



**what's
next**

PODCASTS

WHAT'S NEXT LIVING LONGER, BETTER, SMARTER

A discussion focused on the intersection of technology, longevity, and aging.

WHAT'S NEXT LONGEVITY DEAL TALK

an in-depth look at the deals happening in the longevity space.

Extend your reach to a growing audience of consumers and entrepreneurs through these monthly podcasts.



HOSTS MARY FURLONG & FRED FISHKIN



Mary is the President and CEO of Mary Furlong & Associates, and is a leading authority on the longevity marketplace. She is an author, educator, and serial entrepreneur, and she has helped to guide the business and marketing strategies of leading corporations, emerging companies and nonprofits.



Fred is an award-winning journalist who has worked with CBS Radio, Bloomberg and NPR, and has hosted a long-running daily radio and online report on consumer technology. He also works with Princeton University and the faculty chair of autonomous vehicle engineering on a regular podcast focused on using technology to provide mobility for all.

WHAT'S NEXT LIVING LONGER, BETTER, SMARTER

What's Next Living Longer, Better, Smarter podcast episodes feature interviews with leaders making a difference in helping people live better and longer. Join us for in-depth discussions with the people behind the products and ideas that have the potential to really matter.

We are now accepting applications to sponsor our 2022 podcasts.

PREVIOUS PODCASTS

With Mary Furlong & Fred Fishkin

- New Innovation for the New Year at CES
- Wrapping up Top Techie Gifts for Older Adults
- Caring & Companionship in a New Era
- The New AgeTech Collaborative
- Hope and Help During the Holidays
- The Digital Divide: You and Your Health
- Hearing, Health and Happiness
- Transforming Senior Care at Home: Honor and Home Instead
- Focusing on Fitness and Your Health
- Senior Safety Through Innovation



Lidia Bastianich



Richard Lui



Laurie Orlov



Charlotte Yeh



Michael Phillips



Lawrence Kosick

PREVIOUS PODCASTS

With Mary Furlong & Fred Fishkin

- Transforming Senior Care at Home: Honor and Home Instead
- Aging and the Olympics: A View from Japan
- Gaming Grandparents: Using Tech to Connect
- Vaccinations and Celebrations: Connecting Again
- Older Women and the Challenges to Financial Security
- Baseball and Memory: A Double Play
- The American Rescue Plan: What Seniors, Caregivers and Investors Should Know
- Food, Fun, Friends and Family: Social Distancing and the Holidays
- 2020 Election: What Older Voters are Saying
- The Role of Telemedicine
- A Tribute Author and Aging Icon, Gail Sheehy



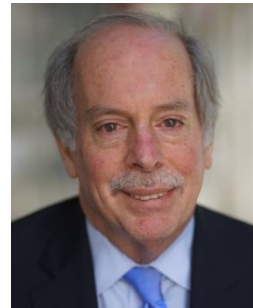
Prentiss Taylor



Grant Chamberlain



Gail Sheehy



Bob Blancato



Nancy LeaMond



Claudia Golden

DISTRIBUTION



The podcast is distributed widely. Look for it on one of the following channels:

- Anchor.fm
- Spotify
- Google Podcasts
- Apple Podcasts
- Overcast
- Pocket Casts
- RadioPublic

Video recordings of some podcasts are available on YouTube.

WHAT'S NEXT LONGEVITY DEAL TALK

New in 2022, What's Next Longevity Deal Talk will take an in-depth look at the deals happening in the longevity space and how they happened. Key representatives from each side of the deal—entrepreneur, corporate and investor—will share their perspectives on why they chose to make the deal and how it will potentially lead to success for all involved. This podcast will be the place for the dealmakers to go to share the information about their deals as they are happening.



SPONSORSHIP OPPORTUNITIES

Join us as a podcast sponsor and be recognized at the top of the podcast and in promotions on social media and email. Sponsorships are available on a first-come basis at the following levels.

- What's Next Platinum and Gold sponsors can sponsor a podcast at no cost.
- What's Next Silver sponsors can sponsor a podcast at the discounted rate of \$3,000.
- Sole podcast sponsors can sponsor at \$5,000 (exclusive) or \$2,500 (one other sponsor).
- Full-year sponsorships are available for \$24,000

WHY SPONSOR WHAT'S NEXT PODCASTS?

Position your company as a leader and innovator in the longevity and technology markets

INVESTMENT BENEFITS:

- **GAIN** greater visibility among consumers and entrepreneurs with an interest in longevity and technology innovations
- **PRESENT** your innovative solutions to a wide audience that cares about the longevity market and available solutions
- **PROMOTE & POSITION** your brand to a growing group of listeners interested in the longevity economy and technology solutions
- **BENEFIT** from speaking opportunities by sharing your insights with influential leaders in the longevity market

2021 PODCAST SPONSORS



CONTACTS

For more information and to learn how you can get involved as a sponsor, please contact Mary Furlong & Associates.

Mary Furlong | furlong@aol.com | 415.529.8551

Annsley Hiles | maryfurlongassistant@gmail.com | 925.822.7132

Linda Jones | WhatsNextLongevity@gmail.com | 510.520.9990
