

## SPONSORSHIP OPPORTUNITY

# Advancing Resilience: A Falls Prevention Summit

**The Falls Free® Wisconsin Coalition (FFWI), with leadership from the Wisconsin Institute for Healthy Aging (WIHA) is excited to host an inspiring and action-focused virtual Summit on April 21 and 23, 2026 (9 a.m. - 12:30 p.m.).**

This two-day event will bring together professionals and community leaders from across Wisconsin to explore ways we can increase resiliency as we age, therefore preventing falls and preserving independence. The summit will feature dynamic keynote speakers, interactive spotlight sessions, and practical strategies for preventing falls as we age.

Topics will include falls resiliency, medications, nutrition, technology, communication practices, and programs proven to keep older adults safe and independent.

With an expected virtual audience of **100+ professionals**—including healthcare providers, aging network partners, public health, emergency medicine/fire departments, and students in health and aging fields—this event offers sponsors a unique opportunity to support collaboration, innovation, and healthy aging across Wisconsin.



The Wisconsin Institute for Healthy Aging (WIHA) is a 501(c)(3) non-profit organization and the driving force behind the Falls Free® Wisconsin initiative.

## Help Us Prevent Falls!

### \$2,500 Level Sponsor Benefits:

- Name and logo on promotional materials for Summit (flyer, website, etc.)
- Welcome message at each day of the Summit and recognition in follow-up email to attendees
- Acknowledgement in the WIHA Update newsletter (circulation 750+), FFWI Coalition newsletter (circulation 350+) & WIHA LinkedIn (330+ followers)

### \$1,000 Level Sponsor

#### Benefits:

- Recognition as a sponsor at each day of the Summit and in follow-up email to participants

**To secure your sponsorship contact:**

Suzanne Morley  
[falls@wihealthyaging.org](mailto:falls@wihealthyaging.org)