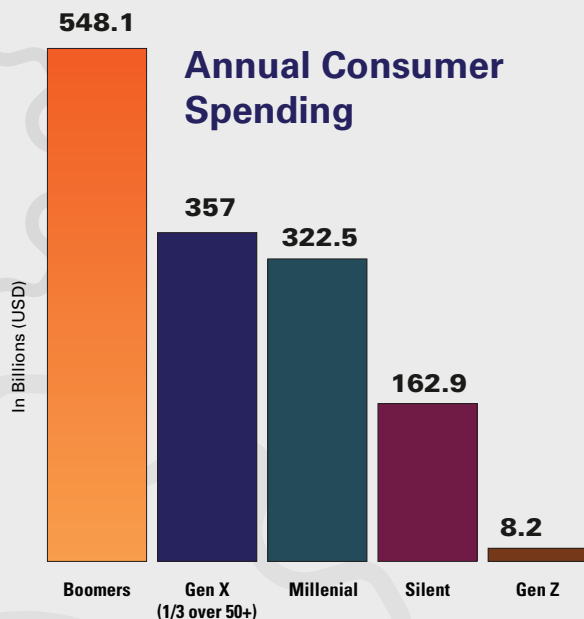


When everyone is included... → everyone wins.

Your sponsorship will send a clear message about inclusive workforce development and your value for people over the age of 50 to be thriving, productive members in our post-Covid-19 world. **The Center for Workforce Inclusion** is leading the way to ensure that **older, low-income workers are included in our national discussion on economic recovery**. We all need them.

Smart Brand Investment

Your sponsorship of the most vulnerable older workers will increase your positive image in a critical spending demographic and be a powerful story of inclusion.



Only 5%-10% of marketing budgets were focused on 50+ before the pandemic.

“Don’t Underestimate the Market Power of the 50+ crowd”

Vaughn Emsley
Harvard Business Review, January 2020



The Center for Workforce Inclusion is the only national organization devoted exclusively to workforce development and support services for low-income, older workers to overcome barriers to employment, secure a meaningful job, and remain employed.



Through your corporate sponsorship of the Center for Workforce Inclusion, you will be sending a strong message that older workers and consumers are **essential** to your business vision.”

- Gary Officer

Our sponsorship opportunities range from \$10,000 - \$50,000 and benefits can be customized to align with your corporate priorities.

Benefits

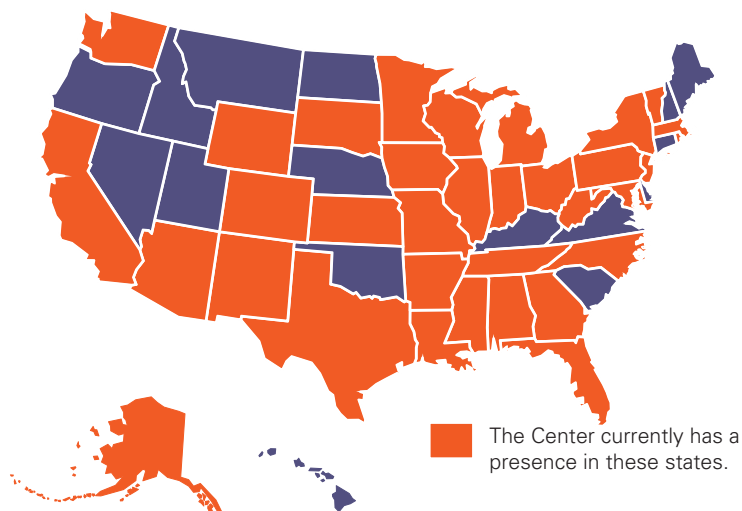
- Support programming that advances inclusion of older workers in economic recovery and workforce development strategies
- Visibility opportunities in our nation's capital before lawmakers and federal administrators to ensure you are viewed as a thought leader on the future of work
- Strategic content distribution across key workforce influencers domestically and internationally
- Brand visibility across major media markets reaching more than six million low-income workers across 35 states

Opportunities

- Underwrite custom research & blog topics through our Fellow in Residence
- Sponsor special learning opportunities to more than 5,000 clients on workforce readiness
- Underwrite a future Powering Opportunity virtual interview series
- Sponsorship engagement in different conferences and events influencing policy
- Prominent logo placement at key events and digital media



National Reach Local Impact



For more information on Sponsorship opportunities please contact:

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**Center for
Workforce Inclusion**

powering opportunity for older adults