



CITY OF CONCORD SENIOR CENTER

2015- 16 Sponsorship 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 2015 and 2016 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 Program, and assist with senior transportation (subsidized taxi scrip). 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 limited Special Recreation Program of monthly dances and a bowling program.

Who: Sponsors and friends

Where: Concord Senior Center, 2727 Parkside Circle, Concord, CA 94519 (925) 671-3320 opt.1

When: July 2015 – June 2016

Special Event details:

Mid-Summer Tea & Fashion Show & Boutique- **August 16, 120+ "New" (Sold Out at 150)**

14th Annual Hawaiian Fusion Fundraiser Luau– **October 3, attendance 200+**

Volunteers Appreciation Luncheon – **October 12, attendance 60+**

Holiday Gift & Craft Fair – **December 4, attendance 300+**

Be A Santa To A Senior (BASTAS) Proclamation & Gift Wrapping Celebration – **December 19,**
gifts for **300 seniors** with **100+**volunteers

"Age Strong, Live Long" Healthy Expo – **February 26, 2016, attendance 500+**

Furry Friends Fair & Maddies Adoption- **TBA 2016, attendance 300+**

Therapeutic Recreation – ongoing bowling and dances –**45** bowlers, **170** dancegoers



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Ways To Show You Care

(Levels of Sponsorship)

Ways To Show You Care will enable the Concord Senior programs to be the major link in the community between Federal, State, County, and City agencies and the senior population in the areas of housing, health, transportation, information and referral, employment, education, rehabilitation, nutrition, home health care, and legislation. We meet these needs by holding events each year to outreach to seniors who may not be aware of these services. These events benefit both the frail, homebound senior, the younger senior entering retirement, as well as adult children and caregivers of senior citizens.

"We're not getting older, we're staying older."

PLATINUM Sponsorship \$5,000 or more (Monetary donation only) _____

Receive everything that a GOLD Sponsor would receive plus:

- Company ad (1/2 Page Ad) placed in Activity Guide for 1 year (3 Guides, distributed to over 40,000 homes in Concord, full page color ad Hawaiian Fusion Booklet)
- Company name (logo) on *all* Special Event marketing materials (Posters, flyers, banners and web-based)
- Reserved Brochure space

GOLD Sponsorship \$1,500 or more (Monetary donation only) _____ Amount

Benefits for a Gold Partner

Receive everything that a Silver Partner receives plus:

- Company ad placed in Activity Guide for 1 year (3 Guides, distributed to over 40,000 homes in Concord, Company ad in enews for 1 year – Each ad \$125/Business card size ad (value \$750)

Silver Sponsorship \$500 or more (Monetary donation only) _____ Amount

Benefits for a Silver Partner

Receive everything that a Bronze Partner receives plus:

- Flyers can be displayed on bulletin board and/or brochure rack for 1 year
- Free table at the Age Strong Live Long Health Resource Expo (in February) – A \$100.00 value
- Hawaiian Fusion Full size color ad – front inside or back inside or outside page. Full page ads would be acknowledged at event and display banner.

Bronze Sponsorship \$200 or more (Monetary donation only) _____ Amount

Benefits for a Bronze Partner

Receive everything that an In-Kind Partner receives plus:

- Partnership would be acknowledged in (2) events.
- Discounted table at the Age Strong Live Long Health Resource Expo (in February) – A \$50 discount

Brochure Space \$100 or more (Monetary donation only) _____ Amount

Receive reserved brochure space for a year from August to July.

In-Kind Sponsorship (services, food, raffles, prizes, etc.) _____

Item(s) and Value

- Flyers of your business can be displayed during the program or event that you are partnering
- Your partnership would be acknowledged in the Center's Enews for the month(s) that you are partnering one of the programs/events
- Ability to attend meetings with networking/marketing opportunities

Possible In-Kind Partnerships are:

- Monthly Birthday Party – Provide cake for 150 seniors
- Monthly Coffee Partner - Provide daily coffee service for a specified amount of time
- Trip Partner - Provide goodies and a movie for bus trip(s)
- Presenter - Provide educational seminars to Seniors
- Special Event Partner – Provide meal, dessert, etc.
- Travel Presentation Partner - Provide goodies at presentations
- Special Event Gift Partner - Gifts that will be used for Opportunity Drawings and Door Prizes valued at \$50
- Special Recreation Partner: Special Recreation Dances-Provide entertainment and/or healthy refreshments for the event

Please call Avis Connolly @ 925-671-3419 for more information on the different contribution levels.

Information & registration: All donations, large and small, are greatly appreciated and help us make the special events an enjoyable experience for all. Please visit our Concord Senior Center website at www.cityofconcord.org/community/seniors/scinfo.aspx

Please fill out all of the following information:

Contact: Business Name: _____

Phone #: _____ FAX#: _____ E-Mail: _____

Address: _____

Please make checks payable to:

City of Concord Senior Center
Attention: Avis Connolly
2727 Parkside Circle
Concord, CA 94519

Email: avis.connolly@cityofconcord.org

Phone: 925-671-3419