AgeWell CareLink Nigeria
Sponsorship Proposal
Official Launch & Conference

Theme: Caring Forward: Building Integrated Care Systems for the Older Generation in Nigeria & Beyond

Date: Wednesday, 20th November 2025
Venue: NMA House Igbatoro Road Akure, Ondo State, Nigeria

1. Executive Summary

Africa is experiencing a demographic shift. By 2050, over 20% of Africa's population will be aged 60 and older, according to WHO. Nigeria faces a critical challenge: fragmented healthcare systems, limited geriatric care, and societal neglect leave many older people underserved.

AgeWell CareLink is an innovative healthcare platform designed to bridge this care gap. By connecting older adults, families, and healthcare professionals through **integrated, personalized, and culturally sensitive solutions**, AgeWell CareLink empowers older people to age with dignity, independence, and optimal health.

Our official launch and conference on **November 20th, 2025, in Akure, Ondo State, Nigeria** marks the beginning of a journey to transform elder care in Nigeria and across Africa. We invite **sponsors, funders, and partners** to join us in creating sustainable, high-impact elder care solutions.

Why Sponsor or Partner with AgeWell CareLink?

1. Social Impact

- Directly improve the quality of life for older adults through integrated care services.
- Support families in navigating healthcare, homecare, and wellness services.
- Contribute to community awareness, education, and empowerment initiatives.

2. Strategic Visibility

- Showcase your brand as a leader in corporate social responsibility and elder care innovation.
- Recognition at the official launch, conference sessions, and in media campaigns.
- Alignment with global best practices in aging, healthcare, and technology solutions.

- Access to digital insights on elder care needs and emerging trends.
- Opportunities to co-develop innovative elder care programs and services.
- Participate in scalable initiatives with regional and continental expansion potential.

2. Event Objectives

- Showcase AgeWell CareLink's hybrid care model and solutions for older adults
- Promote awareness and advocacy for age-inclusive healthcare systems
- Engage policymakers, healthcare professionals, and community stakeholders
- Provide free wellness assessments, care education, and interactive family sessions
- Facilitate partnerships that drive sustainable elder care solutions

3. Estimated Audience for Launch Ceremony

The AgeWell CareLink Launch Ceremony in Ondo State is expected to attract a diverse and influential audience.

The total estimated attendance is approximately 250 participants, including:

- Policy Leaders & Government Agencies
- Healthcare Professionals & Academics
- Community Leaders, NGOs & Faith-Based Organizations
- Investors, Sponsors & Private Sector Partners
- Families & Older Persons
- Media & Press

This diverse participation will ensure robust engagement, visibility, and impact for the initiative.

4. Sponsorship & Partnership Opportunities

Platinum Sponsor – ₦1,000,000

- Exclusive branding across the event venue and materials
- Keynote speaking opportunity during the launch
- Logo on press releases, media coverage, and social media campaigns
- Dedicated exhibition space at the Care Expo
- Recognition in all post-event reports and publications
- Opportunity to sponsor wellness assessments or care packages

Gold Sponsor – ₦500,000

- Logo placement on event materials and digital media
- Speaking slot in panel discussions or workshops
- Exhibition space at the Care Expo
- Recognition during the event and in press releases
- Opportunity to sponsor one interactive family education session

Silver Sponsor – ₦250,000

- Logo placement on event materials and digital media
- Recognition during the event program
- Exhibition space at the Care Expo

Custom / In-Kind Sponsorship

- Support can include medical supplies, digital solutions, wellness packages, catering, media coverage, or community engagement initiatives.
- Customized branding and recognition will be provided based on contribution.

5. Care Package Sponsorship Opportunity

Sponsors can make a direct, tangible impact by funding Smart Seniors **Care Packages** for 100 older people attending the launch.

Each thoughtfully curated package, valued at **₦200,000 per package**, includes:

- **Digital Blood Pressure & Health Monitoring Device** – to track vital signs and support wellness
- **Android Phone or Tablet** – for communication, access to digital services, and engagement with AgeWell CareLink
- **Warm Blanket** – for comfort and warmth
- **Personalized Care Journal** – to record health data, care routines, and notes
- **Healthy Aging Resource Materials** – guides on nutrition, exercises, and local support services
- **Reusable Water Bottle** – to encourage hydration
- **Nutritional Supplements** – suitable for older adults
- **Hygiene Kit** – soap, hand sanitizer, tissues, and personal care items

Sponsors may contribute **towards one or multiple care packages**, and each donation will be acknowledged, highlighting your organization as a key partner in **promoting the health, dignity, and wellbeing of older adults**.

6. Benefits of Sponsorship

- Brand Visibility: Promote your organization to policymakers, healthcare leaders, and the community
- Corporate Social Responsibility: Demonstrate commitment to older adults' health and wellbeing
- Networking & Partnership Opportunities: Connect with industry stakeholders, investors, and community leaders
- Media Exposure: Coverage across press releases, social media, and event documentation
- Impact Measurement: Your contribution directly supports wellness assessments, educational programs, and elder care initiatives

7. How to Participate

To become a sponsor or partner, kindly complete the attached Expression of Interest Form or contact us directly:

📩 Email: info@agewellcarelink.com 📞 Phone: +234 810 439 0492

All sponsorship confirmations are requested by Wednesday, 30th October 2025, to ensure adequate branding and program integration.

8. Closing Statement

By partnering with AgeWell CareLink, your organization will be part of a transformative initiative that reshapes elder care in Nigeria and Africa, strengthens community engagement, and positions your brand as a leader in social impact and healthcare innovation.

We look forward to welcoming you as a key partner in building a future where older adults live with dignity, health, and connection.

Olayinka Olaitan Aremu

Founder & CEO

AgeWell CareLink Nigeria