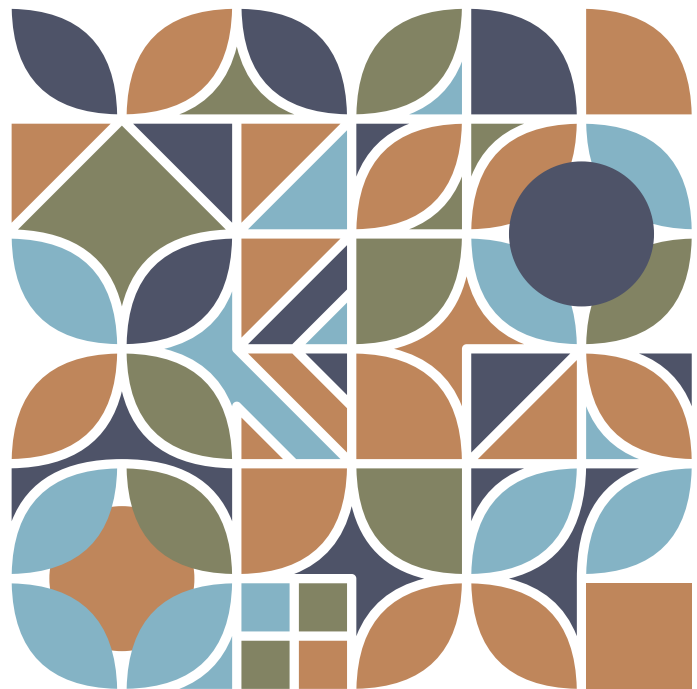




# SPONSOR PROSPECTUS

## 2024



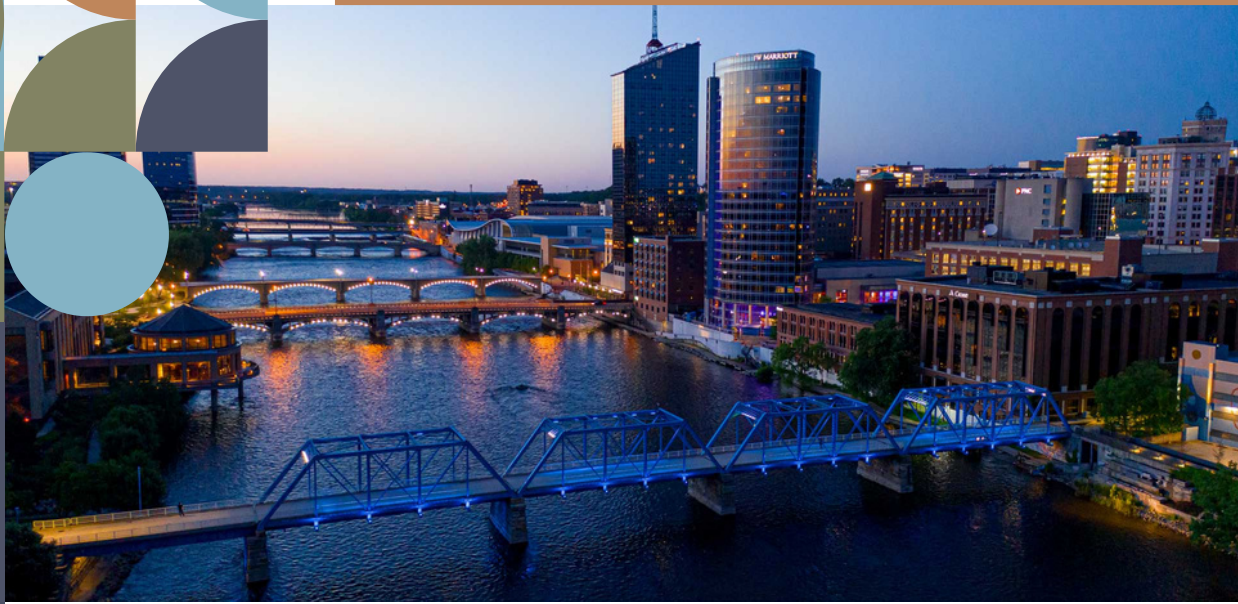
### Center for Innovation: The New Home for Innovative Eldercare Solutions

The alliance between The Green House Project and Pioneer Network under the Center for Innovation banner was only the beginning.

Today, we're proud to call CFI the home of three powerful brands in eldercare transformation:

**The Green House Project,  
Pioneer Network,  
and EmpowerED.**

**COME TOGETHER**



# 2024 CFI Conference

November 11-13, 2024  
Grand Rapids, Michigan  
Amway Grand Plaza Hotel



C F I  
C E N T E R F O R I N N O V A T I O N

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# OUR BRANDS



## **The Green House Project: Creating Real Homes**

Since 2003, The Green House Project (GHP) has helped eldercare organizations build nearly 400 small-home alternatives to traditional nursing homes across the United States – and now, after the 2023 opening of a Green House community in Australia, the world. Under CFI, GHP continues to serve as the gold standard in small, person-directed care communities, working with providers of all types to reimagine communal care services for the future. Whether it's nursing home care, assisted living services, memory care, or supports for adults living with disabilities or chronic health conditions, Green House homes serve as empowering, dignified, and real-home alternatives to outdated, dehumanizing institutions.

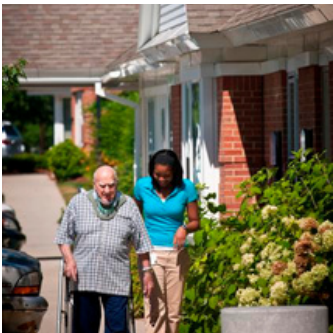
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# Pioneer Network™

## **Pioneer Network: Building Grassroots Connections**

Since 1997, the grassroots leaders and advocates of Pioneer Network have brought person-directed care practices to even the most institutional care communities. Built on state-level coalitions around the country, Pioneer serves as a clearinghouse for resources on changing the culture of nursing homes, assisted living communities, and memory care centers. Proudly part of CFI since 2022, Pioneer is the heart and soul of the movement to transform eldercare supports and services.



**OUR BRANDS**

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# OUR BRANDS



## EMPOWERED

### **EmpowerED: Strengthening the Workforce**

EmpowerED, our newest brand, focuses on workforce development across the care continuum through both consulting and a unique eLearning platform.

Built to support both individual training and organizational transformation, EmpowerED offers education courses aimed at practical and tangible workforce improvement. The EmpowerED eLearning platform boasts an expanding library of on-demand training designed to support caregivers in all settings. In addition, EmpowerED's consulting services help organizations implement non-institutional practices and design elements at existing care communities – without requiring any new construction or development.

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# GOALS AND OBJECTIVES



Across these brands, the outcomes for our clients are the same:

- Better quality of life for residents
- Increased resident, caregiver, and family satisfaction
- Substantially lower workforce turnover
- Significantly lower rates of COVID-19 and other infections

A sponsorship with CFI aligns your organization with not just one, but three leading brands at the forefront of eldercare improvement and innovation. Tap into our deep network of forward-thinking eldercare organizations, and team up with providers working every day to improve the lives of elders and people living with disabilities.

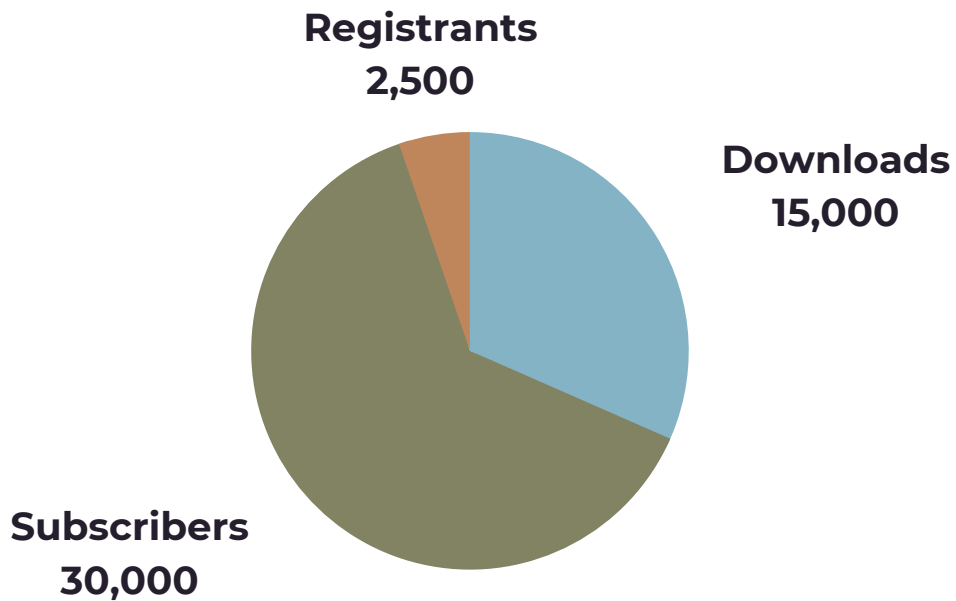
Explore these pages to learn more about sponsorship opportunities with the Center for Innovation. Let's build the future together.

Don't see the sponsorship benefit that you were hoping to find? We're flexible! At all levels, our sponsorship team will work with you to create a package tailored perfectly to your organization's needs and goals.

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# STATS

- 15,000 Podcast Downloads
- 30,000+ Email Subscribers
- 2,500 Webinar, Workshop, and Conference registrants





### **Benefactor Sponsor — \$25,000**

All the benefits of the below tiers, plus:

Recognition as a premier conference sponsor

Exclusive virtual meet-and-greet with CFI board of directors

Sponsorship recognition during 10 episodes of CFI's "Elevate Eldercare" podcast

Co-production of an "Elevate Eldercare" podcast episode

### **Believer — \$15,000**

All the benefits of the below tiers, plus:

Presentation of a curated education session at the CFI conference

Prominent display of logo at conference

Invitation to conference breakfast with CFI team members

Distribution of contributed white paper to the CFI mailing list

Exclusive participation in LinkedUp (Green House peer network) webinar

Premier sponsorship of CFI's thought leader symposium

Co-branding of content for EmpowerED, CFI's eLearning platform

Sponsorship recognition during four episodes of the "Elevate Eldercare" podcast

**SPONSORSHIP  
LEVELS**

**SPONSOR  
PROSPECTUS**



# SPONSORSHIP LEVELS

## Enthusiast — \$7,500

All the benefits of the below tiers, plus:

Premium exhibit booth upgrade

Co-sponsorship of a 2024 CFI development workshop

Access to development workshop registration list w/contact information

URL on CFI website

## Supporter — \$5,000

All the benefits of the below tier, plus:

Complimentary conference registration for two

Complimentary exhibit booth at conference

Invitation-only VIP reception at conference

Name and product description in conference materials

Recognition of company name and sponsorship level on website

Virtual meeting with key CFI team members to introduce your organization, products, and services

## Mission — \$2,500

Name and sponsorship level on website and in conference materials

Subscription to monthly Center for Innovation newsletter

# CONTACT



Three brands, one goal: creating the next generation of empowering, person-directed services and supports for all elders, everywhere. Get in touch to join our mission today!

## CONTACT US

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