

Sponsorship Opportunities for the 2017 New Product & Technology Awards®

Awards Program Background:

The 2017 *New Product & Technology Awards*® (NPTA) is the only competition of its kind to recognize fast-growing innovations in products, services, and technologies for older adults and their families. It is a companion to the 26-year old *National Mature Media Awards*™, the largest and most respected competition of its kind that annually recognizes the nation's best marketing and educational programs and materials for older adults. Visit seniorawards.com for details.

This 7th annual NPTA competition is organized by the *Mature Market Resource Center* (MMRC), a national clearinghouse for professionals who work in older adult markets. Other well-known MMRC programs include *National Senior Health & Fitness Day*® the nation's largest older adult health and wellness event always held the last Wednesday in May (fitnessday.com), and the *Mature Fitness Awards*®, the nation's first fitness recognition program for older adults (fitnessday.com/mfa).

A limited number of national sponsorship opportunities are available on a product/category-exclusive basis for organizations interested in reaching executives and professionals working in senior market fields.

Sponsorship Benefits Include:

- Awards program sponsorship brand or product-category exclusivity for your company (based on availability), with the right of first refusal to renew your category-exclusivity for the 2018 awards.
- Sponsorship of both the 2017 *New Product & Technology Awards*®, and the 2018 *National Mature Media Awards*™.
- Access to the awards program database for your marketing and promotional purposes.
- Choice of exclusive recognition by your organization in one award category.
- Title sponsorship of the inaugural *New Product & Technology Awards Senior Showcase*, the first-ever consumer exhibition of entries submitted for the 2017 competition. This display will give older adults and their families the opportunity to review and comment on the latest products, services, and technologies from organizations that have entered the 2017 competition. The first "Senior Showcase" will be held in the Chicago area in summer 2017.

- Up to 5 free entries for the 2017 awards program (a \$300+ value). Use these free award entry certificates for your own submissions, or share them with clients and colleagues.
- Strategic sponsor ad placement on both the awards program website: seniorawards.com and the awards program newsletter, *Senior Awards News*, which is sent regularly to thousands of the program entrants and prospects.
- Recognition of your sponsorship and contact information on all awards program certificates and online/print materials; links on all program websites; *About Our Sponsor* editorial profiles in issues of *Senior Awards News*; and sponsor recognition in all national media materials.
- Recognition of your sponsorship on Twitter during the live awards announcements (4-6 sessions, spread over 2-3 days). Mentions can include Twitter handle and/or hashtag.
- Option to include a one-page promotional flyer with the certificates and materials sent to all *New Product & Technology Awards*[®] competition winners.
- Option for ad recognition in the inaugural issue of the *Robotics & Seniors* e-newsletter, a new MMRC publication tracking developments in this fast-growing field.

For more information and sponsor fees, please contact: Gary Ford, Mature Market Resource Center:
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