

SPONSORSHIP PROSPECTUS

SEPT
21-24
2026

2026 SE4A Conference
WILLIAMSBURG, VA



CONFERENCE LOCATION: WILLIAMSBURG LODGE

SE4A Conference

(SE4A) was formed in 1973 as a regional advocacy association. Member states include Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. SE4A was the first regional area agency on aging association in the country. The SE4A's purpose is to promote the sharing of information among members and to provide a unified voice for the expression of programmatic needs.

One of the major goals established for the Association was to coordinate an Annual Training Conference. The annual training conference has continued throughout the existence of the Association. It provides the opportunity to promote skill development, professional knowledge, best practice sharing, and information exchange.



The SE4A Conference is the premier gathering of aging services leaders, providers, policymakers, and advocates across the Southeast. Each year, we come together to:

- Share innovative practices in aging services
- Strengthen regional collaboration
- Highlight research, policy, and programs improving lives
- Celebrate the positive contributions of older adults to our communities

By sponsoring, you join us in reframing aging with positivity, dignity, and purpose, while showcasing your brand to hundreds of professionals in the aging network.

All sponsors and exhibitors will have access to a diverse network of professionals from the field of gerontology and geriatrics. These professionals are leaders in their field and represent a cross section of our nation. All sponsors' logos will be exhibited in the conference registration information upon confirmation and will receive exhibit space.

Conference attendees will be drawn to the Exhibit Hall throughout breaks, activities, door prize drawings, and continental breakfasts.



Foundation Builder Sponsor- \$25,000

- Recognition as a Foundation Builder Sponsor at keynote and general sessions
- Premium exhibit booth in prime location
- Four (4) complimentary registrations
- Full-page ad in conference program
- Logo placement on all signage, materials, and website with link
- Social media recognition pre-, during, and post-conference
- Opportunity to introduce speakers in General Session

EVENT SPONSOR CHOICE:

- Opening Session
- Welcome Reception

Legacy Leader Sponsor - \$12,500

- Recognition as Legacy Leader Sponsor at plenary sessions
- Preferred exhibit booth location
- Two (2) complimentary registrations
- Full-page ad in program
- Logo placement on signage, materials, and website with link
- Social media recognition

EVENT SPONSOR CHOICE:

- Award Luncheon
- Evening Entertainment
- General Session

Innovation Champion Sponsor - \$10,000

- Recognition as Innovation Champion Sponsor at Closing session or Board of Directors dinner.
- Preferred exhibit booth location
- Two (2) complimentary registration
- Half-page ad in program
- Logo on signage and website with link
- Social media recognition

EVENT SPONSOR CHOICE:

- Closing Session (Breakfast)
- Board of Directors Dinner

Community Catalyst Sponsor- \$7,500

- Recognition as Community Catalyst Sponsor at select sessions
- Exhibit Booth
- One (1) complimentary registration
- Logo in program, signage, and website with link

EVENT SPONSOR CHOICE:

- Program Sponsor (full page)
- Bag Sponsor
- Lanyard Sponsor

Cornerstone Sponsor - \$4,000

- One (1) complimentary registration
- Exhibit Booth
- Logo in program and website with link

EVENT SPONSOR CHOICE:

- Mobile App Sponsor
- Workshop Sponsor

Pathway Partner Sponsor- \$3,000

- One (1) complimentary registration
- Logo in program and on signage
- Exhibit Booth
- Recognition on conference website with link

Ad Space Inside Front Cover or Inside Back Cover **\$1,500**
Full Page **\$1,000**
Half Page **\$750**



Sponsorship Agreement

Sponsorships must be confirmed by July 31st, 2026 to be included in Conference Program. Payment is available by check or credit card. Complete the Sponsorship Form at: www.se4a.org

Make checks payable to:
Peninsula Agency on Aging
c/o se4a 2026 Conference
739 Thimble Shoals Blvd, Suite 1006
Newport News, VA 23606

Logo Specs: High-resolution (300dpi) or vector files required
File Types Accepted: High-Resolution JPG, EPS, PNG, PDF, TIFF, AI, SVG Advertisement
Deadline: July 31st, 2026
Email logo to: SE4A2026Conference@gmail.com

Payment is available by check or credit card. Payment for sponsorships above \$7,500 are encouraged to pay by check.

Sponsorship Questions:

Randi Keesee, 2026 se4a Sponsorship Chair
Peninsula Agency on Aging (Newport News, VA)
randi.keesee@paainc.org
757.933.2618

Nina Walters
nina@streamlinedbusiness.com
336.870.9586

