

2012 Navigating Your Future™

An Innovative LIVE, WEB, DIGITAL MAGAZINE and RADIO SERIES
Serving the Fastest Growing Audience in the World



A cost effective, targeted and powerful way
for **Sponsors** to connect with those in
the second half of life

- Outstanding Sponsor Benefits
 - Category Exclusivity
 - Unique Content
- World Class Authors and Experts
 - Highly Targeted Audience
- Unique Live, Web and Radio Delivery



The Premise



AgeNation is an innovative multi-platform, digital media company serving the fastest growing, most engaged and affluent population in the world. The company's mission is to inspire minds and hearts and enrich the lives of Boomers, Elders and older GenXers.

The **Navigating Your Future™** series offers select sponsors innovative, targeted and highly cost effective ways to reach the fastest growing audience in the world through AgeNation live conferences as

well as AgeNation.com NEXT, the digital magazine and AgeNation radio.

This cross-platform package offers our sponsors one simple, combined rate that includes: comprehensive traditional and internet marketing, social media exposure, a public relations campaign; web banners and articles, radio spots and on air featured interviews, magazine ads and special features. special exhibit booths, data sharing programs and much more.

The Navigating Your Future™ series is effective, innovative, accessible and affordable.

“I did not want to miss this opportunity to celebrate the work AgeNation is doing that assists individuals 50 and older as well as those who will soon enter this demographic.”
- Kathleen Sebelius | U.S. Secretary of Health and Human Services

AgeNation
solutions for people who weren't born yesterda

119 W. Sunlit Drive | Santa Fe, NM 87506 | 505.982.5753 | AgeNation.com

Navigating Your Future™ Conferences

Three Remarkable Days of Inspiration, Information and Entertainment

This exciting, three day conference and product/services exhibition will feature leading authors and speakers and the best in products and services supporting people 50 years of age and older.

George and Sedena Cappannelli, world class experts on individual and organizational change and authors of a number of books on meaning and purpose including their new book, *Do Not Go Quietly* will lead this innovative experience.

The Cappannellis will be joined by a number of special presenters—Michael Beckwith, Rickie Byers Beckwith, Michael Meade, Angeles Arrien and Michael Stillwater. Some guests will be live, while others will participate via streaming and prerecorded presentations.

Participant Benefits:

- Rediscover meaning and purpose
- Reconnect with their creativity

- Reinherit the power of their dreams
- Celebrate the wisdom of the past
- Learn to live more joyfully in the present
- Architect more successful futures
- Connect with like minded people
- Build new levels of community
- Experience cutting edge products and services

“The Cappannellis (co-founders of AgeNation) are the real deal. Their work with thousands of individuals and world class organizations gets to the heart of the matter.”

- Melina Bellows | Writer for O and *The Washingtonian*

AgeNation
solutions for people who weren't born yesterday

Marketing and Branding through AgeNation.com, AgeNation Radio & Next Digital Magazine



In addition to offering valuable visibility and exposure for our select sponsor partners through our advertising, Internet marketing, social media and public relations initiatives, sponsors enjoy the added benefits of additional brand and content exposure on **AgeNation.com**, the **AgeNation** Radio Network and affiliate terrestrial radio.



AgeNation.com
**Be A Part Of Something
Special**

AgeNation.com brings the best in news, information, events, education, entertainment and opportunities to people 50 and older.

Special Banner Ads on **AgeNation.Com** and Fea-

ture Articles in the **AgeNation Post**

AgeNation Radio Network

**The online radio network where people, passion
and purpose meet**



Co-Hosted by George Cappannelli and Alan Hutner, this unique, dynamic and entertaining weekly program brings you the best in news, information, music, in depth interviews and special features about life in these times and the things you can do to live consciously and age wisely.

Your sponsorship brings your company a special featured interview, a flight of 30 second spots and the possibility of creating an ongoing short form feature that positions your company as a thought leader in your field.

AgeNation
solutions for people who weren't born yesterday

119 W. Sunlit Drive | Santa Fe, NM 87506 | 505.982.5753 | AgeNation.com

NEXT: Solutions For People Who Weren't Born Yesterday



we live the second half of life.

NEXT targets individuals 50 and older, a global population

that will continue to have an enormous impact on the social, economic and ecological trends of this century. One person joins the 50 and over population every seven second. It is also the most affluent, influential and brand savvy audience demographic in the world.

NEXT Digital magazine provides a colorful, easy to use platform, designed for readability and interactivity. With compelling celebrity covers and in depth interviews, captivating articles by experts and authors, cutting edge information and interactive video and musical components, NEXT is reaching millions of consumers each and every issue!



AgeNation's Digital Magazine, NEXT is an essential source for relevant, provocative and timely content from world class experts about life in these challenging times for people who weren't born yesterday.

NEXT is a resource for information, education and engagement making a difference in the lives of those in our demographic, the communities in which we live, the planet we inhabit, and the quality in which

AgeNation
solutions for people who weren't born yesterday

Connect with the Fastest-Growing, Most Affluent Audience in the World

COMPUTER USAGE surpasses television use, going to the movies, and dining out in all age categories!

More people visited the

APPLE STORE

in 2011 already than have gone to DISNEYLAND!

The Internet Dating World is Populated With the OVER 50 CROWD by

AgeNation Apps
60%!

INTERNET RESEARCH on medical issues, price quotes on everything, emergency matters and shopping is enormous!

AgeNation's NEXT, The Digital magazine, provides relevant content and real solutions, designed

for readability & interactivity

TODAY'S TECHNOLOGY

The **AgeNation Post** provides information, education, resources and opportunities for the **OVER 50 CROWD!**

AGENATION.COM reaching millions of consumers

AGENATION LIVE & AGENATION RADIO
- Entertainment & Education for people who weren't born yesterday

**More Than Just A
Sponsorship - A Legacy You
Can Be Proud Of.**

“Real answers for individuals in these challenging times.”
- Radio TV Interview Report

AgeNation
solutions for people who weren't born yesterday

119 W. Sunlit Drive | Santa Fe, NM 87506 | 505.982.5753 | AgeNation.com

Seize the Opportunity of this Demographic Sea Change

- In the U.S. alone, there are **10,000 Boomers** who retire daily.
- They control **80% of the nation's financial assets**
- They spend **\$750 billion annually**, including **\$164 Billion on Health Care** and **\$79 Billion on new car purchases**.
- Compared to other demographics, they spend **40% more on travel** and **74% more on vacations**.
- They purchase **41% of all personal care products** and **35% of all new apparel**
- They spend **\$75 billion on health-care insurance**.
- 66% send text messages and 37% access **the Internet with their mobile devices**.
- From 2009 to 2010, there has been an **88% growth rate in the use of social media**
- 91% relies on email as the **primary means of daily communication**.
- They are the fastest growing consumer segment on the internet.
- Over the next two decades, they will oversee the **largest transfer of wealth** in the history of the world.

This is only the beginning. There are **over 160 million younger Americans** and more than **3 billion older world citizens** who will also soon be impacted by this dawning revolution.



AgeNation
solutions for people who weren't born yesterday

2012 Sponsorship Levels

Title Partner Benefits

- Title Partner Identification
- Exclusive Product or Service Category Logo and Merchandising Rights
- On-Site Corporate Identification
- Product/Service Display Booth
- On-Site Commercial Messaging
- Keynote Speaker Participation
- Social Media Exposure on all AgeNation sites, Facebook, Twitter, LinkedIn, Flickr, YouTube.
- Website Exposure
- AgeNation Radio Exposure
- Media/Marketwide Advertising & PR
- Employee Leadership and Productivity Development

Presenting Partner Benefits

- Product or Service Exclusivity
- Logo/Merchandising Rights
- On-Site Corporate Identification
- Corporate Media Identification

- Product/Service Display Booth
- On-Site Commercial Messaging
- Social Media Saturation
- Website Exposure
- AgeNation Radio Exposure
- VIP Launch Evening
- Media/Marketwide Advertising & PR
- Conference Tickets

Major Partner Benefits

- Selected Product or Category Exclusivity
- Logo/Merchandising Rights
- On-Site Corporate Identification
- Product/Service Display
- Social Media Exposure on All Sites
- Media/Marketwide Advertising & PR
- Conference Tickets

“Tonight’s gala event supports the critical work of AgeNation an organization dedicated to improving the lives of elders . . .”
- Senator Tom Udall

Navigating Your FutureTM Sponsorship Summary

Activity Number	Activity Name	Title Partnership	Presenting Partnership	Major Partnership
1	Media - Banners	●	●	●
2	Slideshows	●	●	
3	Company Case Studies in Presentations	●		
4	Logo Merchandising Rights	●	●	●
5	Executive Participation	●		
6	Branding on Invitations	●	●	
7	Branding in Emails	●		
8	Website Exposure	●	●	●
9	Media/Marketwide Advertising & PR	●	●	●
10	Case in Press Releases	●		
11	Branding on All Print Advertising	●	●	
12	Product/Service Display Booth	●	●	●
13	On-Site Corporate Identification	●	●	●
14	Company Tickets Per Event	10	5	2

(Note: Sponsor identification allocated to each sponsor in accordance with level of commitment. AgeNation to provide display areas only. All display and on-site corporate identification expenses are the responsibility of the attending Sponsors. All product placement, sponsor partner speakers and case studies are subject to final approval by AgeNation to ensure relevance, authenticity and credibility. Participant gift items may be provided by sponsors at sponsor's expense. Sponsorship fees are due and payable as follows: 50% upon agreement; 50% upon sixty (60) days prior to the program's launch.)



Contact

Navigating Your Future™ presents an ideal vehicle for select sponsors keen to position themselves as the market and thought leaders in their product or service category to the **fastest growing audience in the world.**

AgeNation's unique combination of national branding and content delivery provides sponsors with opportunities to invest in their customers' well being, fortify relationships with this increasingly dominant market segment, and carve out the marketing and public relations pathways vital to succeeding in this quickly advancing new demographic reality.

For Additional Information

Sedena C. Cappannelli, Founder and Executive Vice President

505-982-5754 | sedena@agenation.com

George Cappannelli, Founder and CEO

505-982-5773 | george@agenation.com

Martin Kupper, Director of Business Development

602-524-5551 | martin@agenation.com



AgeNation
solutions for people who weren't born yesterday

119 W. Sunlit Drive | Santa Fe, NM 87506 | 505.982.5753 | AgeNation.com