



17th International
Federation on Ageing
Conference

In partnership with



a contribution to the
**Decade
of healthy
ageing**

YEBO/YES! Action on Ageing: Evidence • Policy • Practice

Cape Town, South Africa
9 - 12 September 2025

SPONSORSHIP PROSPECTUS

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THE HOST



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The International Federation on Ageing (IFA) is an international non-governmental organization (NGO) with a membership base comprising government, NGOs, industry, academia, and individuals in over 75 countries. The IFA has general consultative status at the United Nations (UN) and is a non-state Actor at the World Health Organization (WHO). It is a registered charity in Canada, with an international and democratically elected board of directors.

Our vision is a world of healthy older people whose rights are protected and respected through driving the agenda of the world's ageing populations. As an organization with almost 50 years experience we drive this mission by being the global point of connection and networks of experts and expertise to influence and shape age-related policy across sectors and disciplines.

The IFA is proud for its 17th Global Conference to be partnering with North West University. Uniquely defined by a robust identity, institutional culture and ethos, NWU steadfastly anchors themselves in the principles of unity and values, dedicated to nurturing a community of involved and caring staff and students through unwavering commitment to ethical conduct in all pursuits.

As an internationally recognised university in Africa, NWU is renowned for its engaged scholarship, academic excellence, social responsiveness, and ethic of care.

INTRODUCTION



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The 17th Global Conference on Ageing in Cape Town, South Africa “YEBO/YES! Action on Ageing: Evidence, Policy, and Practice” is defined through a unique partnership between the [International Federation on Ageing](#) (IFA) and [North-West University](#) (NWU) distinguished by its robust identity, institutional culture, and ethos, firmly rooted in the principles of unity and values.

As a contribution to the [UN Decade of Healthy Ageing](#), it is timely to convene our global conference in the African continent with the youngest population globally for the foreseeable future. With the world’s population aging at an unprecedented rate, the imperative for collective action to address the challenges and opportunities arising from this demographic shift has never been clearer.

Many more people in Africa are living increasingly longer. Around 75 million people in Africa are currently aged 60 years and above, and this will almost quadruple to around 235 million by 2050. The rise in the number of older people in Africa, specifically in Sub-Saharan Africa, will be sharper than for any other region and age group.

Demographic transitions in many countries are occurring against the backdrop of poverty and inequalities, migration and the quadruple disease burden and are crosscut by the changing nature and form of family. There are many questions to be answered during this conference: could the health needs of an increasingly ageing population offer opportunities for inclusive economic growth, job creation and greater economic stability; or how could long-term care for older adults in need provide employment opportunities for younger generations and decent work for women?

Regardless of your background—be it researcher, policymaker, healthcare provider, caregiver, or simply someone deeply invested in ageing-related issues—this conference provides a unique forum to exchange insights, share best practices, and forge meaningful connections. By fostering collaboration and dialogue, we can collectively shape a more inclusive and supportive future for older persons worldwide.



AUDIENCE



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“YEBO/YES! Action on Ageing: Evidence, Policy, and Practice” is an in-person event convened to share and learn from others, nurture leadership and help build capacity, hear diverse voices, and create space for meaningful engagement toward a “society for all ages”.

Historically, the global conferences have attracted between 800 – 1200 delegates from more than 60 countries to address the challenges and opportunities of our ageing population.

You can expect to be among activists and advocates from civil society, health care professionals, policy makers, researchers and academics, entrepreneurs and innovators, educators, media and communication professionals and industry representatives and students studying fields such as gerontology, public health, sociology, psychology, and related disciplines who are interested in learning about current research and trends in ageing.



CONFERENCE THEMES



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Toward shaping a world where older persons thrive, the IFA and NWU have selected nine themes that form the conference framework to generate and exchange knowledge, and to communicate and advocate for policy development and improvement.



1 Age-Friendly Environments

In alignment with the WHO Age-Friendly Environments program, this conference serves as a rallying point to accelerate the global agenda for creating inclusive communities that support the diverse needs and aspirations of people of all ages. Rooted in the principles of respect, equity, and social inclusion, this theme emphasizes the importance of fostering environments where older adults can age with dignity, independence, and active participation.



2 Building Capacity in LMICs: Policy and Good Practice

Building capacity in lower- and middle-income countries (LMICs) necessitates a comprehensive strategy that addresses the intricate interplay of economic, social, and environmental factors. This conference theme underscores the importance of evidence-based policies, partnerships, and community empowerment in enhancing the resilience and sustainability of LMICs while contributing to global development goals.



3 Connecting Ageing and the Economy

Population ageing is unfolding at an unprecedented pace, particularly in lower- and middle-income countries (LMICs), presenting unique challenges and opportunities for economies worldwide. With the demographic shift occurring three times faster in LMICs than in high-income countries (HICs), there is an urgent need to prepare for the implications of an ageing population without the relative wealth of HICs.

CONFERENCE THEMES



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4 Family, Intergenerational Dynamics

The fabric of society is often deeply woven with the bonds of family and community and so the theme of strengthening families and promoting intergenerational programs holds profound significance. This conference serves as a platform to explore, share, and advance initiatives that nurture resilient families and foster meaningful connections between generations across the continent.



5 Healthy Ageing

As we enter the United Nations [Decade of Healthy Ageing](#), it is imperative to rally global efforts towards fostering healthy and dignified ageing for all. This conference theme serves as a clarion call to policymakers, healthcare professionals, researchers, advocates, and communities worldwide to unite in advancing the goals of the UN Decade of Healthy Ageing.



6 Human Rights

In an era marked by demographic shifts and an ageing global population, safeguarding the human rights of older adults emerges as a pressing imperative. This conference theme serves as a rallying cry for advocates, policymakers, scholars, and activists to converge and address the unique rights and challenges facing ageing populations worldwide.

CONFERENCE THEMES



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7 Immunisation for All Ages

Immunisation stands as a cornerstone of public health, saving lives, protecting communities, and reducing the burden of infectious diseases. This conference theme underscores the critical importance of ensuring immunisation coverage across all age groups to safeguard public health and promote well-being.



8 Improving Practice through Digital Technologies

The intersection of technology and ageing presents a complex puzzle encompassing design, development, and distribution. While technology holds immense potential to enhance the lives of older adults, significant barriers hinder widespread adoption and use.

Ageism plays a pivotal role in perpetuating these barriers. Stereotypes portraying older adults as technologically resistant or incapable can lead to the neglect of their needs in innovation. Access gaps, such as limited digital literacy and financial constraints, further compound the challenge of technology adoption among older demographics.



9 Long-term Care and Improving Function

Aligned with the World Health Organization's (WHO) Long-Term Care Framework and Integrated Care for Older People (ICOPE), this conference theme addresses the pivotal role of long-term care in safeguarding the rights and dignity of older adults and individuals facing significant loss of capacity.

The theme emphasizes the multifaceted aspects of long-term care, focusing on governance, financing, workforce development, service delivery, and innovation. Recognizing long-term care systems as enablers of functional ability and guardians of human rights, the conference aims to foster discussions and collaborations to enhance these critical components.

CONFERENCE VENUE



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The Cape Town International Convention Centre (CTICC), Africa's leading convention centre is the home of the IFA 17th Global Conference on Ageing, situated in the heart of Cape Town, South Africa. This in person event will welcome delegates from around the globe and serve as a platform for transformation and change.

Cape Town is a modern, cosmopolitan city surrounded by nature. Centred around Table Mountain, one of the New 7 Wonders of the world, Cape Town is known for its beautiful beaches, stunning biodiversity, award-winning food and wine, and sheer variety of experiences on offer. Make the most of your time in Cape Town by exploring all this wonderful city has to offer!



WHY SPONSOR #IFACONF2025?



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The IFA Global Conference brings together a global community who appreciate the value of forward-looking solutions. #IFACONF2025 is the next big forum to showcase your products and services to a truly global audience.

- Raise the profile of your organization, boost your brand power.
- Three days of direct, in-event networking and relationship-building with a high-profile audience who can influence policy development, strategic planning and operations.
- A gathering of your target audience - decision makers, advocates and academics - in one place.
- Tech-forward, innovation-focused programme that could help promote your healthcare solutions.
- #IFACONF2025 is home to a unique network across sectors and disciplines, all your potential collaborators and partners, clients and end-users.



PROGRAMMING SPONSORSHIP

USD



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DIAMOND – \$50,000

Conference Premier Sponsorship

- Major Signage and Presence Throughout all Aspects of Conference as Premier Sponsor

EMERALD – \$30,000

One of the Following Full Plenary Events (All Delegates):

- Opening Ceremonies
- Keynote Symposium
- Presidential Symposium
- Concluding Plenary Sponsor

ALEXANDRITE – \$20,000

- One Feature Focus Symposium Sponsorship (Limited Concurrent Offerings in Same Time Slot)

GARNET – \$10,000

- Concurrent Session Sponsor (sponsor for one concurrent session block)

	Diamond \$50,000 1 Available	Emerald \$30,000 8 Available	Alexandrite \$20,000 9 Available	Garnet \$10,000 Multiple Available
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Visibility & Impact				
3 Minute Mainstage Speaking Opportunity or Video	Daily	Once		
90 second Feature Focus Speaking Opportunity (Or Video)			Once	
Exclusive High Visibility Branded Entrance Signage for Duration	✓			
High Visibility Exclusive Signage at Keynote address/ Presidential Symposium (Only Offering Occurring During Conference Program During This Time Slot - FULL ATTENDANCE OF ALL DELEGATES)		✓		
High Visibility Exclusive Signage at Feature Focus Symposium (3 Conference Offerings Occurring Simultaneously)			✓	
Digital Sponsor Signage in Concurrent Sessions and Mainstage Mention				✓

PROGRAMMING SPONSORSHIP

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	Diamond \$50,000 1 Available	Emerald \$30,000 8 Available	Alexandrite \$20,000 9 Available	Garnet \$10,000 Multiple Available
Visibility & Impact				
High Visibility Theme Signage for Duration of Conference	✓			
Exclusive Registration Confirmation Email Ad	✓			
Inclusion in "Know Before you Go" Email	✓	✓		
Moderate/Chair/ Participate in Session	✓	✓	✓	
Feature in Conference Program	Full Page	Half Page	1/4 Page	Thumbnail
Virtual Promotion & Profile				
Banner on Conference Website and App	Featured	Prominent	Prominent	Included
Detailed Profile in Sponsor Section	Featured	✓	✓	
Ad in VoltAGE Newsletter (20,000 Recipients)	✓			
Social Media Mentions on All Channels	✓	✓	✓	
Networking & Engagement				
Delegate Passes	4	2	2	1
Exhibition Booth	✓	✓	✓	Discounted
Gala Dinner Tickets	4	2	2	1
Meeting Room Provided (Including AV/Refreshments)	Private	Private	Share	

THEME SPONSORSHIP

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\$10,000 - 3 available for each theme (or \$5,000 add on with any other sponsorship package).

Align your brand with one of our 9 theme areas as a named conference patron of one (or more) of the following themes:

- Age-Friendly Environments
- Building Capacity in LMICs: Policy and Good Practice
- Connecting Ageing and the Economy
- Family, Intergenerational Dynamics
- Healthy Ageing
- Human Rights
- Immunization for All Ages
- Improving Practice through Digital Technologies
- Long-Term Care and Improving Function

Theme Sponsorship \$10,000

Visibility & Impact	
High Visibility Theme Signage for Duration of Conference	
Feature in Conference Program	Quarter Page
Virtual Promotion & Profile	
Banner on Conference Website and App	Included
Social Media Mentions on All Channels	
Inclusion as Theme Sponsor on Website and In Event App	
Networking & Engagement	
Exhibition Booth	Discounted

The 17th Global Conference provides a unique platform to contribute to the global conversation on brain health, share innovative research, and drive solutions for health across the lifespan.

Abstract submissions should target key sub-themes such as: ¹lifestyle factors for brain health, ²socioeconomic determinants of brain health, ³indigenous knowledge systems, and ⁴neurocognitive disorders and infections.

As the global population ages, prioritizing brain health is crucial. Join us in shaping the future of brain health worldwide.

HOSPITALITY SPONSORSHIP

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Tourmaline Networking Event Sponsor: \$15,000 5 Available	Topaz Hospitality Sponsor: \$10,000 9 Available	Amethyst Enablement: \$5,000 3 Available
<ul style="list-style-type: none"> • Yebo/Yes! Marketplace Sponsor • Opening Reception Sponsor • Gala Sponsor • Master Class Sponsorship • Film Screening and Reception Sponsor 	<ul style="list-style-type: none"> • Breakfast - 3 Available • Lunch - 3 Available • Breaks - 3 Available (Break Sponsor for all Breaks on Each Day) 	<ul style="list-style-type: none"> • Entertainment /Choir • Volunteer Sponsor • Community Exploration Day

Tourmaline \$15,000 5 Available	Topaz \$10,000 9 Available	Amethyst \$5,000 3 Available
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Visibility & Impact			
90 Second Speaking Opportunity at Key Hospitality Event (Gala Dinner, Film Screening, Opening Reception, or Marketplace)	Once		
High Visibility Signage at Feature Event/Meal	✓	✓	
Mainstage Mention/Thank - You	✓	✓	
Feature in Conference Program	Half Page	Quarter Page	Thumbnail

HOSPITALITY SPONSORSHIP

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	Tourmaline \$15,000 5 Available	Topaz \$10,000 9 Available	Amethyst \$5,000 3 Available
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Virtual Promotion & Profile			
Banner on Conference Website and App	Prominent	✓	
Detailed Profile in Sponsor Section	Prominent	✓	
Social Media Mentions on All Channels	✓	✓	✓
Networking & Engagement			
Delegate Passes	2	1	
Exhibition Booth	✓	Discounted	
Gala Dinner Tickets	2	1	
Meeting Room Provided (Including AV/Refreshments)	Shared		


Sponsorship is available to all IFA members. Should you need to renew your membership our sponsorship team will be happy to coordinate your renewal.

Join us in shaping the future of ageing. Contact Mr. Xavier Rodrigues, IFA Conference and Events Coordinator, at xrodrigues@ifa.ngo to explore sponsorship opportunities or visit www.ifaconf.ngo for more details about the 17th Global Conference on Ageing.



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