

# *Senior Expo 2009: "The Art of Aging" Sponsorship Levels*

Older adults are the fastest growing market in the nation. We invite you to take the opportunity to showcase your organization/company in a unique way with sponsorship of Senior Expo 2009. This information page outlines various levels of sponsorship and benefits to fit your organization's goals for promotion. Over 3,000 older adults and caregivers are expected to attend Senior Expo. Please don't miss this opportunity to put a spotlight on your organization. Sponsorship commitment and payment must be received by July 13, 2009 to be included in all media campaigns.

## *Norman Rockwell - \$7,000*

(2 available - non competing industries)

- Your organization will be the sponsor and co-host the Senior Expo Gala with the Central Plains Area Agency on Aging. The Gala will take place on Wednesday September 23<sup>th</sup> from 7pm-10pm and will kick off Senior Expo 2009. There your organization's name and logo will be prominently displayed and you will be thanked for your sponsorship and your representative may welcome the over 300 attendees to this elegant Senior Expo Gala.
- Or your organization may be the sponsor and co-host along with Central Plains Area Agency on Aging for the 2009 Fashion Show which will take place at Botanica, the Wichita Gardens on September 24<sup>th</sup> in the Meadow. There your organization's name and logo will be prominently displayed and you will be thanked for your sponsorship and your representative may welcome the over 400 attendees to this popular Senior Expo traditional event that many look forward to every year.
- You will receive a total of **four** premium booths - one at each Senior Expo location.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your logo will be placed on a promotional item such as a canvas bag or hat that will be given to the attendees.
- Your organization will be showcased in the Warren Theatres' Silver Screen four week campaign.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

## *Gordon Parks - \$5,000*

(2 available - non competing industries)

- Your organization will be the main sponsor of the Health Pavilion at Exploration Place. This sponsorship level provides free health screenings to at least 500 attendees including PSAs, dental screenings, health history review, bone density and varicose vein screenings and more. Your representative may also welcome the attendees to the health pavilion and have a booth in the Health Pavilion,
- or your organization may be the main sponsor of the Transportation and Travel Pavilion at Old Cowtown Museum. This sponsorship level provides driving related screenings, golf cart rides to destination points, and more. Your representative may also welcome the attendees to the Transportation and Travel Pavilion and have a booth in the pavilion.

- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization will be showcased in the Warren Theatres' Silver Screen four week campaign.
- Prominent signage will be placed throughout the Health Screening or Transportation and Travel Pavilions.
- You will receive a total of **three** booths at the Senior Expo locations of your choice.
- Your organization's logo will be featured on 3,000 bottles of water handed to Senior Expo attendees at all sites.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

## Georgia O'Keefe - \$3,000

(2 available)

- Your organization will sponsor the Senior Expo transportation which will shuttle the attendees to the four sites.
- Or your organization may sponsor morning refreshments at all four locations. Signage will be placed at the refreshment tables (signage will be provided).
- You will receive a booth at **two** Senior Expo locations of your choice.
- Your company will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization will be included in the Silver Screen advertising at Warren Theatres.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

## Andy Warhol - \$1,000

(4 available)

- Your organization will sponsor the lunch entertainment at one location of your choice. Your organization's logo will be prominently displayed near entertainment.
- Your organization will receive booth space at one Senior Expo location of your choice.
- Your organization's name and logo will be included in print media ads including Active Aging, Active Life, Time Sentinel, Derby Daily Reporter, El Dorado Shopper, East Wichita News, Westside Story, and Community Voice.
- Your organization's name and logo will be listed on the CPAAA/events web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Gala program.
- Two complimentary lunches for your organization's representatives at Senior Expo.

## Ansel Adams - \$500

(unlimited)

- Your organization will receive booth space at one Senior Expo location of **your choice**.
- Your organization's name will be prominently listed in the Senior Expo program.
- Your organization's name will be listed in Active Aging's Senior Expo feature article and the Wichita Eagle's Active Life's Senior Expo feature article.
- All sponsors will be highlighted in the Senior Gala program.
- Two complimentary lunches for your organization's representatives at Senior Expo.

