



2020

**Virtual Event
Sponsorship
Opportunities**

1st Annual Spirit of AGE: A Celebration of Community and Aging in Central Texas

Thursday, July 16th | 6:30 p.m.

VIRTUAL

The 1st Annual Spirit of AGE event is a virtual fundraising event to honor the 26th annual AGE Awards recipients, AGE Legacy Fund Members, and commencement of the AGE Guardian Fund. AGE of Central Texas has been at the forefront of adapting its services in light of COVID-19, and its fundraising efforts are no exception. This event hopes to draw over 100 participants that will include community leaders and influencers. This unique virtual event will offer an opportunity to reach a new audience, one that includes professionals, visionary leaders, volunteers, and philanthropists who are all at the forefront of tackling aging with expert solutions. Sponsoring the Spirit of AGE event would give you name recognition at a higher level, as well as the chance to be a valued partner to AGE of Central Texas as it works to continue support older adults and caregivers in its community.

Presenting

SOLD -

Thank you

HEB!

- 1 min welcome presentation to all 100+ guests
- Name/logo on AGE website, social media platforms reaching 1,500 followers, and the silent auctions web page
- Name and logo featured on Virtual Backdrop used by speakers
- 8 tickets for event raffle
- Featured as community partner in e-newsletter sent to 2,500 active contacts
- Invitation to provide guest article on AGE's blog
- Public Recognition by Executive Director at event

Gold

\$1,000

7 available

- Name and logo on e-invitation and silent auction web page seen by 100+ guests
- Name and logo featured on Virtual Backdrop used by speakers
- Mentioned on social media platforms reaching 1,500 followers
- Listed as Community Partner in e-newsletter sent to 2,500 active contacts
- Public Recognition by Executive Director at event

Silver

\$500

10 available

- Name and logo on e-invitation and silent auction web page seen by 100+ guests
- Mentioned on social media platforms reaching 1,500 followers
- Listed as Community Partner in e-newsletter sent to 2,500 active contacts
- Public Recognition by Executive Director at event

Bronze

\$250

10 available

- Name and logo on e-invitation web page seen by 100+ guests
- Mentioned on social media platforms reaching 1,500 followers
- Public Recognition by Executive Director at event

Silent Auction Contributor

- All silent auction contributors will receive recognition on all social media platforms and logo placement on Silent Auction webpage and evite.

Striking a BALANCE

CAREGIVER CONFERENCE

Week of Saturday, August 22

Exact days and time TBD

VIRTUAL

The largest, longest-run free caregiver conference in Central Texas, the 19th annual “Striking a Balance” Caregiver Conference helps to ease the challenges of caring for an aging family member by providing unpaid caregivers with relevant information and vital resources. Due to COVID-19, this conference has been moved to virtual to protect attendees, presenters, staff, and those that we serve. The conference features keynote presentations, breakout sessions, and community resources to support family members who are caring for a senior adult. More than 175 area caregivers are expected to attend, and each sponsorship opportunity offers hundreds of impressions on them and on our expanded digital network.

Presenting \$2,000

1 available

- Event naming
- 5 min speaking opportunity
- Full page ad in virtual program
- Attendance for 2 reps
- Customized social media & online recognition

Session \$1,000

4 available

- Logo placement on the AGE website for 1 full year
- Choose naming opportunity from available sessions
- 3 minute speaking/commercial opportunity at start of session
- Full page ad on virtual program
- Attendance for 2 reps

Keynote \$750

1 available

- Opportunity to introduce keynote speaker
- 1/2 page ad in virtual program
- Attendance for 1 rep

Gold \$500

- 1/2 page ad in virtual program
- Attendance for 1 rep

Silver Nonprofit \$250

- 1/2 page ad in virtual program
- Attendance for 1 rep

Williamson County CAREGIVER CONFERENCE

Week of Saturday, September 19

Exact days and time TBD

VIRTUAL

AGE of Central Texas will host the 7th annual Williamson County Caregiver Conference to help ease the challenges of caring for an aging family member. Due to COVID-19, this conference has been moved to virtual to protect attendees, presenters, staff, and those that we serve. Caregivers will discover local resources, acquire skills to better manage their caregiving situation, and connect with other caregivers and local experts on aging. The conference also includes workshops on topics related to caregiving, with experts available for questions. More than 125 area caregivers are expected to attend, and each sponsorship opportunity offers hundreds of impressions on them and on our expanded digital network.

Presenting

\$2,500

1 available

- Event naming
- 5 min speaking opportunity
- Full page ad in virtual program
- Attendance for 2 reps
- Customized social media & online recognition

Session

\$1,000

4 available

- Choose naming opportunity from available sessions
- 3 minute speaking/commercial opportunity at start of session
- Full page ad on virtual program
- Attendance for 2 reps

Gold

\$500

- 1/2 page ad in virtual program
- Attendance for 1 rep

Silver Nonprofit

\$250

- 1/2 page ad in virtual program
- Attendance for 1 rep

SOLD -
Thank you Baylor
Scott & White Health!



Pflugerville *Seniors Conference*

Week of Thursday, October 15th

Exact days and time TBD

Virtual

AGE of Central Texas is partnering with the Pflugerville Community Church to host the fifth annual Pflugerville Seniors Conference, featuring area experts discussing aging-related topics. Due to COVID-19, this conference has been moved to virtual to protect attendees, presenters, staff, and those that we serve. More than 150 area older adults are expected to attend and each of our sponsorship opportunities offer hundreds of impressions on them and on our expanded digital network.

Presenting
\$1,500
1 available

SOLD - Thank you Baylor Scott & White Health!

- Event naming
- 5 minute speaking opportunity
- Listed as a community partner in e-newsletter reaching 2,500 contacts
- Full page ad in virtual materials sent to 150+ attendees
- Mentioned on social media platforms reaching 1,500 cumulative followers

Session
\$600
4 available

- Choose naming opportunity from available sessions
- 3 minute speaking/commercial opportunity at start of session
- Full page ad in virtual materials sent to 150+ attendees
- Mentioned on social media platforms reaching 1,500 cumulative followers

Gold
\$400

- 1/2 page ad in virtual materials sent to 150+ attendees
- Attendance for 1 rep

Bronze Nonprofit
\$200

- 1/2 page ad in virtual materials sent to 150+ attendees
- Attendance for 1 rep