisan Congressional Awards event has become widely recognized as Washington DC’s signature social event following Congress’ return from its traditional August recess. As one Capitol Hill regular put it, “This is like Back to School Night for Washington’s health policy community – you see everyone here.”

The Annual Bipartisan Congressional Awards also have a deeper purpose: to remind lawmakers of the nation’s bipartisan commitment to advance medical research to improve the lives of millions of older Americans.

While we will miss seeing everyone in person this year, we are excited to have the opportunity to celebrate our commitment to older adults at a virtual Heroes in Health: An Event to Celebrate Community, Strength, and Healthy Aging on Tuesday, September 15, 2020.
The 27th Annual Bipartisan Congressional Awards event will feature the following awards:

- **Claude Pepper Award for Advancing Healthy Aging**: presented each year to a Democratic member of Congress who is leading the way on policies encouraging medical research, innovation, and care to benefit Americans as they grow older.

- **Distinguished Public Service Award**: presented each year to a Republican member of Congress who is leading the way on policies encouraging medical research, innovation, and care to benefit Americans as they grow older.

- **Silver Innovator Award**: presented to an individual who shows exceptional dedication to anticipating, embracing, and addressing the unique and ever-evolving needs of older adults.

- **Daniel Perry Founder’s Award**: presented to an individual who is helping to change the paradigm of how we view aging and well-being as we age.

- **Perennial Hero Award**: presented each year to honor an older individual who is actively contributing to create positive societal change and serving as a role model for people of all ages.

### Past Honorees

Past honorees of the Annual Bipartisan Congressional Awards have included:

- VADM Jerome Adams, M.D., M.P.H.
- Senator Kelly Ayotte (R-NH)
- Patricia Bath, M.D.
- Elizabeth Blackburn, Ph.D.
- Jeremy Bloom
- Senator John Breaux (D-LA)
- Laura Carstensen, Ph.D.
- The Honorable Tony Coelho
- Senator Susan Collins (R-ME)
- Francis Collins, M.D., Ph.D.
- David Cutler, Ph.D.
- Governor Mitch Daniels (R-IN)
- Congresswoman Diana DeGette (D-CO)
- Senator Dick Durbin (D-IL)
- Larry Ellison
- Senator Mike Enzi (R-WY)
- Elissa Epel, Ph.D.
- Senator Dianne Feinstein (D-CA)
- Nobel Laureate Robert Fogel
- Linda Fried, M.D.
- Congressman Newt Gingrich (R-GA)
- Dana Goldman, Ph.D.
- Senator Chuck Grassley (R-IA)
- Margaret Hamburg, M.D.
- Senator Tom Harkin (D-IA)
- Senator Orrin Hatch (R-UT)
- Richard Hodes, M.D.
- Congressman Steny Hoyer (D-MD)
- Senator Kay Bailey Hutchinson (R-TX)
- Beverley Hyman Fead
- Dilip Jeste, M.D.
- Senator Ted Kennedy (D-MA)
- Congressman Connie Mack (R-FL)
- Mark McClellan M.D., Ph.D.
- Congresswoman Nancy Pelosi (D-CA)
- Neil Resnick, M.D.
- Congresswoman Allyson Schwartz (D-PA)
- Scott Simon
- Martha Stewart
- Rudolph Tanzi, Ph.D.
- Congressman Billy Tauzin II (R-LA)
- Robert Temple, M.D.
- John Tisdale, M.D.
- J. Craig Venter, Ph.D.
- Jay Walker
- Congresswoman Maxine Waters (D-CA)
- David Wise, Ph.D.
- Janet Woodcock, M.D.
The Alliance is honored to work with the distinguished members of the 2020 Heroes in Health Committee:

CHAIR
James G. Scott
President and CEO
Applied Policy, LLC

Margaret Davis-Cerone
Senior Director, Corporate Affairs-US Policy
Pfizer Inc.

Candace DeMatteis
Policy Consultant
Penn Quarter Partners, LLC

Karen Gally
Vice President and General Counsel
Otsuka America Pharmaceutical, Inc.

Carolyn Jones, J.D., M.P.H.
Director of Public Policy & Government Affairs
Biogen Inc.

Dan Leonard, M.A.
President
National Pharmaceutical Council

Michele Markus
Head of Global Health Accounts; Worldwide Enterprise Lead
Omnich Health Group

Brian O’Connor
Senior Vice President & Chief of Staff, Executive Office
AdvaMed

Michele Oshman
Vice President for External Affairs
Biotechnology Innovation Organization

M. Todd Tuten
Senior Advisor
Akin Gump Strauss Hauer & Feld LLP
The Alliance for Aging Research is grateful to the sponsors of the 26th Annual Bipartisan Congressional Awards and Roundtable Discussion.

PAST SPONSORS
## AWARDS SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 8.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold Sponsor $30,000</th>
<th>Silver Sponsor $20,000</th>
<th>Bronze Sponsor $10,000</th>
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<tbody>
<tr>
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<td>Half-page</td>
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## ROUNDTABLE DISCUSSION SPONSORSHIP OPPORTUNITIES

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EXPLANATION OF BENEFITS

Registration to 27th Annual Bipartisan Congressional Awards
Includes awards program, online networking, and exhibit hall access. Distribution of registrations is up to the sponsor’s discretion.

Registration to 2020 Roundtable Discussion
Includes both Roundtable panels.

Defined role in the 2020 Roundtable Discussion
Includes serving as a panelist on one panel during the Roundtable Discussion.

Ad in program
The program book will be available online to download via PDF and will be provided to all registrants via email the day of the event.

Recognition during awards program
Recognition of sponsorship by Alliance for Aging Research President and CEO during awards program.

“Wish list” for the aging included in the Heroes in Health program book
Opportunity to submit a small statement about your “wish list” for older adults to be included in the Heroes in Health program book.

Recognition in Heroes in Health program book
Recognition of sponsorship in the program book. The program book will be available online to download via PDF and will be provided to all registrants via email the day of the event.

Recognition on Heroes in Health event website

Recognition on Heroes in Health virtual event signage
Recognition of sponsorship on signage in the virtual lobby of the Heroes in Health event.

Fireside chat/award presenter role for senior level executive
The presenter will get to introduce one award and participate in a fireside chat with the honoree and the Alliance for Aging Research President and CEO during the awards program.

Recognition on Heroes in Health invitation
Recognition of sponsorship on Heroes in Health invitation. Sponsorship must be confirmed before the date of mailing.

KEY DATES FOR SPONSORSHIPS AND OTHER OPPORTUNITIES
- August 14: Logos due
- September 3: Artwork for ads due
- September 3: Registrant lists due

WHY SHOULD YOU SPONSOR?
Sponsorship provides an excellent opportunity to elevate your brand and network with over 300 key stakeholders including patient advocates, researchers, representatives from federal agencies, and representatives from pharmaceutical, biotech, and medical device companies.
OTHER OPPORTUNITIES

Registration
Individuals may register for the 27th Annual Bipartisan Congressional Awards at the following rates:

- **Individual Registration** ................................................................. $50
  Includes awards program, online networking, and exhibit hall access

- **Young Professional/Non-Profit Partner Registration** .................. $25
  Includes awards program, online networking, and exhibit hall access

Individual registration is not available for the 2020 Roundtable Discussion.

Advertisements
Advertisements will be included in the *Heroes in Health* program and will be viewed by over 300 guests. Advertisements are included with the Award Underwriter, Gold, and Silver Bipartisan Congressional Awards sponsorships.

Individual advertisements are available for purchase at the following sizes and rates:

- **Full-page (7.5” wide x 10” tall)** ...................................................... $500
- **Half-page (7.5” wide x 4.75” tall)** .................................................... $250
- **Quarter-page (3.5” wide x 4.75” tall)** .............................................. $125

Ads should be in color and must be submitted in .png or .jpg file formats.

Donations
Your donation of any amount will help the Alliance for Aging Research continue to advance science and enhance lives. To learn more about the programs your donation would support, go to [www.agingresearch.org](http://www.agingresearch.org).

MORE INFORMATION

For more information about our sponsorship opportunities or to customize a package for your organization, please contact:

Sarah DiGiovine, Director of Development
(202) 688-2043 | sdigiovine@agingresearch.org
Your support of Heroes in Health: An Event to Celebrate Community, Strength, and Healthy Aging will further the mission of the Alliance for Aging Research (EIN 54-1379174).

The Alliance for Aging Research is the leading nonprofit organization dedicated to accelerating the pace of scientific discoveries and their application to vastly improve the universal human experience of aging and health.

Catalyzing Innovation for Healthy Aging

202.293.2856 | www.agingresearch.org
#HeroesInHealth