Your sponsorship will send a clear message about inclusive workforce development and your value for people over the age of 50 to be thriving, productive members in our post-Covid-19 world. The Center for Workforce Inclusion is leading the way to ensure that older, low-income workers are included in our national discussion on economic recovery. We all need them.

Smart Brand Investment

Your sponsorship of the most vulnerable older workers will increase your positive image in a critical spending demographic and be a powerful story of inclusion.

Only 5%-10% of marketing budgets were focused on 50+ before the pandemic.

“Don’t Underestimate the Market Power of the 50+ crowd”

Vaughn Emsley
Harvard Business Review, January 2020

The Center for Workforce Inclusion is the only national organization devoted exclusively to workforce development and support services for low-income, older workers to overcome barriers to employment, secure a meaningful job, and remain employed.
Through your corporate sponsorship of the Center for Workforce Inclusion, you will be sending a strong message that older workers and consumers are essential to your business vision.”

- Gary Officer

Our sponsorship opportunities range from $10,000 - $50,000 and benefits can be customized to align with your corporate priorities.

Benefits

- Support programming that advances inclusion of older workers in economic recovery and workforce development strategies
- Visibility opportunities in our nation’s capital before lawmakers and federal administrators to ensure you are viewed as a thought leader on the future of work
- Strategic content distribution across key workforce influencers domestically and internationally
- Brand visibility across major media markets reaching more than six million low-income workers across 35 states

Opportunities

- Underwrite custom research & blog topics through our Fellow in Residence
- Sponsor special learning opportunities to more than 5,000 clients on workforce readiness
- Underwrite a future Powering Opportunity virtual interview series
- Sponsorship engagement in different conferences and events influencing policy
- Prominent logo placement at key events and digital media

For more information on Sponsorship opportunities please contact:

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Vice President Innovation & Strategic Partnerships

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The Center currently has a presence in these states.