

# INVEST IN HOW CALIFORNIA AGES

**Village Movement California** is a statewide network of over 50 grassroots villages — and growing — where neighbors help neighbors age in their homes and communities with dignity, independence, and purpose.

Collectively serving 10,000+ members, volunteers, and caregivers, we connect village leaders, healthcare partners, elected officials, and researchers working together to transform how California ages.

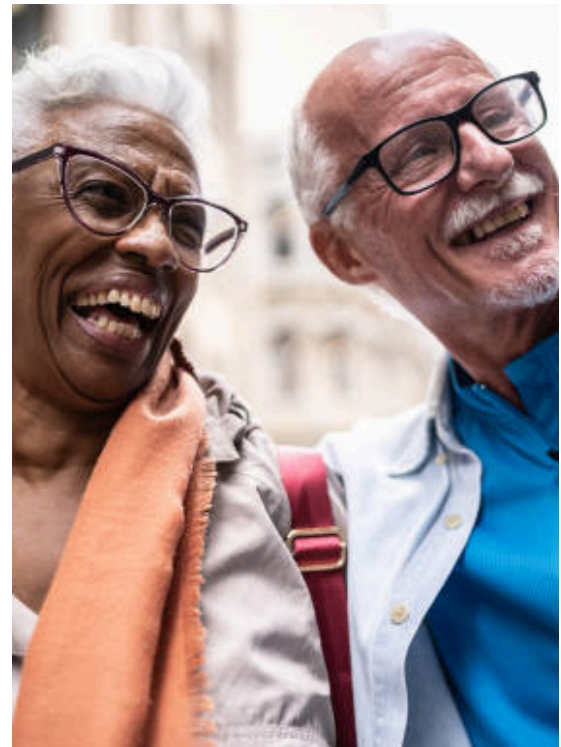
The timing couldn't be more urgent. California's older adult population is projected to reach 10.8 million by 2030. Villages are a proven, cost-effective solution to one of the state's greatest challenges.



## WHY PARTNER WITH US

Corporate sponsors gain direct access to a highly engaged statewide network and a visible role in shaping the future of aging in California.

- Reach 10,000+ older adults, intergenerational volunteers, and family caregivers across the state
- Be recognized as a champion of innovative, community-based aging solutions
- Connect with village leaders, policymakers, and aging services stakeholders at our Annual Statewide Village Conference, attended by 130+ participants
- Extend your brand through our campaigns, reaching 10,000+ impressions across email and social media
- Support peer-to-peer programs that help older adults live longer, healthier lives in the communities they love



**READY TO MAKE AN IMPACT? LET'S TALK!**

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# ANNUAL PARTNERSHIP OPPORTUNITIES

BRAND RECOGNITION	VISIONARY \$25K	CHAMPION \$20K	BUILDER \$15K	SUPPORTER \$10K
Listing on VMC website (2000+ monthly users)	✓ (With Logo)	✓ (With Logo)	✓ (With Logo)	✓
Short description of business on the VMC Partner Page	✓	✓		
Listing in the VMC e-newsletter (1,450 subscribers, 65% open rate)	✓ (6 x)	✓ (4 x)	✓ (2 x)	✓ (1 x)
Social Media post and tag announcing partnership with VMC (1,500 followers)	✓	✓	✓	✓
CONFERENCE VISIBILITY				
Speaking opportunities at our Annual Statewide Conference	✓			
Complimentary registration, exhibitor table, brand visibility	✓	✓	✓	
COMMUNITY ENGAGEMENT				
VMC-led presentation on empowered aging for your team or constituents	✓	✓		
Opportunity to host workshop or seminar with village members	✓			

