

RE/IMAGINING RETIREMENT SUMMIT

*The new paradigm for retirement:
Creating your own playbook*

September 25, 2026 / Towson University

WHAT IS THE RE/IMAGINING RETIREMENT SUMMIT?

The Re/Imagining Retirement Summit is intended to help attendees examine their personal transition from work life to retirement in this era of greater longevity. The transition is different for each person and may even include working. Participants learn how increased longevity is enabling people to think beyond traditional retirement models. From the keynote and guided workshop and afternoon breakout sessions, attendees gain tools to navigate this important life transition and to develop the framework for a purpose-driven next phase.

WHO IS THE INTENDED AUDIENCE?

The summit is designed for people who are looking toward retirement as well as retirees who are interested in shaping their future with greater intention.

WHY SPONSOR THE SUMMIT?

We are living in what has been dubbed the “longevity economy” with Americans over the age of 50 controlling 70% of the nation’s disposable income. Summit attendees will include dynamic 50+ adults who value learning, fitness, volunteerism, wellness and family. Through their life transitions, this audience wants to lead engaged, active and purposeful lives.

INTERESTED IN SUPPORTING THE SUMMIT?

Email Tracy Jacobs at tjacobs@towson.edu

Learn more at Towson.edu/Osher



SPONSORSHIP PROSPECTUS

Reach an engaged audience of Osher members, working professionals, retirees, HR representatives and TU faculty and staff as they gain tools to plan for a meaningful retirement.



LUNCH SPONSOR

\$2,000 (exclusive—only 1 available)

Gratis Tickets: 4

Maximize your exposure during lunch. Sponsorship includes print signage during lunch, logo placement with link on website, and opportunity to distribute branded materials.



TOTE BAG SPONSOR

\$1,500 (exclusive—only 1 available)

Gratis Tickets: 1

Get your company's logo seen at the summit and beyond. Sponsorship also includes logo placement with link on website and an opportunity to distribute branded materials.



COFFEE BREAK SPONSOR

\$1,000 (exclusive—only 1 available)

Gratis Tickets: 1

Help attendees refuel! Sponsorship includes print signage during the break, logo placement with link on summit website, and opportunity to distribute branded materials.

GOLD EXHIBITOR

\$1,000 (exclusive—only 1 available)

Gratis Tickets: 3

Deliver welcome remarks. Email recognition, two Facebook mentions, two vendor tables, distribute branded materials.

SILVER EXHIBITOR

\$500 (unlimited)

Gratis Tickets: 2

Email recognition, one recognition via Facebook, one vendor table and opportunity to distribute branded materials.

BRONZE EXHIBITOR

\$250 (unlimited)

Gratis Tickets: 1

Email recognition, one recognition via Facebook, one vendor table and opportunity to distribute branded materials.

FRIEND

\$100 (unlimited)

Gratis Tickets: 0

Receive one recognition on Osher's Facebook feed and an opportunity to distribute branded materials.

BENEFITS	Exclusive				Unlimited		
	LUNCH \$2,000	TOTE BAG \$1,500	COFFEE BREAK \$1,000	GOLD \$1,000	SILVER \$500	BRONZE \$250	FRIEND \$100
Tickets	4	1	1	3	2	1	0
Email marketing recognition				Shared			
Social media recognition				Twice	Once shared		
Vendor table				2 tables	1 table	1 table	
Material distribution	✓	✓	✓	✓	✓	✓	✓
Logo placement	Table top signage	Tote bag	Table top signage	Printed and digital shared signage			
Keynote welcome				✓			

All supporters receive website logo and link placement as well as material distribution.

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