25TH ANNIVERSARY | C·A·L·M Conference

Empowered to Thrive:
Cultivating Resilience, Creating Joy

Saturday, November 8, 2025 | 10:00 AM - 3:30 PM

LACRC CALM 2025 CAREGIVER CONFERENCE SPONSORSHIP COMMITMENT APPLICATION

Event Date: Saturday, November 8, 2025
Event Time: 10:00 AM – 3:30 PM
Location: USC Leonard Davis School of Gerontology
3715 McClintock Avenue, Los Angeles, CA 90089

☐ Yes, I would like to commit as a sponsor for:

The 25th Annual C.A.L.M. Caregiver Conference - "Empowered to Thrive"

PAYMENT METHOD:

☐ **CHECK: Please make payable to: *USC Leonard Davis School of Gerontology***
Please write "2025 *CALM Conference Sponsorship*" in the memo line

☐ **CREDIT CARD payments available upon request**

TELL US ABOUT YOU:

Organization Name: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

SPONSOR LEVELS

☐ **Empowerment $20,000** *Exclusive – Only TWO Available* *(NOTE: only one spot left)*

☐ **Resilience $10,000**

☐ **Joy $5,000**

**Each level's benefits are listed below. Please note: All sponsorship benefits are subject to availability and production deadlines.*

USC Leonard Davis Family Caregiver Support Center | LACRC Los Angeles Caregiver Resource Center

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DESCRIPTION FOR PROGRAM:

Please describe your organization's products and/or services in 30-40 words, focusing on how they benefit family caregivers (especially those caring for loved ones with Alzheimer's, dementia, or cognitive challenges):

_____

_____

_____

_____

LOGO SUBMISSION:

Please email your high-resolution logo (PNG or EPS preferred) to:
fcscgero@usc.edu with subject line: **"2025 *CALM Vendor Logo Submission*"**

SUBMIT COMPLETED FORM & LOGO VIA EMAIL TO: FCSCGERO@USC.EDU
DEADLINE: 5:00 PM (PT) ON FRIDAY, OCTOBER 10, 2025

Priority given to logos/descriptions received prior to October 10, 2025.
Submissions after this date are not guaranteed to be included in printed materials.

If you have questions, please contact:
Marie Mayen-Cho
Los Angeles Caregiver Resource Center at USC
Email: mayencho@usc.edu | Phone: (323) 401-7827

USC Leonard Davis Family Caregiver Support Center

LACRC LOS ANGELES CAREGIVER RESOURCE CENTER
A Program of the USC Family Caregiver Support Center

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2025 C.A.L.M. CONFERENCE SPONSORSHIP OPPORTUNITIES

Empowerment Sponsor - $20,000

Exclusive – Only TWO Available (NOTE: *only one spot left*)

- Premier branding as an Empowerment Sponsor throughout all conference materials/platforms
- Custom 60-second video welcome inclusion to air during conference kickoff
- Featured segment sponsorship with speaking opportunity/breakout session
- Exclusive logo placement/link on all digital assets and printed collateral related
- Recognition in one pre- and one post- social media LACRC platforms
- Sole branding on ONE digital message sent to our email audience (during FY)
- Recognition in welcome message from Dr. Donna Benton Director of USC LACRC at conference
- Premier vendor table placement at the conference to promote program/service
- Branded raffle drawing for a gift basket (or other item) promoted throughout the event
- Two (2) complimentary parking passes

Resilience Sponsor - $10,000

- Recognition as a Resilience Sponsor in all materials
- Verbal acknowledgement in welcome session during conference
- 5-minute sponsor feature during ONE (1) intermission break
- Logo/link on LACRC CALM 2025 website page
- Branding on ONE (1) breakout session
- Recognition in ONE pre-event and ONE post-event social media post on LACRC platform
- Inclusion (logo) in digital and print promotions of CALM 2025 event
- Standard vendor table placement at the conference
- Two (2) complimentary parking pass

Joy Sponsor - $5,000

- Recognition as a Joy Sponsor in digital materials
- Verbal acknowledgement during general session
- Logo/link on LACRC CALM 2025 webpage
- Shared branding on one (1) breakout session
- Recognition in one (a) social post prior to event
- Standard vendor table placement at the conference
- One (1) complimentary parking pass

**Please note: All sponsorship benefits are subject to availability and production deadlines.*

PLEASE EMAIL FCSCGERO@USC.EDU IF YOU ARE INTERESTED IN SPONSORING THIS EVENT.

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2025 C.A.L.M. CONFERENCE SPONSORSHIPS

	Empowerment $20,000	Resilience $10,000	Joy $5,000
Branded Raffle Drawing	✓		
Exclusive Email Branding Exposure	✓		
Welcome Video During Kickoff	✓		
Speaking Opportunity/Conference Feature	✓	✓	
Pre & Post Event Social Media Promotion	✓	✓	
Vendor Table Placement at Conference	✓	✓	✓
Logo/Link on CALM 2025 Website	✓	✓	✓
Verbal Acknowledgement During Conference	✓	✓	✓
Recognition as Sponsor in Digital/Print Materials	✓	✓	✓
Complimentary Parking Pass	✓	✓	✓

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