



**Alliance**  
FOR AGING RESEARCH

*2025 Heroes in Health Celebration:  
An Evening to Celebrate Trust,  
Empowerment, and Healthy Aging*

**PROSPECTUS**

Tuesday, September 30, 2025  
Waldorf Astoria Washington, DC

**#HeroesInHealth**

## ABOUT THE HEROES IN HEALTH CELEBRATION

Each year, the Alliance for Aging Research hosts the **Heroes in Health Celebration**, an event to celebrate individuals and companies making great strides to further research and innovation in aging. The event is comprised of the **Conversations with the FDA and CMS** and the **Annual Awards Dinner**.

## ABOUT THE CONVERSATIONS WITH THE FDA AND CMS

Since 2013, the **Conversations with the FDA and CMS**, convened and moderated by the Alliance, has provided leaders from the U.S. Food and Drug Administration (FDA) and the Centers for Medicare and Medicaid Services (CMS) with the opportunity to reflect on progress their agencies have made in implementing major policy changes to improve the health of older adults. The event is also an opportunity for these leaders to offer their insights on future changes that may positively impact healthcare innovation.

## ABOUT THE ANNUAL AWARDS DINNER

Since 1992, the **Annual Awards Dinner** 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 Awards Dinner** also has a deeper purpose: to honor individuals for their contributions in advancing the science of human aging.

## 2025 SCHEDULE OF EVENTS

The **2025 Heroes in Health Celebration: An Evening to Celebrate Trust, Empowerment, and Healthy Aging** will be held on Tuesday, September 30, 2025 at the Waldorf Astoria in Washington, DC.

### **Conversations with the FDA and CMS**

- **Registration:** 3:00 PM – 3:30 PM
- **Conversation #1:** 3:30 PM – 4:30 PM
- **Reception:** 4:30 PM – 5:00 PM
- **Conversation #2:** 5:00 PM – 6:00 PM

### **Annual Awards Dinner**

- **Registration & Reception:** 6:00 PM – 7:00 PM
- **Awards Dinner Program:** 7:00 PM – 9:00 PM
- **Dessert Reception:** 9:00 PM – 9:30 PM

**Dress Code For All Events:** Business attire

## ABOUT THE ANNUAL AWARDS

The **Annual Awards Dinner** 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.

## RECENT HONOREES

Recent honorees of the Annual Awards have included:

### 2024

- Senator Mazie Hirono (D-HI)
- Congresswoman Cathy McMorris Rodgers (R-WA)
- Jeffrey Cummings, M.D., Sc.D. (HC)
- Peter Marks, M.D., Ph.D.
- Karyne Jones

### 2023

- Congresswoman Anna Eshoo (D-CA)
- Congressman Brad Wenstrup (R-OH)
- Henry Buchwald, M.D., Ph.D.
- Chad Worz, PharmD, BCGP
- Edwin L. Walker, J.D.

### 2022

- Congresswoman Nanette Diaz Barragan (D-CA)
- Senator Tim Scott (R-SC)
- Dr. Ruth K. Westheimer
- Gary Puckrein, Ph.D.
- Janet Woodcock, M.D.

### 2021

- Senator Chris Van Hollen (D-MD)
- Congressman Brett Guthrie (R-KY)
- Kizzmekia S. Corbett, Ph.D.
- President Jonathan Nez and Jill Jim, Ph.D., MPH, MHA
- Phyllis Greenberger, MSW



## 2025 HEROES IN HEALTH CELEBRATION CO-CHAIRS



### **CHAIR, ALLIANCE BOARD OF DIRECTORS**

#### **Michele Markus**

*Head of Global Health Accounts; Worldwide  
Enterprise Lead  
Omnicom Health Group*



### **VICE CHAIR, ALLIANCE BOARD OF DIRECTORS**

#### **Mark Simon**

*Co-Founder and Advisor  
Torreya Partners, LLC*

## PAST SPONSORS

The Alliance is grateful to the sponsors of the **2024 Heroes in Health Celebration**:

AbbVie Inc.

ACADIA Pharmaceuticals Inc.

AdvaMed

Alzheon, Inc.

Amgen USA Inc.

Applied Policy, LLC

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Davos Alzheimer's Collaborative

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Global Alzheimer's Platform Foundation

Global CEO Initiative on Alzheimer's Disease

Health Management Association

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Pharmaceutical Researchers and Manufacturers of  
America

Prevent Blindness

PWR

Reservoir Communications Group LLC

The Claude Pepper Foundation, Inc.

UsAgainst Alzheimer's

USP

Venable LLP

WomenHeart

## ANNUAL AWARDS DINNER SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 7.

	Award Underwriter \$35,000	Gold Sponsor \$30,000	Silver Sponsor \$20,000	Bronze Sponsor \$10,000
Seats at <i>Annual Awards Dinner</i>	Table for 10	Table for 10	Table for 8	Table for 8
Award presenter role for senior level executive at <i>Annual Awards Dinner</i>	•			
Registrations to <i>Conversations with the FDA and CMS</i>	Ten	Eight	Six	Four
Defined role in <i>Conversations with the FDA and CMS</i>				
Ad in electronic program book	Full-page	Half-page	Quarter-page	
Recognition in digital program and sizzle reel	Logo	Logo	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> event website	Logo with URL	Logo with URL	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> invitation	Name	Name	Name	Name

## CONVERSATIONS WITH THE FDA AND CMS SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 7.

	Conversation Sponsor \$25,000	Conversation Supporter \$15,000	Conversation Innovator \$5,000
Seats at <i>Annual Awards Dinner</i>	Table for 8	Table for 8	Seats for 4
Award presenter role for senior level executive at <i>Annual Awards Dinner</i>			
Registrations to <i>Conversations with the FDA and CMS</i>	Eight	Six	Four
Defined role in <i>Conversations with the FDA and CMS</i>	•		
Ad in electronic program book	Quarter-page		
Recognition in digital program and sizzle reel	Logo	Name	Name
Recognition on <i>Heroes in Health Celebration</i> event website	Logo	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> invitation	Name	Name	Name

## OTHER OPPORTUNITIES

### Advertisements

Advertisements will be included in the 2025 *Heroes in Health Celebration* electronic program book, which will be emailed to all event attendees prior to the event. Advertisements should be in color and be submitted in .png or .jpg file formats.

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

### Tickets

Please note: Individual tickets are available to purchase ONLY for the Annual Awards Dinner.

#### Annual Awards Dinner Ticket

*Includes: Annual Awards Dinner reception, awards dinner program, and dessert reception.*

- **Individual**.....\$600
- **Young Professional/Non-Profit Partner**.....\$350

### Donations

Your donation of any amount will help the Alliance for Aging Research fulfill its mission of changing the narrative to achieve healthy aging and equitable access to care. To learn more about the programs your donation would support, go to [www.agingresearch.org](http://www.agingresearch.org).

## EXPLANATION OF BENEFITS

- **Seats at Annual Awards Dinner:** Includes the Annual Awards Dinner reception, awards dinner program, and dessert reception.
- **Award presenter role for senior level executive at Annual Awards Dinner:** The presenter will get to introduce one award to an honoree during the Annual Awards Dinner program.
- **Registrations to Conversations with the FDA and CMS:** Includes the Conversations with the FDA and CMS reception and both conversations.
- **Defined role in Conversations with the FDA and CMS:** Includes serving as a panelist on one conversation during the Conversations with the FDA and CMS.

## EXPLANATION OF BENEFITS (Cont.)

- **Ad in electronic program book:** Includes an advertisement in the *2025 Heroes in Health Celebration* electronic program book, which will be emailed to all event attendees prior to the event.
- **Recognition in digital program and sizzle reel:** Sponsors will be recognized in the digital program, which will be displayed via digital centerpieces - three iPads on each table - during the *Annual Awards Dinner* program. The sizzle reel is a short film, put together by the Alliance and played during the *Annual Awards Dinner* program, to highlight accomplishments from the year and to recognize our sponsors.
- **Recognition on 2025 Heroes in Health Celebration event website:** Recognition of sponsorship on *2025 Heroes in Health Celebration* website.
- **Recognition on 2025 Heroes in Health Celebration invitation:** Recognition of sponsorship on *2025 Heroes in Health Celebration* invitation. Sponsorship must be confirmed before the date of distribution.

## KEY DATES FOR SPONSORSHIPS AND OTHER OPPORTUNITIES

- **FRIDAY, SEPTEMBER 5:** Logos, artwork for ads, and guest information due.

## CONSIDERING SPONSORSHIP?

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.

## QUESTIONS?

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

**Sarah Delgado**

Vice President of Development

**[sdelgado@agingresearch.org](mailto:sdelgado@agingresearch.org)**





# Alliance

FOR AGING RESEARCH

Your support of the  
*2025 Heroes in Health Celebration:*  
*An Evening to Celebrate Trust, Empowerment, and Healthy Aging*  
will further the mission of the Alliance for Aging Research.

The Alliance for Aging Research (EIN 54-1379174) is the leading nonprofit organization dedicated to changing the narrative to achieve healthy aging and equitable access to care.

Alliance for Aging Research  
1700 K Street NW, Suite 740  
Washington, DC 20006  
[www.agingresearch.org](http://www.agingresearch.org)

**#HeroesInHealth**