Aging Well of CA

Newsletter Sponsorship Opportunity

Reaching the Greater Sacramento and Surrounding Area
Caregivers & Seniors Every Month

Aging Well of CA is a Sacramento-based organization dedicated to empowering family caregivers and seniors with trusted resources, connections, and community.

Our monthly newsletter reaches caregivers, seniors, and healthcare professionals across Sacramento County and beyond — a highly engaged audience actively making decisions about senior care, housing, finances, and wellness.

A newsletter sponsorship puts your business in front of the right people at exactly the right moment in their decision journey.

Why Sponsor the Aging Well Newsletter?

Targeted Audience

Caregivers, seniors & healthcare professionals — your ideal clients

Monthly Touchpoint

Your business stays top-of-mind with a consistent monthly presence

Mission-Driven Context

Subscribers trust Aging Well and that trust extends to our sponsors

What Your Sponsorship *includes*

✦ **Your Article, Your Voice** — Newsletter sponsorships include a 250-400 Sponsor Spotlight Monthly Feature article written by you and edited by our team. It's tied to that month's theme, so it reads as helpful, timely content, not an ad. Your article includes your logo, contact information and a call to action.

✦ **Theme-Matched Placement** — We offer theme-matched placement based on availability so your content reaches subscribers when they are most interested in your services. If your preferred month is unavailable, we will place your article in the best fitting issue.

✦ **Sponsor Events Listing** — Have an upcoming workshop, seminar, or community event? We include your event listing in our Sponsor Events section so subscribers know how to connect with you beyond the newsletter. Not ready for a full newsletter sponsorship? The Events Listing Sponsorship is available as a standalone option — no article required.

Sponsorship Options

Aging Well CALIFORNIA

A highly-engaged audience of caregivers, seniors, and healthcare professionals actively seeking trusted resources

Annual Newsletter Sponsor

Availability:
November – October

Includes:
- 12 spotlight article placements
- Logo in every monthly issue throughout the year
- Priority month selection
- Speakers Bureau inclusion — priority access to community speaking opportunities
- Event listing benefit

✓ Best for businesses wanting year-round visibility and first-pick on featured months

$550

6-Month Newsletter Sponsor

Availability:
Cycle A: Nov–Apr
Cycle B: May–Oct

Includes:
- 6 spotlight article placements
- Logo in each of your 6 sponsored newsletter issues
- Speakers Bureau inclusion — priority access to community speaking opportunities
- Event listing benefit

✓ Best for businesses wanting consistent presence for a defined season

$300

Event Listing Sponsor

Availability:
Choose your month

Includes:
- 50–75 word event listing in the Sponsor Events section

✓ Best for businesses promoting workshops, seminars, or community events

Single: $100 / 1 listing
Bundle: $250 / 3 listings

What Subscribers Receive Every Month

Every issue is structured to be a trusted resource — short enough to read in 5 minutes, valuable enough to save.

01	**Welcome Note**	A personal message from Luz Johnson setting the monthly theme
02	**Aging Well Upcoming Events**	Symposium updates, community events, and important dates
03	**Living Well This Month Feature Article**	A 400–500 word deep-dive on the month's theme — authored by a sponsor or our team
04	**Sponsor Spotlight Monthly Feature**	3 focused articles from our newsletter sponsors per month — each a 250–400 word submission **Your article appears in this section.**
05	**Caregiver Corner**	Practical tips and emotional support resources for caregivers
06	**Sponsor Events**	Upcoming events from our sponsors — workshops, seminars, and more
07	**Our Partners**	Logo recognition for all Aging Well community partners

Contact us to reserve your newsletter sponsorship spot.

Aging Well
CALIFORNIA

Our 2026 Editorial Calendar at a *Glance*

Each issue is built around a theme that reflects what your clients are thinking about right now. Your article is matched to the month that makes the most sense for your business.

Jan	**New Year, New Plans**	Financial & Legal planning, Medicare wrap-up
Feb	**Heart & Connection**	Healthcare, in-home care, combating isolation
Mar	**Spring Into Wellness**	Fitness, nutrition, medication management
Apr	**Housing & Legal Awareness**	Senior housing options, estate planning, relocation
May	**Mental Health & Caregiver Appreciation**	Support services, nonprofits, respite care
Jun	**Summer Safety & Resources**	Transportation, home safety tech, nutrition
Jul	**Independence & Aging with Dignity**	Technology, products, advance care planning
Aug	**Planning for the Future**	Medicare changes, real estate, home care selection
Sep	**Fall Prevention & Symposium Preview**	Home safety, fall detection, healthcare
Oct	**Symposium Edition**	All sponsors featured: post-event recap & vendor spotlight
Nov	**Gratitude, Giving & Memory Care**	Memory care, hospice, Giving Tuesday community impact
Dec	**Year in Review & Looking Ahead**	Medicare changes, reverse mortgage, annual impact, year-end planning

Ready to *Reserve* Your Sponsorship?

Sponsorship slots are limited to 3 businesses per month. Availability is first-come, first-served.

Contact: Luz Johnson
events@agingwellca.com 916.397.9490
agingwellca.com

Scan the code to get started!

SCAN ME

Sponsorship in the Aging Well newsletter is a partnership, not just an ad placement. Your content helps our community. Our community grows your business.

**Sponsorship details, pricing, and availability are subject to change without notice.*