



THE ART OF AGING

**Sponsorship  
Opportunities  
2021**

Dear dedicated community partner:

As a leader in aging services, AGE of Central Texas is hosting a half-day summit followed by a corresponding inspirational and moving evening to drive a conversation about how women can thrive as they navigate their complex and full lives, which are often engulfed with caregiving for loved ones.

Each part of this event is expected to bring 300-400 participants from Central Texas and beyond. Trees are known to represent life, growth, and wisdom, so AGE of Central Texas and She Thrives have taken inspiration from the trees that decorate the Central Texas landscape to bring this event to women of all ages, wherever they are in their journey. The goals are to inspire women to THRIVE as they proactively embrace life's opportunities by changing the perceptions of aging, educating through the provision of tools and resources, and energizing women of all ages.

The event will be wholly inclusive. We want to ensure that through these events women of all ages, ethnicities, and sexual orientations/identities will have access to support in navigating the stages of aging.

We also aim to welcome men and couples to attend the She Thrives dinner to learn and be inspired, together.

If you would like to hear more about this event and its sponsorship opportunities, please reach out to either of us or AGE's Corporate Relations Manager, Jenna Rodarte, at [jrodarte@ageofcentraltx.org](mailto:jrodarte@ageofcentraltx.org) or (512) 524-8518.

Sincerely,

*Megan Helmbrecht & Tamra Jones*

She Thrives Event Co-Chairs



THE ART OF AGING

### **Honorary Committee Members**

Carol Dochen  
Marcia Levy  
Kalí Rourke  
Rebecca Powers

### **Event Co-Chairs**

Megan Helmbrecht  
Tamra Jones

### **Sub-Committee Chairs**

Margaret DeVinney - Décor Committee Chair  
Julie Latson - Vendor Fair Committee Chair  
Lina Supnet-Zapata - Programs Committee Chair

### **Committee Members**

Lorna Allen	Ellen Mason
Liz Arreaga	Jamie Matusek
Fayruz Benyousef	Shannon Meroney
Cydney Black	Paulina Ochoa
Karen Brimble	Jennifer Ransom Rice
Mary Anne Connolly	Raphaella Sapire
Laura Donnelly	Shubhada Saxena
Janice Green	Carrie Straub
Salva Khan	Sarah Swords
Nahid Khataw	Patti Tauber
Theresa Libios	Amy Wright

# She Thrives: The Art of Aging

An Inspirational Evening + Half Day Summit

November 9 & 11, 2021

Thank you, H-E-B  
and St. David's  
Foundation!

**Honey  
Mesquite**  
**\$15,000**

0 available

- There will be 2 presenting sponsors for this event, one for the dinner and one for the summit
- Logo placement on event signage and invitations
- 10 tickets to summit and one table for 10 guests at dinner
- Premiere seating at dinner and summit
- Two bottles of champagne at table for dinner
- Opportunity to introduce keynote speaker to 300+ guests at dinner or summit
- One page ad in event program given to all 300+ guests at dinner or summit
- Vendor table at summit vendor fair and virtual vendor fair
- Social media recognition reaching 1,500+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Featured as community partner in e-newsletter sent to 2,500 active contacts
- Public recognition at event

**Southern  
Magnolia**  
**\$10,000**

Limited  
Availability

- Logo placement on event signage and invitations
- Opportunity to introduce keynote speaker to all 300+ guests at dinner
- 8 tickets to summit and one table for 10 guests at dinner
- Premiere seating at dinner and summit
- Two bottles of champagne at table for dinner
- 1 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 1,500+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Featured as community partner in e-newsletter sent to 2,500 active contacts
- Public recognition at event
- Included in virtual vendor fair (for Corporate Sponsors)

**Mountain  
Laurel**  
**\$5,000**

- Logo placement on event signage and invitations
- 8 tickets to summit and one table for 10 guests at dinner
- Preferred seating at dinner and summit
- One bottle of champagne at table for dinner
- 1/2 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 1,500+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event
- Included in virtual vendor fair (for Corporate Sponsors)

**Redbud**  
**\$2,500**

- Logo placement on event signage and invitations
- 6 tickets to summit and one table for 10 guests at dinner
- Preferred seating at dinner and summit
- One bottle of champagne at table for dinner
- 1/4 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 1,500+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Included in virtual vendor fair (for Corporate Sponsors)

**Juniper**  
**\$1,500**

- Logo placement on event signage and invitations
- 6 tickets to summit and one table for 10 guests at dinner
- 1/4 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 1,500+ cumulative followers
- Included in virtual vendor fair (for Corporate Sponsors)

# Sponsor Commitment Form

Yes! I would like to participate as a 2021 She Thrives Sponsor:

(please indicate at which level you'd like to participate)

Thank you H-E-B!

☐ ~~Honey Mesquite Dinner Sponsor: \$15,000~~

Thank you St. David's Foundation!

☐ ~~Honey Mesquite Summit Sponsor: \$15,000~~

☐ Southern Magnolia Sponsor: \$10,000

☐ Mountain Laurel Sponsor: \$5,000

☐ Redbud Sponsor: \$2,500

☐ Juniper Sponsor: \$1,500

## Sponsor Information:

Sponsor Name: \_\_\_\_\_

Name as you would like it recognized (if different): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT:

**NOTE: Payment must be made in full by 2 weeks before your sponsored event, or your sponsorship will be subject to cancellation.**

Total Amount to be charged: \_\_\_\_\_

☐ I am enclosing a check made payable to AGE of Central Texas

☐ Please invoice me

☐ Please charge my credit card (fill out information below)

Card Holder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

**Please submit completed Commitment Form to below contact:**

Jenna Rodarte, AGE of Central Texas, 3710 Cedar Street, Box 2, Austin, TX 78705  
Phone: 512.524.8518 | Fax: 512.451.3110 | email: JRodarte@AGEofCentralTX.org

# 2021 Sponsorship Memorandum of Understanding

This agreement will confirm the terms and conditions on which \_\_\_\_\_  
\_\_\_\_\_ (“You”/“Sponsor”) have agreed to sponsor the  
2021 She Thrives Event organized by AGE of Central Texas (“Us” or “We”/ “AGE”).

1. We hereby grant You the right to be an official sponsor of the event(s).
2. We shall use our best efforts to provide You with the sponsorship rights and benefits as outlined in the sponsorship packet and at the sponsorship level selected by the Sponsor and agreed to by AGE.
3. In consideration of all rights granted herein, the Sponsor will pay AGE of Central Texas \$\_\_\_\_\_.00, payable to AGE, no later than 2 weeks before the She Thrives event.
4. All uses of Sponsor’s logos or trademarks by AGE and/or its advertisers are subject to Sponsor’s prior written approval. AGE agrees to submit samples of all material using Sponsor’s logos or trademarks to You for approval, and You shall have at least three (3) business days to approve or disapprove such materials.
5. All uses of AGE of Central Texas’ logos, name, identifying information, or event materials by Sponsor and/ or its advertisers are subject to AGE’s prior written approval. Sponsor agrees to submit samples of all material using AGE’s logo, name, or taglines, to Us for approval, and We shall have at least three (3) business days to approve or disapprove such materials.
6. AGE of Central Texas’ name, logo and/or identifying information may not be used in a manner by the corporate sponsor that would express or imply AGE’s endorsement of the corporation or its products, services, or policies.
7. In the event that the event does not take place, due to any cause beyond the reasonable control of the parties, the Agreement shall terminate. AGE’s only obligation to You shall be the return of the fee paid AGE here under less any and all direct out-of-pocket event expenses incurred to AGE prior to the date of the termination.
8. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person, that its trademarks do not infringe on the trademarks or trade names of any person, and that it will comply with all laws and regulations pertinent to its business.
9. We shall not be held liable for any failure on the part of Sponsor’s employees or agents to deliver items or fulfill tasks such as:
  - Supply high-resolution version of Sponsor’s logo and Sponsor’s artwork for program space within AGE’s specifications via email attachment by 2 weeks before sponsored event. Specifications will be sent via email to committed sponsors after signed MOU.
  - Staff Sponsor tables on the date of the event, if applicable.
  - Set-up and tear-down Sponsor’s designated table with Sponsor’s own materials on the date of the event, if applicable.

## 2021 Sponsorship Memorandum of Understanding - Page 2

10. The Agreement does not constitute a partnership or joint venture or principal agent relationship between the parties. It shall be governed by the laws of the State of Texas. It is complete and represents the entire agreement between the parties.

☐ (please check box) I have read and understand AGE of Central Texas' Policy Guidelines on Corporate Sponsorships.

If this accurately sets forth the Agreement between Sponsor and AGE, please sign below and return a copy to execute the Agreement.

Agreed and accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

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Authorized Sponsor Representative

*Jenna Rodarte*

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Jenna Rodarte, Corporate Relations Manager, AGE of Central Texas

All correspondence, including payment, shall be sent to  
AGE of Central Texas  
ATTN: Jenna Rodarte  
3710 Cedar Street, Box 2  
Austin, TX 78705

