



Alliance
FOR AGING RESEARCH

*2026 Heroes in Health Celebration:
An Evening to Celebrate Progress,
Gratitude, and Healthy Aging*

PROSPECTUS

Thursday, September 24, 2026
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.

2026 SCHEDULE OF EVENTS

The **2026 Heroes in Health Celebration: An Evening to Celebrate Progress, Gratitude, and Healthy Aging** will be held on Thursday, September 24, 2026 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

Dress Code For All Events: Business attire

ANNUAL AWARDS DINNER SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 5.

| | Award Underwriter* \$35,000 | Silver Sponsor \$20,000 | Bronze Sponsor \$10,000 |
|--|--|------------------------------------|------------------------------------|
| Seats at <i>Annual Awards Dinner</i> | Table for 10 | Table for 8 | Table for 6 |
| 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 |
| Defined role in <i>Conversations with the FDA and CMS</i> | | | |
| Verbal recognition during program remarks | • | • | • |
| Ad in electronic program | Full-page | Quarter-page | |
| Recognition in digital program | Top logo placement | Prominent logo placement | Select name placement |
| Onscreen recognition in the pre- and post-event sponsor loop | Logo | Logo | Name |
| Recognition on <i>Heroes in Health Celebration</i> event website | Logo with URL | Logo | Name |
| Recognition on <i>Heroes in Health Celebration</i> invitation | Name | Name | Name |

*Limit 4 sponsors

CONVERSATIONS WITH THE FDA AND CMS SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 5.

| | 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> | Ten | Six | Four |
| Defined role in <i>Conversations with the FDA and CMS</i> | • | | |
| Verbal recognition during program remarks | • | • | • |
| Ad in electronic program | Half-page | | |
| Recognition in digital program | Select logo placement | Name | Name |
| Onscreen recognition in the pre- and post-event sponsor loop | 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 |

*Limit 6 sponsors: 4 panelists and 2 moderators.

OTHER OPPORTUNITIES

Advertisements

Advertisements will be included in the *2026 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.

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:** Includes an advertisement in the *2026 Heroes in Health Celebration* electronic program book, which will be emailed to all event attendees prior to the event.
- **Recognition in digital program:** 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.
- **Onscreen recognition in the pre- and post-event sponsor loop:** Recognition of sponsorship on looping presentation pre/post-event and during program breaks during the Annual Dinner.
- **Recognition on Heroes in Health Celebration event website:** Recognition of sponsorship on *2026 Heroes in Health Celebration* website.
- **Recognition on Heroes in Health Celebration invitation:** Recognition of sponsorship on *2026 Heroes in Health Celebration* invitation. Sponsorship must be confirmed before the date of distribution.

KEY DATES FOR SPONSORSHIPS AND OTHER OPPORTUNITIES

- **FRIDAY, AUGUST 28:** 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



Alliance
FOR AGING RESEARCH

Your support of the
2026 Heroes in Health Celebration:
An Evening to Celebrate Progress, Gratitude 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
2033 K Street NW, Suite 450
Washington, DC 20006
www.agingresearch.org

#HeroesInHealth