



14TH Annual Northwood Research Symposium

From Evidence to Action:

SHAPING THE FUTURE OF CONTINUING CARE

APR · 30 · 2026
Cedar Event Centre, Halifax, Nova Scotia

Northwood
LIVE MORE

WHY PARTNER WITH US?

Northwood is more than Atlantic Canada's largest not-for-profit continuing care organization. We are a movement for dignity, belonging, and innovation in aging. Every day, we provide care, housing, and support to thousands of Nova Scotians — and we are relentless in our drive to find better answers for the challenges our communities face as we age.

THE NORTHWOOD RESEARCH SYMPOSIUM IS WHERE IDEAS BECOME ACTION.

It's more than a conference — it's a catalyst for change. Each year, we bring together researchers, health-care leaders, students, and community partners to confront the biggest challenges in aging and care. Together, we explore innovative solutions and build partnerships that directly improve lives in our community and beyond.

When you sponsor the Symposium, you're not just supporting an event. You're joining a movement to create a future where every person can age with dignity, purpose, and connection.





THE SYMPOSIUM AT A GLANCE

 **DATE:**
THURSDAY
APRIL 30,
2026

 **AUDIENCE:**
Researchers, policy makers,
health-care leaders, care
providers, students, and industry
innovators.

 **IMPACT:**
Each year, the Symposium translates research
into action — sparking projects, collaborations,
and innovations that ripple out into our care
homes, communities, and beyond.

 **LOCATION:**
CEDAR EVENT
CENTRE,
HALIFAX, NS

 **PURPOSE:**
Share and advance research that
leads to real-world solutions for
the challenges of aging,
caregiving, and community health.

***More than 150 participants joined last
year, gaining access to research and
solutions that are directly influencing
how care is delivered in communities
across Nova Scotia.***

WHY IT MATTERS

THE PROBLEMS WE ARE SOLVING ARE NOT ABSTRACT.
THEY TOUCH EVERY ONE OF US:

- How can we better prevent dementia and support those living with it?
- How do we design housing and communities where older adults can thrive?
- How do we use technology and innovation to keep people safe, connected, and independent?

*Your sponsorship helps accelerate the answers to these questions.
Together, we can transform aging from a challenge into an opportunity for all.*





SPONSORSHIP OPPORTUNITIES

PRESENTING
SPONSOR



\$5,000

CATEGORY EXCLUSIVITY
ONLY ONE PRESENTING SPONSOR

BE AT THE FOREFRONT OF CHANGE

Northwood Channels Spotlight:

- Dedicated feature story in **The HUB** (Northwood intranet viewed by 2,000+ staff) highlighting your organization's commitment to innovation in aging.
- Recognition in an **eblast to long-term care residents and home care clients** (10,000+ households reached).
- Social media spotlight posts across Northwood's channels (LinkedIn, Facebook, X), co-branded with your logo and quote from your leadership.

Event Visibility:

- Verbal and visual recognition during opening and closing remarks.
- Premier logo placement on event program, stage screens, signage, and website.
- Complimentary table at the event.

Thought Leadership:

- Opportunity for your representative to provide opening remarks.
- Sponsor recognition in **post-event research outcomes report** circulated to stakeholders and media.





SPONSORSHIP OPPORTUNITIES

RESEARCH
SPONSOR

➡ \$2,500

SUPPORTING THE DISCOVERIES THAT CHANGE HOW WE AGE

Northwood Channels:

- Recognition in shared sponsor spotlight post across social channels.
- Logo included in a **Northwood intranet recap article** and in **client eblast** following the event.

Event Visibility:

- Logo on program, signage, website, and session slides.
- Recognition in opening and closing remarks.
- Complimentary exhibit booth + 2 registrations.

Thought Leadership:

- Opportunity to provide a short written quote (e.g., on innovation in health care) included in event program or digital follow-up.



SPONSORSHIP OPPORTUNITIES

INNOVATION
SPONSOR



\$1,500

HELPING SPARK THE NEXT BIG IDEA

Northwood Channels:

- Mention in group sponsor thank-you post on social media.
- Logo inclusion in **Northwood's intranet post-event recap.**

Event Visibility:

- Logo on website, signage, and shared slides during Symposium sessions.
- Recognition as **Innovation Sponsor** in opening remarks.
- One complimentary registration.



WHY SPONSORS CHOOSE NORTHWOOD



TRUSTED COMMUNITY PARTNER:

A not-for-profit with over 60
years of impact



INNOVATOR IN AGING:

From wearable technology to
pioneering community care
models, Northwood leads the
way



DIRECT IMPACT:

Your support fuels research
that translates into real
change in care homes,
communities, and families



VISIBILITY & RECOGNITION:

Align with a respected brand
known across Nova Scotia
and beyond



SPONSORSHIP OPPORTUNITIES OVERVIEW

PRESENTING SPONSOR

➤ **\$5,000**

Exclusive Lead Sponsor

Opening Remarks Opportunity

Feature Story in The HUB
(2,000+ Staff)

Spotlight Eblast to
10,000+ Households

Social Media Spotlight Posts
with Logo & Quote

Premier Logo Placement
Program, Stage, Signage, Website

Complimentary Table at Event

RESEARCH SPONSOR

➤ **\$2,500**

Shared Sponsor Spotlight
on Social Media

Logo in Intranet Recap & Client Eblast

Logo on Program, Signage,
Website & Slides

Exhibit Booth + 2 Registrations

Recognition in Opening
& Closing Remarks

Short Sponsor Quote
in Program or Recap

INNOVATION SPONSOR

➤ **\$1,500**

Mention in Group
Thank-You Social Post

Logo in Post-Event Intranet Recap

Logo on Website, Signage
& Shared Slides

Recognition in Opening Remarks

One Complimentary Registration

All sponsors receive recognition in our post-event research outcomes report — ensuring your support is seen by health leaders, policy makers, and media.

JOIN US

When you sponsor the Northwood Research Symposium, you're not just supporting an event. You're investing in solutions, in community, and in a future where aging is lived with dignity, purpose, and connection.

LET'S BUILD THAT FUTURE TOGETHER.

CONTACT:

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*To ensure full recognition across all event materials and Northwood communications, **sponsorship commitments must be confirmed no later than March 19, 2026.***



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