

# American Federation for Aging Research

A F A R

## CORPORATE PARTNERS PROGRAM

Companies participate in AFAR's Corporate Partners Program in many ways. For example, a company may choose to sponsor a media briefing, a section of the AFAR consumer Web site [www.infoaging.org](http://www.infoaging.org), a scientist, or establish a new named grant program.

Companies ally with AFAR to gain more access to aging Baby Boomers and other consumers interested in health, as well as scientists working at some of the nation's leading academic institutions. Corporate partnerships may also fulfill a philanthropic goal and commitment to aging and/or medical research.

### Partners Choose AFAR because of its:

- low administrative overhead of 12%
- distinguished reputation in the scientific community
- expertise in the field of aging, and its association with some of the premier academic institutions in the nation
- impressive group of scientists who receive AFAR grants, serve on scientific review committees and on the board of directors, and volunteer to guide AFAR's grant programs
- expertise in communications to the media and audiences in the consumer industry

### Below are some of the unique benefits AFAR can offer to corporate partners:

- Named AFAR research grants in an area of research of the company's choice
- Access to top research scientists whose work is groundbreaking in age-related diseases
- Access to Baby Boomers and health care consumers interested in healthy aging and specific age-related diseases, such as heart disease, diabetes, cancer, Alzheimer's disease, macular degeneration, and osteoporosis
- The opportunity to custom-tailor issues of AFAR's healthy aging newsletter *Lifelong* to an area of interest to a partnering company and

to widely distribute the newsletter to the company's employees, clients and customers

- Media and public relations opportunities through sponsorship of AFAR publications and AFAR media briefings
- Prominent company name recognition at AFAR-sponsored events such as community health lectures, in publications and on AFAR's Web site
- Cause-related marketing opportunities around an issue that affects the senior market

## CORPORATE PARTNERS

The AFAR Corporate Partners Program includes major corporations, such as **Pfizer Inc, Aetna, Goldman Sachs and Merck.**

**Pfizer Inc** for example, has established the **Pfizer/AFAR Innovations in Aging Research Program**, which encourages investigators who are working in the basic biology of aging to focus their research on cancer, cardiovascular disease, stroke and Alzheimer's disease. In addition to providing research grants, Pfizer Inc also sponsors an AFAR media briefing series.

Other companies have partnered with AFAR to educate the public on topics related to aging by sponsoring media briefings and community lecture series, Web-based public educational materials, and AFAR's healthy aging consumer newsletter, *Lifelong*.

AFAR's media briefings for science and health journalists have covered such topics, as obesity, osteoporosis, sleep disorders, "anti-aging" medicine and will continue to focus on topics of great interest to the public such as the search for longevity genes, and the aging brain.

AFAR's Web site, [Infoaging.org](http://Infoaging.org), provides consumers with health information and the latest news about aging research and the diseases associated with aging.

*Lifelong* is distributed to some 15,000 medical health professionals and doctors offices and can be included as inserts in major medical publications, including *Geriatrics*.

## JOIN US

Joining AFAR's Corporate Partners Program is an exciting opportunity to become involved with one of our nation's most pressing issues. During the last 50 years, research on aging has already made a tremendous difference in the health and well-being of older adults. The decrease in the disability rate among older Americans during the last two decades saves our nation billions of dollars annually. And this does not account for the powerful human benefits that have accrued — the added months and years of healthy and productive life and the dramatic reduction in personal suffering and family dislocation.

Just as the Baby Boom changed our nation's priorities during the last 60 years, the coming Age Boom will dramatically alter our future. We invite you to work with us in the process of optimizing our health and function in this new era, to ensure that we continue to invest in the promise of research on aging and promising new scientists in the field.

## American Federation for Aging Research

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