

Senior Resource Council

PROPOSED SPONSORSHIP PACKAGES - 2021

SRC'S MISSION AND VISION

The Senior Resource Council is a professional association that provides education, information, and networking opportunities to its members for the purpose of enhancing and enriching the lives of senior

We envision a world where collaborative companies unite to passionately serve the best interests of seniors

OBJECTIVE OF SPONSORSHIPS

Sponsorships ensure that the mission and vision of the SRC are carried through to its members, with the highest quality. Best practices are needed in today's skilled care environment and require an investment of time and money to learn. Our members deliver passion and expertise in their work; we will deliver the quality they deserve

KINDS OF SPONSORSHIPS

- Individual Event Sponsorships
- Packaged Sponsorships
- In-Kind Sponsorships
- On-going Event Sponsorships



INDIVIDUAL EVENT SPONSORSHIPS

THE HENJUM AWARDS

The Henjum Accolades Awards ceremony is in honor of our founder, Joe Henjum, who brought professional providers of services to seniors together in our community to collaborate and help each other provide those service at exceptional levels.

- Hybrid event: in-person and online
- Expected attendance: 200 in person, 35-50 virtual

<i>Sponsorship Level</i>	<i>\$2,500</i>	<i>\$1,000</i>	<i>\$500</i>	<i>\$350 (Table)</i>
<i>Tickets to event</i>	10	8	6	6
<i>Name on Table</i>	X	X	X	X
<i>Logo in program and other printed collateral</i>	X	X	X	X
<i>Named sponsor at all virtual events</i>	X	X	X	
<i>Mic Recognition</i>	X	X	X	
<i>Logo/name on Henjum webpage</i>	X	X	name only	
<i>Logo/name on SRC landing page</i>	X	name only		
<i>Social Media shoutout</i>	2x	2x		
<i>Newsletter shoutout</i>	2x	1x		
<i>Happy Hour presentation</i>	1x	1x		
<i>VIP Social hour invitation</i>	1	1		
<i>Ads in Program</i>	Full page	1/2 page	1/4 page	
<i>General Membership mtg 3 min commercial</i>	1x			
<i>Present an Award</i>	1			

INDIVIDUAL EVENT SPONSORSHIPS

COMMUNITY CONFERENCE ON AGING

The Community Conference on Aging is a repeat of an event that took place in Colorado Springs almost ten years ago and was wildly successful. We will appeal to two audiences: the professional care provider (with the hope of earning CEUs), and the general public who needs to learn of resources available in our community.

- Strictly virtual event using Zoom
- Expected attendance: 200
- Good potential to reach markets outside of Colorado Springs

<i><u>Sponsorship Level</u></i>	<i><u>\$10,000</u></i>	<i><u>\$6,000</u></i>	<i><u>\$2,500</u></i>	<i><u>\$1,000</u></i>	<i><u>500</u></i>
	<i><u>Keynote</u></i>				
<i>Tickets to event</i>	6	5	4	3	2
<i>Logo/name on CCA web page</i>	X	X	X	X	name only
<i>Logo/name on program</i>	X	X	X	X	name only
<i>Logo/name on marketing collateral</i>	X	X	X	X	name only
<i>Named sponsor at virtual events</i>	X	X	X	X	
<i>Microphone recognition - general assembly</i>	X	X	X	X	
<i>Named sponsor in breakout room</i>	X	X	X	X	
<i>Social Media shoutout</i>	2x	2x	1x		
<i>Newsletter Shoutout</i>	2x	1x	1x		
<i>Ads in program</i>	Full page	1/2 page	1/4 page		
<i>VIP Social hour Invitation</i>	X	X			
<i>General membership mtg 3 min commercial</i>	1x	1x			
<i>3 minutes microphone time before Keynote</i>	X				

ON-GOING EVENT SPONSORSHIPS

HAPPY HOUR

The Happy Hour is currently a weekly virtual event by Zoom. One or two new or renewing members present about their work. We spend some time in breakout groups contemplating a prepared question about our work in the current environment, and have some games and fun, too. The Virtual element may be reduced to one or two times a month as the threat of Covid-19 abates and we will seek out physical venues for the event.

Sponsorship of Happy Hour is exclusive, with only one sponsor.

- Strictly virtual until May 1, 2021; reevaluation to move to physical locations to take place at that time.
- Average weekly attendance: 40

Happy Hour (exclusive, only 1)

\$1,500

- Logo/name on Registration web page
- Recognition at each Happy Hour meeting for 1 year
- Social Media Shoutout, one per month
- Newsletter shoutout, one per month

GENERAL MEMBERSHIP MEETINGS

The monthly General Membership Meeting is for all members to gather to hear from a substantive speaker on a current topic, such as securing medicaid for patients, working through transitions, and the latest in dementia care. Sponsorship of Happy Hour is exclusive, with only one sponsor.

- Strictly virtual until May 1, 2021; reevaluation to move to physical locations to take place at that time.
- Average monthly attendance: 60

General Membership Meeting (exclusive, only 1)

\$1,000

- Logo/name on Registration web page
- Recognition at each General Membership Meeting for 1 year
- Social Media Shoutout months of event
- Newsletter shoutout months of event

PACKAGED SPONSORSHIPS

The Senior Resource Council operates year-round to support its members, create contacts, and to stimulate collaboration through networking. There is extra value for companies supporting the Council with a sponsorship that puts them in front of SRC members all year long. A Packaged Sponsorship can provide maximum benefits for dollars given.

Elite Sponsor - \$12,000

- \$2500 Henjum Sponsor benefits
- Keynote Sponsorship of CCA (\$10,000)
- Membership - Unlimited (\$399)

Value: \$12,899

Gold Sponsor - \$7,000

- \$1000 Henjum Sponsor benefits
- \$6000 CCA Sponsor benefits
- Membership - Unlimited (\$399)

Value: \$7399

Silver Sponsor - \$3,000

- \$500 Henjum Sponsor benefits
- \$2500 CCA Sponsor Benefits
- Membership - Unlimited (\$399)

Value: \$3399

Member Sponsor - \$1,500

- Table Sponsor benefits for Henjum
- 1000 CCA Sponsor Benefits
- Membership - Unlimited

Value: \$1749

SPONSORSHIPS AGREEMENT

WELCOME TO OUR TEAM! LET'S WORK TOGETHER!

Organization Name: _____

Organization Address: _____

Contact Name: _____

Contact Person Phone: _____

Contact Person Email: _____

CHECK WHICH SPONSORSHIP PACKAGE YOU WANT

PACKAGED SPONSORSHIPS

These Sponsorships provide the most value for your money!

Elite: \$12,000 (A \$12,899 Value! A savings of \$899)

Gold: \$7000 (A \$7399 Value! A savings of \$399)

Silver: \$3,000 (A \$3399 Value! A savings of \$399)

Member: \$1,500 (A \$1749 Value! A savings of \$249)

INDIVIDUAL EVENT SPONSORSHIPS

Henjum Awards: \$2500 \$1500 \$500 Table \$350

Community Conference on Aging:

Keynote (\$10,000) \$6000 \$2500 \$1000 \$500

ON-GOING EVENT SPONSORSHIPS

Happy Hours (\$1500)

General Membership Meetings (\$1000)

Continued on next page. . .

PAYMENT INFORMATION

By signing this agreement, I confirm I have read and understand the attached terms and conditions and have entered into a legally binding contract with the Senior Resource Council.

Signature _____

Date _____

Remit to: Senior Resource Council, P. O. Box 7061, Colorado Springs, CO 80933-7061

- Make checks payable to: Senior Resource Council
Check enclosed in the amount of \$ _____
- Pay with Credit Card:
Please charge my credit card for \$ _____

Circle one: Visa MasterCard American Express Discover

Name on Card: _____

Card Number _____

Security Code _____ Expiration Date _____

Billing Address _____

We are grateful for our sponsors!
Thank you for your generous support of the Senior Resource Council!

Senior Resource Council
URGENT NEED FOR DONORS