



*2022 Heroes in Health:
An Event to Celebrate Generativity,
Joy, and Healthy Aging*

SPONSORSHIP OPPORTUNITIES

Tuesday, September 20, 2022

In-Person and Online

United States Institute of Peace

Washington, DC

#HeroesInHealth

ABOUT *HEROES IN HEALTH*

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.

ABOUT THE ROUNDTABLE DISCUSSION

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.

ABOUT THE ANNUAL BIPARTISAN CONGRESSIONAL AWARDS

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 event also has 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.

2022 SCHEDULE OF EVENTS

Heroes in Health: An Evening to Celebrate Generativity, Joy, and Healthy Aging will be held on Tuesday, September 20, 2022 at the United States Institute on Peace in Washington, DC.

4:00 PM Roundtable Reception
4:30 PM Roundtable Panel #1
5:15 PM Roundtable Panel #2

6:00 PM Dinner Reception
7:00 PM Dinner & Awards Program
9:00 PM Dessert Reception

Dress Code: Business attire

ABOUT THE AWARDS

The 29th 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.	Larry Ellison	Mark McClellan M.D., Ph.D.
Senator Kelly Ayotte (R-NH)	Elissa Epel, Ph.D.	Senator Bill Nelson (D-FL)
Patricia Bath, M.D.	Anthony S. Fauci, M.D.	President Jonathan Nez
Congressman Gus M. Bilirakis (R-FL)	Senator Dianne Feinstein (D-CA)	Congressman Frank Pallone, Jr. (D-NJ)
Congressman Michael Bilirakis (R-FL)	Nobel Laureate Robert Fogel	Congresswoman Nancy Pelosi (D-CA)
Elizabeth Blackburn, Ph.D.	Linda Fried, M.D.	Congresswoman Allyson Schwartz (D-PA)
Jeremy Bloom	Dana Goldman, Ph.D.	Scott Simon
Senator Shelley Capito (R-WV)	Senator Chuck Grassley (R-IA)	Martha Stewart
Laura Carstensen, Ph.D.	Phyllis Greenberger, MSW	Rudolph Tanzi, Ph.D.
Senator Bill Cassidy (R-LA)	Jack M. Guralnik, M.D., Ph.D., M.P.H.	Geri and Jim Taylor
Congressman James Clyburn (D-SC)	Congressman Brett Guthrie (R-KY)	Robert Temple, M.D.
The Honorable Tony Coelho	Margaret Hamburg, M.D.	John Tisdale, M.D.
Senator Susan Collins (R-ME)	Richard Hodes, M.D.	Senator Chris Van Hollen (D-MD)
Francis Collins, M.D., Ph.D.	Governor Larry Hogan (R-MD)	J. Craig Venter, Ph.D.
Kizzmekia S. Corbett, Ph.D.	Congressman Steny Hoyer (D-MD)	Jay Walker
David Cutler, Ph.D.	Beverly Hyman Fead	Congresswoman Maxine Waters (D-CA)
Governor Mitch Daniels (R-IN)	Dilip Jeste, M.D.	David Wise, Ph.D.
Congresswoman Diana DeGette (D-CO)	Jill Jim, Ph.D., MPH, MHA	Janet Woodcock, M.D.
Dr. Derrick C. DeWitt, Sr.	Senator Ted Kennedy (D-MA)	

2022 HEROES IN HEALTH COMMITTEE

The Alliance is honored to work with the distinguished members of the 2022 *Heroes in Health* Committee:



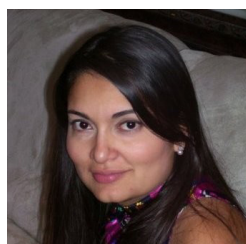
CHAIR
James G. Scott
President and CEO
Applied Policy, LLC



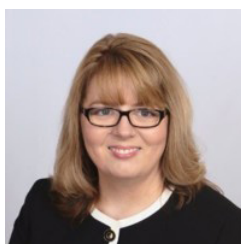
John Alam
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EIP Pharma, Inc.



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



Beatriz Duque Long
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Government Affairs and
Strategic Alliances
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General Counsel
Otsuka America
Pharmaceutical, Inc.



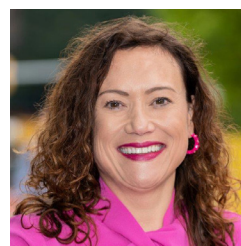
Dan Leonard
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Michele Markus
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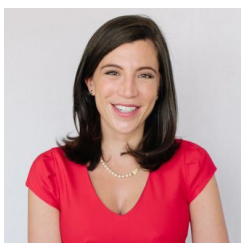
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Vice President, External
Affairs and Executive
Director, Council of State
Bioscience Associations
Biotechnology Innovation
Organization



Dorothy Ouchida
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Advocacy Consultant
Avanir Pharmaceuticals, Inc.



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M. Todd Tuten
Senior Advisor
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PAST SPONSORS

The Alliance for Aging Research is grateful to the sponsors of the 28th Annual Bipartisan Congressional Awards and Roundtable Discussion:



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AWARDS SPONSORSHIP OPPORTUNITIES

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

	Award Underwriter \$35,000	Gold Sponsor \$30,000	Silver Sponsor \$20,000	Bronze Sponsor \$10,000
<i>Registrations to 29th Annual Bipartisan Congressional Awards program</i>	Table for 10	Table for 10	Table for 8	Table for 8
<i>Registrations to 2022 Roundtable Discussion</i>	Five	Four	Three	Two
<i>Ad in program</i>	Full-page	Half-page	Quarter-page	
<i>Fireside chat/award presenter role for senior level executive</i>	•			
<i>Defined role in the 2022 Roundtable Discussion</i>				
<i>Recognition in Heroes in Health program book and sizzle reel</i>	Logo	Logo	Logo	Name
<i>Recognition on Heroes in Health event website</i>	Logo with URL	Logo with URL	Logo	Name
<i>Recognition on Heroes in Health invitation</i>	Name	Name	Name	Name

ROUNDTABLE DISCUSSION SPONSORSHIP OPPORTUNITIES

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

	Roundtable Sponsor \$25,000	Roundtable Supporter \$15,000	Roundtable Innovator \$5,000
<i>Registrations to 29th Annual Bipartisan Congressional Awards program</i>	Table for 8 (or 4 add'l seats at Roundtable)	Table for 8 (or 4 add'l seats at Roundtable)	4 seats (or 2 add'l seats at Roundtable)
<i>Registrations to 2022 Roundtable Discussion</i>	Four	Three	Two
<i>Ad in program</i>	Quarter-page		
<i>Fireside chat/award presenter role for senior level executive</i>			
<i>Defined role in the 2022 Roundtable Discussion</i>	•		
<i>Recognition in Heroes in Health program book and sizzle reel</i>	Logo	Name	Name
<i>Recognition on Heroes in Health event website</i>	Logo	Logo	Name
<i>Recognition on Heroes in Health invitation</i>	Name	Name	Name

EXPLANATION OF BENEFITS

Seats at 29th Annual Bipartisan Congressional Awards

Includes the 29th Annual Dinner reception, awards program, and dessert reception.

Registration to 2022 Roundtable Discussion

Includes the Roundtable reception and both panels.

Defined role in the 2022 Roundtable Discussion

Includes serving as a panelist on one panel during the Roundtable Discussion.

Ad in program

The digital program book will be displayed via digital centerpieces - three iPads - in the center of each table during the awards program.

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 during the awards program.

Defined role in the 2021 Roundtable Discussion

Includes serving as a moderator or panelist on one panel during the Roundtable Discussion.

Recognition in *Heroes in Health* program book and Sizzle Reel

Recognition of sponsorship in the digital program book. The Sizzle Reel is a short film put together by the Alliance each year to highlight accomplishments and recognize our sponsors.

Recognition on *Heroes in Health* event websites

Recognition of sponsorship on *Heroes in Health* websites: agingresearch.org/2022awards/ and agingresearch.org/2022rt.

Recognition on *Heroes in Health* invitation

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

KEY DATES FOR SPONSORSHIPS AND OTHER OPPORTUNITIES

- August 12: Logos due
- September 2: Artwork for ads due
- September 2: 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

Tickets

Individuals tickets are available for purchase for the 29th Annual Bipartisan Congressional Awards. **PLEASE NOTE:** Individual registration is not available for the 2022 Roundtable Discussion.

- Individual Ticket.....\$500
Includes 29th Annual Dinner reception, awards program, and dessert
- Young Professional/Non-Profit Partner Ticket.....\$250
Includes 29th Annual Dinner reception, awards program, and dessert

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, Silver, and the Roundtable Sponsor levels.

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.

MORE INFORMATION

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

Sarah Delgado, Vice President of Development
(202) 688-2043 | sdelgado@agingresearch.org



Your support of *Heroes in Health: An Event to Celebrate Generativity, Joy, 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**