

Sponsorship Opportunities for the 2025 New Product & Technology Awards®

Awards Program Background:

The 2025 *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 34-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 10th 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 professionals working in senior market fields.

National 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 2026 awards.
- Sponsorship of both the 2025 *New Product & Technology Awards*®, and the 2025 *National Mature Media Awards*™.
- Access to the awards program database for your marketing and promotional purposes (via sponsored emails).
- Choice of exclusive recognition by your organization in one award category.
- Title sponsorship of the inaugural *Senior Tech Showcase*, the first-ever consumer exhibition of entries submitted for the 2025 awards. This two-day event 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 2025 competition. The first "Showcase" will be held in the Chicago area in March 2025.



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- Up to 5 free entries for the 2025 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: agingawards.com and the awards program newsletter, *Mature Media News*, which is sent regularly to thousands of program entrants and inquiries.
- 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 *Mature Media News*; and sponsor recognition in all national media materials.
- Recognition of your sponsorship on “X” (formerly Twitter) during the live awards announcements. Mentions can include your hashtag.
- Option to include a one-page promotional flyer with the certificates and materials sent to all 2025 *New Product & Technology Awards*® competition winners.
- Sponsorship of the charter issue of the *Seniors + AI* 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:
gford@seniorawards.com • 1-800-828-8225 • **seniorawards.com/sponsor**