



## Concord Senior Center SPONSORSHIPS & Advertising OPPORTUNITIES

### FACT SHEET

**What:** An opportunity for your organization to sponsor Special Events for Seniors and/or the Therapeutic Recreation Program. We invite you to assist us in making **2017-18** our most successful year yet!

**Why:** The Concord Senior Center mission *is to fulfill Concord's commitment to help its seniors maintain social, emotional, mental, physical and nutritional health.* The funds will be used to support and enhance our special events, assist with sustaining the 50+ Scholarship and subsidized programs. Over 2,000 members strong, the Concord Senior Citizens Club provides low cost social recreational programs for Concord's citizens. In addition to the 50 & Better Program, we also oversee a limited Special Recreation Program of monthly dances and a bowling program.

#### Special Event details:

Event	Date	Time	Attendance	Description
Health Expo	February 24, 2017	9-1p	400+	40+ exhibits on health svcs, resources and screenings
Summer Tea	July 22, 2017	10:30 – 12:30p	200	Fundraiser for Sr. Citizen Scholarship Program. Help underprivileged seniors to attend classes and activities.
Hawaiian Fusion	September 9, 2017	4:30-8p	200	Multi-cultural, intergenerational fundraiser for scholarship program. Bringing community together.
Holiday Craft Fair	December 1, 2017	9:30-1:30p	400	Supporting artists, crafters, and other vendors who make hand made goods . Bring community together and proceeds support our volunteer program.
Be A Santa To A Senior	December 16	9am-1p	300+	This programs is a community program that coordinates local businesses and volunteers to give holiday gifts to underprivileged senior citizens. We work with church groups and scouts, multi-generational and interfaith cooperation.



## Concord Senior Center SPONSORSHIP Form

*I am interested in being a Sponsor. Below is my Contact Information.*

Contact Name First and Last	
Company/Organization	
Address	
Phone	
Email	

**Sponsorship Level: Choose one.**

X	Level	Amount	Details of your sponsorship
	<b>PLATINUM</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>Company ad (1/2 Page Ad) placed in Activity Guide for 1 year (3 Guides, distributed to over 40,000 homes in Concord)</li> <li>Full page color ad for Health Expo, Hawaiian Fusion, Summer Tea Booklet</li> <li>Company name (logo) on <b>all</b> Special Event marketing materials (Posters, flyers, banners)</li> <li>Company display on sponsorship board for 1 year and lobby display monitor</li> <li>Premium company table location at special events of your choosing</li> <li>2 reserved seats at Hawaiian Fusion and Summer Tea</li> <li>Provide 4 class meetings dates for 3 program periods ( Winter/Spring, Summer, Fall)</li> <li>Reserved brochure spaces</li> </ul>
	<b>GOLD</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>Company ad (1/4 Page Ad) placed in Activity Guide for 1 year (3 Guides, distributed to over 40,000 homes in Concord)</li> <li>Sponsorship will be acknowledged at Hawaiian Fusion, Health Expo and Summer Tea</li> <li>½ page color ad Hawaiian Fusion Booklet and Health Expo</li> <li>Company name (logo) on Special Event marketing materials (Posters, flyers, banners)</li> <li>1 Reserved seat at Hawaiian Fusion Fundraiser</li> <li>Premium display table location at Health Expo</li> <li>Provide 2 class meetings dates for 3 program periods (Winter/Spring, Summer, Fall)</li> <li>Reserved brochure space</li> </ul>
	<b>SILVER</b>	<b>\$750</b>	<ul style="list-style-type: none"> <li>Sponsorship would be acknowledged in (2) events of choice</li> <li>¼ page ad for Health Expo and Summer Tea</li> <li>Reserved table at the Age Strong Live Long Health</li> <li>Receive reserved brochure space for a year from purchase date</li> </ul>
	<b>BRONZE</b>	<b>\$300</b>	<ul style="list-style-type: none"> <li>Discounted table at the Age Strong Live Long Health</li> <li>Resource Expo (in February) – A \$50 discount</li> <li>Receive reserved brochure space for a year from purchase date.</li> </ul>
	<b>BROCHURE SPACE</b>	<b>\$150</b>	<ul style="list-style-type: none"> <li>Receive reserved brochure space for a year from January to December.</li> </ul>

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

Method of payment: <input type="checkbox"/> Check payable to: Concord Parks & Recreation <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express		Amount \$
Card #:	3 or 4 Digit Security Code:	Exp. Date Month/Day/year    /    /
Print name as it appears on card		Signature

## Concord Senior Center ADVERTISING Form

*I am interested in Advertising. Below is my Contact Information.*

Contact Name First and Last	
Company/Organization	
Address	
Phone	
Email	

### Advertising

X	Level	Amount	Details of your Advertising
	<i>Advertise in an Event Brochure</i>	<i>\$150-\$300</i>	Select an Event you want to Advertise in: <input type="checkbox"/> Hawaiian Fusion (September 200 persons) ¼, ½ or Full page ad in Event Brochure <input type="checkbox"/> TEA (July – 200 Persons) ¼, ½ or Full page ad in Event Brochure <input type="checkbox"/> Health Expo (February 400 persons) ¼, ½ or Full page ad in Event Brochure
	<i>Advertise for 2 weeks in our in-house Electronic Monitor Looping display (Lobby)</i>	<i>\$200</i>	<ul style="list-style-type: none"> <li>45 inch Monitor in our reception area displays, trips, tours and other events.</li> <li>You will get a 30 second slide.</li> <li>Average slide presentation is 15 slides at 30 seconds each.</li> <li>Continuous loop from M-F 9am to 5pm.</li> <li>There will be a disclaimer on the slide stating that it is a "PAID Advertisement"</li> </ul>
	<i>Event Donation</i>	<i>\$350</i>	<input type="checkbox"/> Hawaiian Fusion (September 200 persons) PIG (Your Logo will be on the table cloth where the PIG is served, and you may have a table top display for 20 tables) <input type="checkbox"/> TEA (July – 200 Persons) TEA BAGS. Each teabag can be served with your ¼ page advertisement.
	<i>Event Donation</i>	<i>\$250</i>	<input type="checkbox"/> Hawaiian Fusion (September 200 persons) 200 pieces of main entrée like chicken or salmon. Your logo will be displayed by food item. Your company will get a logo/sign <input type="checkbox"/> TEA (July – 200 Persons) Food Item. Purchase 200 cookies, cupcakes, scone that are pre-packaged and we will attach your ¼ page ad onto the item. <input type="checkbox"/> Hawaiian Fusion (September 200 persons) Pay for Table Centerpieces and we will allow you to put your company's logo somewhere in the centerpiece along with a ¼ page Ad in Brochure. <input type="checkbox"/> TEA (July – 200 Persons) ay for Table Centerpieces and we will allow you to put your company's logo somewhere in the centerpiece along with a ¼ page Ad in Brochure.
	<i>EVENT GIVE AWAY</i>	<i>\$200+</i>	<ul style="list-style-type: none"> <li>Order personalized giveaway for a minimum of 200 persons that is appropriate for our THEMED event; Pens, Lei's, Key Chains, Candies or other like items.</li> </ul>

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express		
Card #:	3 or 4 Digit Security Code:	Exp. Date Month/Day/year    /    /
Print name as it appears on card		Signature