



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

**SPONSORSHIP OPPORTUNITIES**

Tuesday, September 15, 2020

ONLINE

#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 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.

## ABOUT VIRTUAL 2020 *HEROES IN HEALTH*

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.

## ABOUT THE AWARDS

The 27<sup>th</sup> 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.	Elissa Epel, Ph.D.	Mark McClellan M.D., Ph.D.
Senator Kelly Ayotte (R-NH)	Senator Dianne Feinstein (D-CA)	Congresswoman Nancy Pelosi (D-CA)
Patricia Bath, M.D.	Nobel Laureate Robert Fogel	Neil Resnick, M.D.
Elizabeth Blackburn, Ph.D.	Linda Fried, M.D.	Congresswoman Allyson Schwartz (D-PA)
Jeremy Bloom	Congressman Newt Gingrich (R-GA)	Scott Simon
Senator John Breaux (D-LA)	Dana Goldman, Ph.D.	Martha Stewart
Laura Carstensen, Ph.D.	Senator Chuck Grassley (R-IA)	Rudolph Tanzi, Ph.D.
The Honorable Tony Coelho	Margaret Hamburg, M.D.	Congressman Billy Tauzin II (R-LA)
Senator Susan Collins (R-ME)	Senator Tom Harkin (D-IA)	Robert Temple, M.D.
Francis Collins, M.D., Ph.D.	Senator Orrin Hatch (R-UT)	John Tisdale, M.D.
David Cutler, Ph.D.	Richard Hodes, M.D.	J. Craig Venter, Ph.D.
Governor Mitch Daniels (R-IN)	Congressman Steny Hoyer (D-MD)	Jay Walker
Congresswoman Diana DeGette (D-CO)	Senator Kay Bailey Hutchinson (R-TX)	Congresswoman Maxine Waters (D-CA)
Senator Dick Durbin (D-IL)	Beverlye Hyman Feed	David Wise, Ph.D.
Larry Ellison	Dilip Jeste, M.D.	Janet Woodcock, M.D.
Senator Mike Enzi (R-WY)	Senator Ted Kennedy (D-MA)	
	Congressman Connie Mack (R-FL)	

## 2020 HEROES IN HEALTH COMMITTEE

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



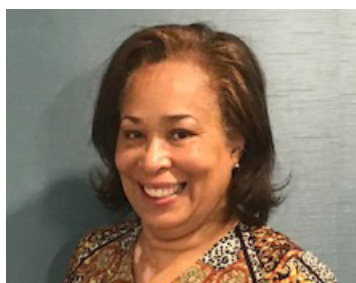
**Margaret Davis-Cerone**  
*Senior Director, Corporate*  
*Affairs-US Policy*  
Pfizer Inc.



**Candace DeMatteis**  
*Policy Consultant*  
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**Karen Gally**  
*Vice President and General*  
*Counsel*  
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**Carolyn Jones, J.D., M.P.H.**  
*Director of Public Policy &*  
*Government Affairs*  
Biogen Inc.



**Dan Leonard, M.A.**  
*President*  
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*Enterprise Lead*  
Omnicom 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

## PAST SPONSORS

The Alliance for Aging Research is grateful to the sponsors of the 26<sup>th</sup> Annual Bipartisan Congressional Awards and Roundtable Discussion:

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with Heart Disease

## 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 27<sup>th</sup> Annual Bipartisan Congressional Awards program</i>	25	20	15	10
<i>Registrations to 2020 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 2020 Roundtable Discussion</i>				
<i>Recognition during awards program</i>	•	•	•	•
<i>"Wish list" for the aging included in the Heroes in Health program book</i>	•	•	•	
<i>Recognition in Heroes in Health program book</i>	Logo	Logo	Logo	Name
<i>Recognition on Heroes in Health virtual event signage</i>	Logo	Logo	Logo	Logo
<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 27<sup>th</sup> Annual Bipartisan Congressional Awards program</i>	15	10	5
<i>Registrations to 2020 Roundtable Discussion</i>	Four	Three	Two
<i>Ad in program</i>			
<i>Fireside chat/award presenter role for senior level executive</i>			
<i>Defined role in the 2020 Roundtable Discussion</i>	•		
<i>Recognition during awards program</i>	•	•	•
<i>"Wish list" for the aging included in the Heroes in Health program book</i>			
<i>Recognition in Heroes in Health program book</i>	Logo	Name	Name
<i>Recognition on Heroes in Health virtual event signage</i>	Logo	Logo	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

### Registration to 27<sup>th</sup> 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 of sponsorship on *Heroes in Health* websites: [www.agingresearch.org/2020dinner](http://www.agingresearch.org/2020dinner) and [www.agingresearch.org/2020rt](http://www.agingresearch.org/2020rt).

### 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 27<sup>th</sup> 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](mailto: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](http://www.agingresearch.org)  
#HeroesInHealth**