



2022

Sponsorship Opportunities

Dear dedicated community partner:

Thank you for considering a sponsorship opportunity with AGE of Central Texas! In this packet, you will find all of the 2022 sponsorship opportunities offered by our organization.

Cumulatively, these sponsorship opportunities provide thousands of impressions on the local community! In addition, sponsoring any of these opportunities allows AGE to carry out our mission in the Central Texas community

Your support is the key to our ability to care for older adults and caregivers in need. It is and will be because of YOU that we are able to serve an estimated 3,000+ individuals each year with expert care rooted in compassion, dignity, and community.

We hope that you will find an opportunity that fits within the philanthropic, marketing, and/or outreach goals of your organization. We are always available to discuss how AGE of Central Texas can help you reach those goals by identifying the right sponsorship for you. Please reach out to Blair Loaiza, Resource Development Manager at BLoaiza@AGEofCentralTX.org or (512) 600-9283 to discuss how we can customize your sponsorship.

Sincerely,

A handwritten signature in black ink that reads "Jayden Beatty". The script is fluid and cursive, with the first letters of each word being capitalized and larger than the rest of the letters.

Jayden Beatty
Chief Development Officer
AGE of Central Texas

Spirit of AGE

Thursday, July 28th 2022

The 3rd annual Spirit of AGE Event will honor the annual AGE Awards recipients, AGE Legacy Fund, and AGE Guardian Fund members. This event hopes to draw over 100 participants that will include community leaders and influencers. This unique in-person 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. Proceeds from this event will be used to cover the cost of adult day health care for low-income members of our Thrive Centers. 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 supports older adults and caregivers in its community.

Presenting

\$10,000

1 available

- Prominent logo placement on event signage and invitations.
- 5 min speaking opportunity to address all 100+ guests.
- 1 page ad in event program given to all 100+ guests.
- Social media recognition reaching 1,500 cumulative followers.
- Logo placement on website for 1 full year.
- Public Recognition by AGE's Executive Director at event.

AGE Awards

500

4 of 5 available

- Opportunity to introduce AGE Awards portion of the program.
- Opportunity for representative to serve on AGE Award nomination committee to help chose the 2022 recipients
- Name and logo on AGE Award signage
- Logo placement on AGE website for 1 full year
- 1/2 page ad in event program given to all 100+ guests
- Social media recognition reaching 2,600 cumulative followers
- Public Recognition by Executive Director at event

~~Bar Sponsor~~

\$2,000

SOLD OUT!

Thank you H-E-B!

- Name and logo on bar signage.
- Logo placement on AGE website for 1 full year.
- 1/2 page ad in event program given to all 150+ guests
- Social media recognition reaching 2,600 cumulative followers.
- Public Recognition by Executive Director at event.

Gold

\$1,000

3 of 6 available

- Logo on event signage.
- 1/4 page ad in event program given to all 100+ guests.
- Logo placement on AGE website for 1 full year.
- Social media recognition reaching 2,600 cumulative followers.
- Public Recognition by Executive Director at event.

Silver

\$500

3 of 4 available

- 1/4 page ad in event program given to all 100+ guests.
- Logo placement on AGE website for 1 full year.
- Logo placement on event signage.
- Social media recognition reaching 2,600 cumulative followers.
- Public Recognition by Executive Director at event.

Bronze

\$250

7 of 8 available

- Logo on event signage.
- Logo placement on AGE website for 1 full year.
- Social media recognition reaching 2,600 cumulative followers.
- Public Recognition by Executive Director at event.

Striking a BALANCE

CAREGIVER CONFERENCE

Saturday, August 20th

The largest, longest-running, free caregiver conference in Central Texas, the 21st 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. The conference features keynote presentations, breakout sessions, and community resources to support family members who are caring for an older adult. Since this conference will be broadcast virtually, this event will be promoted to caregivers state-wide. More than 200 area and state-wide caregivers are expected to attend, and each sponsorship opportunity offers hundreds of impressions on them and on our expanded digital network.

~~Presenting~~

\$2,000

SOLD OUT!

Thank you AARP!

- Event naming ("brought to you by...")
- 5-minute commercial or speaking opportunity
- Listed as a community partner in e-newsletter reaching 2,500 contacts
- Full-page ad in the event program for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Social media recognition reaching 2,600 cumulative followers
- Logo placement on website for 1 full year

~~Event Bag~~

\$1,500

SOLD OUT!

Thank you Care Patrol!

- Exclusive logo placement on event bags
- Full-page ad in the event program for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on website for 1 full year

~~Lunch Sponsor~~

\$1,000

SOLD OUT!

Thank you Texas Senior
Living Locators

- 3-minute commercial or speaking opportunity
- Full-page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

~~Keynote~~

\$750

SOLD OUT!

Thank you H-E-B!

- Opportunity to introduce keynote speaker
- 1/2 page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 1 rep

Gold

\$500

- 1/2 page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 1 rep

Silver

\$250

- 1/4 page ad in event materials for 200+ attendees
- 1/2 vendor table, and attendance and lunch for 1 rep



THE ART OF AGING

An Inspirational Evening + Summit

Summit - Wednesday, October 26th

Dinner - Friday, October 28th

AGE will host the 2nd annual She Thrives: The Art of Aging in November 2022. She Thrives will include an inspirational evening and corresponding summit to drive a conversation about how women can thrive as they navigate aging and caregiving. In total, these events are expected to host more than 400 participants from all around Central Texas. The goals of these experiences include education, raising awareness, and networking among women throughout Central Texas. Women of all ages, ethnicities and sexual orientations/identities will have access to support in navigating the stages of aging.

~~Texas Live Oak~~
~~Sponsor~~

\$20,000

SOLD OUT!

Thank you H-E-B!

- Prominent logo placement on event signage and invitations
- 5 min speaking opportunity to welcome all 300+ guests at dinner
- 5 min speaking opportunity to close out summit to 300+ guests
- 2 tables for 10 guests per table at dinner
- Premier seating at dinner
- Two bottles of champagne per table at dinner or preferred N/A beverage of choice
- 1-page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching over 2,600 cumulative followers
- Logo placement on website for 1 full year
- Public Recognition at the event

Continued on next three pages...



She Thrives: The Art of Aging Summit

Wednesday, October 26th

Summit Presenting

\$10,000

1 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
- One table for 10 guests at dinner
- Premiere seating at dinner
- Two bottles of champagne at table for dinner or preferred N/A beverage of choice
- Opportunity for 5 min welcome/opening address to summit attendees
- One full-page ad in event program given to all 300+ guests at dinner or summit
- Vendor table at summit vendor fair
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

Virtual Summit Sponsor

\$8,000

1 available

- Logo placement on invitations
- One table for 10 guests at dinner
- Premiere seating at dinner
- Two bottles of champagne at table for dinner or preferred N/A beverage of choice
- Opportunity for 5 min welcome/opening address to virtual attendees
- One full-page ad in event program given to all 300+ guests at dinner or summit
- Vendor table at summit vendor fair
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

Session Sponsor

\$5,000

3 available

- Opportunity to introduce sponsored session
- Opportunity to contribute items for summit goody bag
- One table for 10 guests at dinner
- Preferred seating at dinner
- Summit seating with panelists/speakers of sponsored session
- Opportunity for one representative to serve on speaker committee
- One bottle of champagne at table for dinner or preferred N/A beverage of choice
- 1/2 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

~~Food & Beverage Sponsor~~

\$3,000

SOLD OUT!

Thank you AARP!!

- Logo placement on event signage
- One table for 10 guests at dinner
- Preferred seating at dinner
- One bottle of champagne at table for dinner or preferred N/A beverage of choice
- 1/2 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

In-Kind Sponsor

Brand in hand for 300+ attendees at She Thrives dinner and/or Summit

- Logo placement on event signage
- 2 tickets to dinner
- Logo placement on She Thrives website for 1 full year
- Opportunity for product placement in 300+ She Thrives summit goodie bags
- Social media recognition reaching 2,600+ cumulative followers
- Included in virtual vendor fair (for Corporate Sponsors)

She Thrives: The Art of Aging Dinner

Friday, October 28th

Dinner Presenting

\$10,000

1 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
- One table for 10 guests at dinner
- Premiere seating at dinner and summit
- Two bottles of champagne for dinner or preferred N/A beverage of choice
- Opportunity to give 5-minute intro to Keynote Speaker
- One full-page ad in event program given to all 300+ guests at dinner or summit
- Vendor table at summit vendor fair
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

Entertainment

\$8,000

1 available

- Logo placement on event signage
- One table for 10 guests at dinner
- Premiere seating at dinner and summit
- Two bottles of champagne at table for dinner or preferred N/A beverage of choice
- 1 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ 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

~~Bar~~

\$7,500

SOLD OUT!

Thank you Tito's Handmade Vodka!!

- Logo placement on event signage
- One table for 10 guests at dinner
- Premiere seating at dinner and summit
- Two bottles of champagne at table for dinner or preferred N/A beverage of choice
- 1 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ 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

Mountain Laurel

\$5,000

1 of 3 available

- Logo placement on event signage
- One table for 10 guests at dinner
- Preferred seating at dinner and summit
- One bottle of champagne at table for dinner or preferred N/A beverage of choice
- 1/2 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

Redbud

\$2,500

9 of 10 available

- Logo placement on event signage
- One table for 10 guests at dinner
- Preferred seating at dinner and summit
- One bottle of champagne at table for dinner or preferred N/A beverage of choice
- 1/4 page ad in event program given to all 300+ guests at dinner and summit
- Social media recognition reaching 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year

Juniper

\$1,500

9 of 12 available

- Logo placement on event signage
- 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 2,600+ cumulative followers
- Logo placement on She Thrives website for 1 full year

Brand in hand for 300+ attendees at She Thrives dinner and/or Summit

- Logo placement on event signage
- 2 tickets to dinner
- Logo placement on She Thrives website for 1 full year
- Opportunity for product placement in 300+ She Thrives summit goodie bags
- Social media recognition reaching 2,600+ cumulative followers
- Included in virtual vendor fair (for Corporate Sponsors)

In-Kind Sponsor



THE ART OF AGING

Podcast

4 Episodes airing in 2022

She Thrives: The Art of Aging podcast will continue the conversation started at the previous year's She Thrives summit on women and aging. Podcast episodes will feature experts on subjects that impact women's health including last year's summit pillars; Legal and Financial Health, Mental Health and Wellness, and The Experiences of Caregiving. The podcast will focus specifically on Central Texas women and the challenges they face. as the population of older adults 65+ in our community continues to grow at twice the national rate. Thispodcast will proved ct owmen with community, infotmation ,and support to assist them with the challenges they face.

~~Season Presenting Sponsor~~

\$5,000

SOLD OUT!

Thank you, St. David's Foundation!

Episode Sponsor

\$500

4 of 6 available

- Event naming, "brought to you by _____" for entire season
 - 30-second verbal ad read by podcast host at the beginning of each episode
 - Social media recognition reaching 2,600 cumulative followers
 - Logo placement on She Thrives website for one full year
 - Recognition in She Thrives e-newsletter
 - One table for 10 guests at the She Thrives dinner
 - One bottle of champagne at dinner or NA beverage of choice
 - Preferred seating at dinner
-
- 15-second verbal ad read by podcast host during one episode
 - Social media recognition reaching 2,600 cumulative followers
 - Logo placement on She Thrives website for one full year
 - Recognition in She Thrives e-newsletter
 - Two tickets to She Thrives Dinner



Sponsor Commitment Form

Yes! I would like to participate as a 2022 AGE of Central Texas sponsor:
(please indicate which event and fill in which level you'd like to participate)

- ☐ Spirit of AGE: _____
- ☐ Striking a Balance Conference: _____
- ☐ She Thrives: _____

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 first 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
- ☐ Pay by credit card online by visiting www.AGEofCentralTX.org and clicking the "Donate" button
- ☐ Pay by EFT or credit card by calling Blair Loaiza at 512-600-9283

Please submit completed Commitment Form and MOU to below contact:

Blair Loaiza, AGE of Central Texas, 3710 Cedar Street, Box 2, Austin, TX 78705
Phone: 512.600.9283 | Fax: 512.451.3110 | email: BLoaiza@ageofcentraltx.org

2022 Sponsorship Memorandum of Understanding

This agreement will confirm the terms and conditions on which _____
_____ (“You”/“Sponsor”) have agreed to sponsor the
2022 Sponsorship Opportunities 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 first sponsor 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.

2022 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 _____, 202_____.

Authorized Sponsor Representative

Blair Loaiza

Blair Loaiza, Resource and Development Manager, AGE of Central Texas

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

