Sponsorship Proposal:

It's time to talk about ageism

Australian tour for anti-ageism campaigner Ashton Applewhite

1-23 November 2019
The EveryAGE Counts campaign is seeking sponsorship to assist with a national speaker tour in Australia for US author and anti-ageism activist, Ashton Applewhite. The three week tour will coincide with her participation at the Australian Association of Gerontology National Conference 2019, being held in Sydney 5-8, November.

The tour will include public speaking engagements, smaller targeted events involving specific groups and audiences, a range of partnerships and a comprehensive media strategy to maximise awareness.

The EveryAGE Counts campaign is seeking a Major Partner and three levels of sponsorship.

The EveryAGE Counts campaign has been very successful in igniting the beginnings of a national conversation about ageism.

We are now seeking to take a quantum leap in awareness and build broad national support for the campaign. Applewhite’s visit will create the powerful public and media platform that is required to achieve that.

### Sponsorship Opportunities

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### Major Tour Partner ($20,000) benefits

This is an exclusive opportunity for a leading business or organisation to establish itself as a prominent thought leader in this important public conversation. The Major Tour Partner will receive:

- Recognition as the Major Tour Partner with premium name/logo prominence in all tour communications
- Dedicated article on EAC website in advance of the Tour about the Major Tour Partner and why you support the Tour – shared and promoted in social media
- Second dedicated article on the EAC website after the tour, featuring your key learnings and perspectives on the tour
- Availability of Ashton Applewhite to comment/provide quote on your own promotional materials
- Opportunity for a representative of the Major Tour Partner to welcome Ashton Applewhite to the stage or thank her at the conclusion of a public event(s)
- Opportunity to provide a freestanding banner for display for key Tour events
- Four (4) complimentary tickets with priority seating to any public Tour event
- Additional opportunities commensurate with Major Tour Partner status, including for professional and social interactions and potential collaborations, to be discussed and agreed
**Gold Sponsor ($10,000) benefits**

We are offering a maximum of three gold sponsorships. Gold sponsors of the Tour will receive:

- Recognition as a Gold Sponsor with name and logo in prominence, second to Major Tour Partner in all tour communications
- Prime prominence in an article on EAC website in advance of the Tour about the Tour sponsors and why you support the Tour - shared and promoted in social media
- Prime prominence in a second article on the EAC website after the Tour, featuring key learnings and perspectives from the Tour sponsors
- Availability of Ashton Applewhite to comment/provide quote on your own promotional materials
- Opportunity for a representative to welcome Ashton Applewhite to the stage or thank her at the conclusion of a public event(s) - where Major Tour partner is unavailable
- Three (3) complimentary tickets with priority seating to any public Tour event
- Additional opportunities, including for professional and social interactions with Ashton, to be discussed and agreed

**About the Campaign**

EveryAGE Counts is an ambitious campaign to rethink ageing in Australia. How do we embrace the many opportunities presented by our changing demographics, develop more positive and creative responses to getting older and set strong, new foundations for current and future generations to age well? First, we need to talk about ageism and its impacts.

In a thoughtful, collaborative and evidence-based way, the campaign seeks to change firmly held negative social norms about ageing and make ageism as unacceptable as other forms of prejudice and discrimination.

**About the EveryAGE Counts Coalition**

The Coalition Steering Group, which founded the campaign in February 2018, is made up of organisations including The Benevolent Society, the Australian Human Rights Commission, COTA Australia, National Seniors, Federation of Ethnic Communities Councils of Australia, the Australian Association of Gerontology, United Voice, Per Capita, Regional Australia Institute, Aged and Community Services Australia and several others.

There are some key individuals on the steering group too including author and social commentator, Jane Caro and former government Minister and CEO of Red Cross, Robert Tickner AO.

**Funding sources**

The secretariat function of the campaign is funded by The Benevolent Society, Australia’s first charity. The campaign is further funded by a generous philanthropic grant over five years from the JO & JR Wicking Trust. Additional sponsorship is being sought to assist with the costs of this tour.

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**Silver Sponsor ($5,000) benefits**

We are offering a maximum of five silver sponsorships. Silver sponsors of the Tour will receive:

- Recognition as a Silver Sponsor with name and logo third in prominence to Major Tour Partner and Gold Sponsors in all tour communications
- Prominent voice and recognition in an article on EAC website in advance of the Tour about the Tour sponsors and why you support the Tour - shared and promoted in social media
- Prominent voice and recognition in a second article on the EAC website after the Tour, featuring key learnings and perspectives from the Tour sponsors
- Availability of Ashton Applewhite to provide quote on your own promotional materials
- Opportunity for a representative to welcome Ashton Applewhite to the stage or thank her at the conclusion of a public event(s) - if Major Tour partner and Gold sponsors are unavailable
- Two (2) complimentary tickets with priority seating to any public Tour event
- Opportunity for a professional or social interaction with Ashton, to be discussed and agreed

**Bronze Sponsor ($2,500) benefits**

We are offering a maximum of ten bronze sponsorships. Bronze sponsors of the Tour will receive:

- Recognition as a Bronze Sponsor with name and logo fourth in prominence to Major Tour Partner, Gold Sponsors and Silver Sponsors, in tour communications
- Voice and recognition in an article on EAC website in advance of the Tour about the Tour sponsors and why you support the Tour - shared and promoted in social media
- Voice and recognition in a second article on the EAC website after the Tour, featuring key learnings and perspectives from the Tour sponsors
- Availability of Ashton Applewhite to provide quote on your own promotional materials
- Two (2) complimentary tickets with priority seating to a public Tour event of your choice
- Allowing for schedules and requirements of other sponsors, potential opportunity for a professional or social interaction

The EveryAGE Counts campaign would also be delighted to discuss other offers of support, including, for example, in-kind products and services and staff secondments.
Every social justice movement has its prominent names and voices. In the global movement to dismantle ageism, the EveryAGE Counts campaign is delighted to be bringing a leading voice, Ashton Applewhite, to Australia in November 2019.

Author of This Chair Rocks - A Manifesto Against Ageism, Applewhite has been widely lauded for the intelligence, clarity and humour she brings to her mission to raise awareness of ageism and its impact.

But Applewhite’s manifesto goes further in its call to action. It serves as a crisp, evidence-based rationale for refreshing new thinking about later life. ‘Ageing is not a problem to be fixed or a disease to be cured,’ she reminds the crowd during her 2017 mainstage TED talk, which drew a standing ovation. ‘It is a natural, powerful, lifelong process that unites us all.’

Ashton Applewhite blogs at This Chair Rocks, has written for Harper’s, the Guardian, and the New York Times, and is the voice of Yo, Is This Ageist? She has been recognised as an expert on ageism by the New York Times, the New Yorker, National Public Radio, and the American Society on Aging, and in 2016 was named Influencer of the Year on the US Public Broadcasting Service (PBS) site Next Avenue’s annual list of 50 Influencers in Aging. Ashton speaks widely, at venues that have ranged from universities and community centres to the TED mainstage and the United Nations. She recently toured the US and the UK in conjunction with the publication of her book, which will be published in Australia in November, when she will be touring the country as a guest of the EveryAGE Counts campaign to end ageism.

"What if discrimination on the basis of age was as unacceptable as any other kind of prejudice?"

Interested?

We would welcome the opportunity to discuss ways in which we might work together in delivering this exciting and important event.

Contact:

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