

The Caregivers *Festival*

Sponsorship & Partnership Opportunities



April 17, 2027
10:00am-2:00pm
Senior Recreation Center
5701 NW 34th Blvd., Gainesville, Florida

Caregivers show up every day for the people they love.
The least we can do is show up for them.

A Message From Our Founder

Dear Community Partner,

Like many family caregivers, **I never planned to become one.**

Over the years, I cared for my sister following a devastating brain injury and also supported both of my parents through significant health challenges. Through those experiences, I learned firsthand what so many caregivers face every day—the responsibility, uncertainty, difficult decisions, and emotional weight that often come with caring for someone you love.

Caregivers show up every day for others, often without the support, resources, or recognition they deserve. That realization inspired me to create Assurance, a nonprofit organization dedicated to supporting caregivers through education, resources, community, and encouragement.

The Caregivers Festival was created as an extension of that mission.

The response to the 2026 festival confirmed something we had long believed—caregivers need more than a single day of recognition. **They need a community that sees them, supports them, and walks beside them throughout their journey.**

That realization has shaped our vision for 2027.

In addition to expanding The Caregivers Festival, **Assurance is launching Caregiver Voices**, an annual publication dedicated to honoring family caregivers by sharing their stories and preserving their experiences for future generations. **We are also introducing After the Festival Learning Series**, extending education, connection, and support long after the festival has ended.

Together, these initiatives represent our commitment to supporting caregivers throughout the year—not just for one day.

I invite you to partner with Assurance as we build something that will have a lasting impact on caregivers, families, and our entire community.

Your contribution is more than a sponsorship. **It is an investment in recognizing caregivers, preserving their stories, strengthening families, and ensuring that those who dedicate so much of themselves to others receive the support they deserve.**

With gratitude,

Virginia Grant

Virginia Grant
Founder & CEO, Assurance



The Caregivers Festival was created to bring our community together around those who care for others every day.

Why Caregivers Matter

65 Million

Americans provide care for a loved one.

1 in 5

Adults are currently serving as a caregiver for a family member or loved one.

Billions

Of dollars in unpaid care are provided by family caregivers each year.

Countless Hours

Spent managing appointments, medications, transportation, advocacy, and daily needs.

Caregiving often begins unexpectedly.

- A diagnosis.
- A fall.
- A hospital stay.
- A gradual decline in independence.

Suddenly, family members find themselves making decisions they never expected to make while balancing work, family, finances, responsibilities, and their own well-being.

While caregivers provide essential support to others, many struggle to find support for themselves.



Family caregivers are the backbone of our healthcare system, our communities, and our families. Yet many navigate their journey with little support, recognition, or guidance.

Let's change that together!

2026 Festival Impact by the Numbers

Together, we created a day of connection, celebration, education, and support for caregivers throughout our community.

2

CITY PROCLAMATIONS

GAINESVILLE, FL &
NEW ORLEANS, LA

15

SPONSORS & COMMUNITY PARTNERS

21

WORKSHOPS & ACTIVITIES

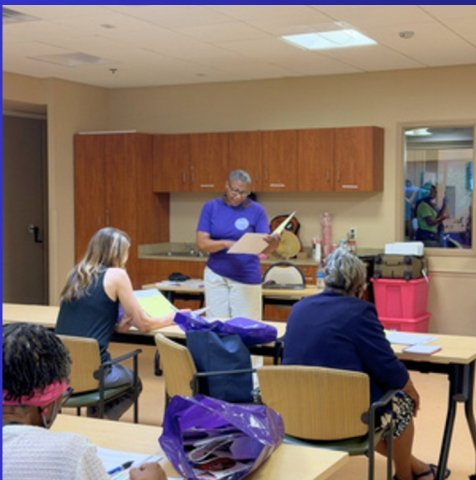
35

COMMUNITY ORGANIZATIONS

275+ CAREGIVERS

156,077

COMBINED SOCIAL MEDIA REACH & ENGAGEMENT



The impact of the festival extends beyond a single day.
It creates connections, builds community, and
reminds caregivers that they are not alone.

Partnership Opportunities

\$5,000

Legacy Partner

Lead Logo Placement on Event Signage
Full Page Ad in *Caregiver Voices Magazine*
Vendor Table
Forty (40) Social Media Mentions
Prominent Logo Placement on Website w/ Link to URL
Recognition in Four (4) Newsletters
Verbal Recognition at The Festival
Quarterly Social Media Spotlights
Recognition During All Caregiver Support Calls
Speaking Opportunity During Festival Program
Official Year-Round Partner of Assurance
Recognition at All Assurance Events Throughout 2027
“After the Festival” Learning Series Workshop

\$3,000

Champion Partner

Prominent Logo Placement on Event Signage
Half Page Ad in *Caregiver Voices Magazine*
Vendor Table
Twenty Five (25) Social Media Mentions
Prominent Logo Placement on Website
Recognition in Two (2) Newsletters
Recognition at The Festival
One (1) Social Media Spotlight
Recognition on Three (3) Caregiver Support Calls

\$1,500

Impact Partner

Logo on Event Signage
Quarter Page Ad in *Caregiver Voices Magazine*
Vendor Table
Fifteen (15) Social Media Mentions
Logo Added to Website
Recognition in One (1) Newsletter
Recognition at the event

\$500

Community Partner

Logo on Event Signage
Business Listing in *Caregiver Voices Magazine*
Vendor Table
Five (5) Social Media Mentions
Logo Added to Website

Special Partnership Opportunities

Help Create Meaningful Experiences for Caregivers

Organizations may choose one of the opportunities below or combine them with a sponsorship package to increase their impact and visibility.

Caregiver Voices

Founding Magazine Sponsor - \$5,000 Exclusive

- Recognition on the front cover as: *Caregiver Voices Presented By* _____
 - Two-page advertorial spread inside the magazine
 - Recognition during the magazine unveiling
 - Logo placement in promotional materials related to the publication
 - Recognition on Assurance website and social media
 - Recognition during the festival program
 - Opportunity to address the audience at unveiling
-

Breakfast Sponsor

\$350 - Limited to Two (2)

- Recognition as Breakfast Sponsor
 - Signage at breakfast service area
 - Recognition in festival materials
 - Verbal recognition during opening remarks
 - Social media recognition
 - Opportunity to address audience
-

Lunch Sponsor

\$450 - Limited to Two (2)

- Recognition as Lunch Sponsor
- Signage at lunch service area
- Recognition in festival materials
- Verbal recognition during lunch
- Social media recognition
- Opportunity to address audience



Assurance is a 501(c)(3) nonprofit organization. Sponsorships, donations, and eligible in-kind contributions may be tax-deductible as permitted by law.

Additional Ways to Partner

Join us in supporting caregivers through participation, in-kind support, and customized partnerships.

In-Kind Partnership Opportunities

Support the festival through donated goods and services.

Examples include:

- Printing services
- Food and refreshments
- Gift cards and door prizes
- Entertainment
- Photography and videography
- Promotional items
- Wellness services
- Volunteer support

In-kind contributions may qualify for sponsorship recognition based on the value of the donation.

Vendor Opportunities

Vendor tables provide an opportunity to engage with caregivers, family members, and community members while showcasing your organization, services, and resources.

Vendor Registration Rates

Early Bird (before August 31) -\$100

Regular (after August 31) -\$150

After the Festival Learning Series

The Caregiver's Festival is just the beginning. Following the festival, Assurance will continue supporting caregivers through a series of educational workshops, discussions, and community learning opportunities designed to help caregivers navigate the challenges and opportunities they face throughout their journey.

Presentation/Workshop Fee - \$125

Topics may include:

- Caregiver wellness and self-care
- Navigating healthcare and community resources
- Financial and legal planning
- Dementia and memory care support
- Caregiving through transitions
- Grief, resilience, and emotional well-being
- Practical tools and strategies for caregivers

We welcome conversations with organizations interested in creating customized partnerships that align with their mission and community engagement goals.



CAREGIVER VOICES

Sharing the Stories Behind the Journey

Caregiver Voices is an annual publication unveiled each year in conjunction with The Caregiver's Festival and published by Assurance. More than a magazine, *Caregiver Voices* is a platform dedicated to honoring family caregivers by sharing their stories, preserving their experiences, and connecting them with trusted resources and a supportive community.

Each volume will feature inspiring caregiver stories, expert insights, practical caregiving tools, wellness information, local resources, and community partner spotlights designed to educate, encourage, and empower caregivers throughout every stage of their journey.

By celebrating the voices of caregivers, Caregiver Voices ensures their stories are seen, remembered, and shared—creating a lasting resource for caregivers, families, professionals, and our community.

Publication Highlights:

- Full color 8.5" x 11" magazine
- Print and digital editions
- A year-round caregiver guide
- Large distribution of print copies
- North Central Florida's first caregiver magazine dedicated to honoring caregivers
- Unveiled at The Caregiver's Festival

Why Advertise in *Caregiver Voices*?

- Reach family caregivers throughout North Central Florida
- Build trust with a highly engaged audience
- Position your organization as a caregiver resource
- Support a publication with lasting community impact
- Connect with readers throughout the year

Advertising Opportunities

Premium Placement

Back Cover	\$1,000
Inside Front Cover	\$800
Inside Back Cover	\$800

Standard Advertising

Partner Spotlight (2 page advertorial) ...	\$800
Full Page	\$600
Half Page	\$350
Quarter Page	\$175
Business Card Listing.....	\$100

Advertising Deadline is February 14, 2027



More than a magazine.

Every caregiver has a story. Every story deserves to be heard.

For advertising opportunities and sponsorship information:

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