**Brenda Strafford Centre on Aging - Sponsorships**

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| **Name and Affiliation  of Recipient:** |  |
| **Name of Event:** |  |
| **Type of Event:** |  |
| **Date(s) of Event:** |  |
| **Date Sponsorship  was Awarded:** |  |
| **Amount Awarded:** | $ |
| **Date of Report:** |  |

**Instructions:** Please report on the following items that are relevant to your event and ensure to provide detailed responses when requested. This information enables us to track outputs and impacts from our sponsorships and help justify allocating funds to other organizations for future events. Bullets points are acceptable throughout the report.

**Event Details:**

1. **Please provide a brief description of the event.**
2. **Was the event hosted in person or virtually?**
3. **Did you have any notable speakers? If so, please provide their names and affiliations.**

**Outputs and Impacts:**

1. **How many people registered for the event?**
2. **How many people attended the event?**
3. **Did this event draw local, provincial, national, and/or international attendees?**
4. **Did this event receive media coverage (news, radio, social media)? If so, please provide the name of each media outlet, date of coverage, topic of coverage, and a URL of the coverage if applicable.**
5. **Did this event produce any products, such as reports or publications? If so, please provide the number of products and a brief description of what they were.**
6. **Did any activities ensue from the event, such as follow-up meetings? If so, please provide the number of activities and brief description of what they were.**
7. **Please provide additional commentary about the benefits of this event as it relates to population aging.**

Please submit the completed report to [bscoa@ucalgary.ca](mailto:bscoa@ucalgary.ca) and   
attach a program or agenda of the event to the email.