

BRAINHEALTH WEEK 2026

2/23 - 2/28

THINK ABOUT HOW YOU THINK™



PRESENTED BY
CIRIDIAN

BrainHealth Week is an annual celebration of human potential and the promise of improving brain health for individuals and the community. Since 1999, Center for BrainHealth has been pioneering the science and developing the everyday strategies and tools that help people thrive in every stage of life.

Scan the QR codes below for event details and to register. Join us to learn, get proactive, and have fun!

MONDAY, FEBRUARY 23

NextGen Kick-off

Educators, community leaders and college students come together to change the conversation around stress and celebrate winners of the new Brain Health Prize at UT Dallas.



TUESDAY, FEBRUARY 24

Brain Healthy Organizations: Designing for the Future

Co-hosted by Center for BrainHealth and Slalom

Business leaders join BrainHealth experts to share key insights, best practices and action-oriented applications for brain health in the workplace.



WEDNESDAY, FEBRUARY 25

Level Up Conference: Enriching Longevity through Brain Health

Nationally recognized experts share insights to up-skill your brain.

Tech Expo: Biosensors and Brain Health

Technology experts showcase advances in biosensor technology to help track and monitor brain health.



THURSDAY, FEBRUARY 26

Science Summit: Breakthroughs in Precision Brain Health

Internationally recognized research experts share advances in imaging technology, predictive modeling, with implications for measuring and optimizing brain health.



FRIDAY, FEBRUARY 27

Celebrating Sponsors & Partners

Sponsors and community partners drive our efforts, empowering others to be more proactive about brain health.



SATURDAY, FEBRUARY 28

Family Fair

An annual favorite, this free community event welcomes families with children of all ages to learn about brain health through games, food, arts & crafts, activities and surprises.



SPONSORSHIP OPPORTUNITIES



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FEBRUARY 23-28, 2026

PRESENTING SPONSOR BrainHealth Week

\$50,000

BENEFITS

- 16 tickets (2 tables) to the Level Up Conference (Wednesday, Feb. 25, 2026)
- Invitation for 2 representatives to attend a private dinner, with direct access to speakers, following the Level Up Conference
- VIP Tour of Tech Expo (Wednesday, Feb. 25, 2026)
- Recognition during networking reception following the Level Up Conference
- Recognition across platforms in our BrainHealth Week marketing campaign
- Recognition in a short video shown at the Level Up Conference and Science Summit
- 1-hour "lunch and learn" with a BrainHealth speaker for your organization
- 6 BrainHealth Presents speaker series passes (4 talks in fall 2026)

SPONSORSHIP OPPORTUNITIES



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NEXTGEN DAY AND BRAIN HEALTH PRIZE

MONDAY, FEBRUARY 23

SUPPORTING SPONSOR

\$10,000

BENEFITS

- 8 tickets (1 table) to the Level Up Conference (Wednesday, Feb. 25, 2026)
- Recognition across platforms in our event-specific Level Up marketing campaign
- Recognition in press release related to BrainHealth Prize
- Honor of serving as an esteemed contest judge
- Inclusion in the awards ceremony and virtual event as presenter of the award
- 1-hour "lunch and learn" with a BrainHealth speaker for your organization

SPONSORSHIP OPPORTUNITIES



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LEVEL UP CONFERENCE AND TECH EXPO

WEDNESDAY, FEBRUARY 25

CONFERENCE SPONSOR

\$25,000

BENEFITS

- 16 tickets (2 tables) to the conference
- Integration in the Level Up Conference and networking reception
- VIP Tour of Tech Expo (Wednesday)
- Recognition across platforms in our Level Up event-specific marketing campaign
- Recognition in a short video shown at the Level Up Conference and Science Summit (Thursday)
- 1-hour "lunch and learn" with a BrainHealth speaker for your organization
- 8 tickets (1 table) to Science Summit (Thursday)
- Invitation for two to the 2026 Legacy Awards

TECH EXPO SPONSOR

\$15,000

BENEFITS

- VIP tour of Tech Expo (Wednesday)
- 8 tickets (1 table) to the conference
- 8 tickets (1 table) at Science Summit lunch event (Thursday)
- Recognition across platforms in an event-specific marketing campaign
- Display of logo materials or signage at event

SPONSOR

Networking Reception, Conference Lunch

\$10,000 EACH

BENEFITS

- 8 tickets (1 table) to the conference
- Recognition across platforms during event and in an event-specific marketing campaign
- 1-hour "lunch and learn" with a BrainHealth speaker for your organization
- Recognition in a short video shown at the Level Up Conference and Science Summit

SPONSOR

Valet, Goodie Bag, Photography

\$5,000 EACH

BENEFITS

- 4 tickets (1/2 table) at the conference
- Recognition during event
- Recognition across platforms in an event-specific marketing campaign

SPONSORSHIP OPPORTUNITIES



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SCIENCE SUMMIT

THURSDAY, FEBRUARY 26

SUMMIT SPONSOR

\$20,000

BENEFITS

- 8 tickets (1 table) to lunchtime Science Summit (Thursday, Feb. 26, 2026)
- Recognition of your sponsorship during the Science Summit
- Inclusion in an exclusive roundtable discussion with some of the event's presenters
- Recognition across platforms in Science Summit event-specific marketing campaign
- VIP tour of Tech Expo (Wednesday, Feb. 25, 2026)
- 1-hour "lunch and learn" with a BrainHealth speaker for your organization

SPONSORSHIP OPPORTUNITIES



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FAMILY FAIR

SATURDAY, FEBRUARY 28

SPONSOR

\$10,000

BENEFITS

- Recognition at the event, with the opportunity for a representative to give brief remarks
- Recognition across platforms in our Family Fair event-specific marketing campaign
- Inclusion in goodie bag giveaways
- 8 tickets (1 table) for Level Up Conference (Wednesday, Feb. 25, 2026)

SUPPORTING SPONSOR

Food, 2 buses for community transport, and printed materials

\$5,000

BENEFITS

- Recognition in Family Fair marketing materials (including your logo)
- Recognition across platforms in our Family Fair event-specific marketing campaign
- 4 tickets (1/2 table) for Level Up Conference (Wednesday, Feb. 25, 2026)
- Inclusion of your logo in Center for BrainHealth's community partner newsletter