

2023
Sponsorship
Packet



## Dear Community Partner,

Thank you for your interest in sponsoring AGE of Central Texas! With over seven annual events, conferences, seminars, and workshops, and six comprehensive programs, there are plenty of ways for you to make an impact on the aging and caregving community while boosting your brand in 2023!

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 me if you have any questions or to discuss how we can customize a package for your organization. BLoaiza@AGEofCentralTX.org or (512) 600-9283.

Sincerely,

Blair Loaiza

Blair Loaiza Resource & Development Manager AGE of Central Texas

# **Caregiver Weekend Seminars**

AGE of Central Texas will host four virtual weekend seminars for caregivers in 2023. These seminars are offered virtually so that caregivers can fit them into their busy schedules. Each seminar will also be recorded and available digitally.

#### **Presenting** \$1.500

1 available

- "Presented by" at beginning of each episode
- Mention in e-newsletter reaching 2,400+ individuals
- Full vendor table, and attendance and breakfast for 2 reps at all AGE conferences
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on website for 1 full year

## **Episode**

\$500

4 available

- "Sponsored by" at beginning of episode
- Mention in e-newsletter reaching 2,400+ individuals
- Logo placement on website for 1 full year



The AGE Caregiver Playbook is a manual published annually, designed by AGE professionals provided to any client of AGE's Resource & Information Center, distributed at each of AGE's annual conferences attracting 600+ attendees from the Central Texas region.

1 available Thank you, H-E-B!

- "Sponsored by" on cover of Caregiver Playbook
- Mention in e-newsletter reaching 2,400+ individuals
- Full-page ad in all AGE conference event program for 100+ attendees
- Full vendor table, and attendance and breakfast for 2 reps at all AGE conferences
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on website for 1 full year



# LGBTQ Caregiver Conference

Presented by AGE of Central Texas, Alzheimer's Association and Family Eldercare

#### June 2023 **Location TBD**

#### **Pride Sponsor** \$250

- Full page ad in event program for 50+ attendees
- Full vendor table, and attendance and
- Lunch and attendance for 2 reps

#### Resource & Info Fair

For Profit - \$100 Nonprofit - \$50

- Full vendor table
- Lunch and attendance for 2 reps





# Programs

## \$5,000 Each

#### **Sponsorship Benefits for Each Program**

# Thrive Social & Wellness Center Round Rock

Activity Sponsor

# Thrive Social & Wellness Center Austin

Activity Sponsor

Vibrant daytime care for older adults with physical or cognitive challenges in the longest-operating, licensed, non-residential adult day health center in Central Texas. With specialized care in secure facilities for older adults with dementia or memory loss.

- Name and logo on sponsored program webpage of AGE website for one year
- Social media recognition reaching 3,600 cumulative followers
- Mention in e-newsletter reaching 2,400+ individuals
- Customized volunteer opportunity
- Free vendor table at Pflugerville Senior Conference (100+ attendees)
- Free vendor table at Striking a Balance Conference (200+ attendees)

#### Memory Connections Online

Brain Health Activity Sponsor

Innovative program of virtual and in-person services for older adults experiencing challenges with memory loss or cognition and their caregivers.

- Name and logo on sponsored program webpage of AGE website for one year
- Social media recognition reaching 3,600 cumulative followers
- Mention in e-newsletter reaching 2,400+ individuals
- Customized volunteer opportunity
- Free vendor table at Pflugerville Senior Conference (100+ attendees)
- Free vendor table at Striking a Balance Conference (200+ attendees)

## Information & Resource Center

Support Group Sponsor

1:1 personalized resource and information navigation with trained professional and free, year-round educational opportunities for older adults and caregivers through conferences, workshops, and seminars.

- Name and logo on sponsored program webpage of AGE website for one year
- Social media recognition reaching 3,600 cumulative followers
- Mention in e-newsletter reaching 2,400+ individuals
- · Customized volunteer opportunity
- Free vendor table at Pflugerville Senior Conference (100+ attendees)
- Free vendor table at Striking a Balance Conference (200+ attendees)

#### CaregiverU

Teacher Training Sponsor

Free evidence-based caregiver classes offered year-round both virtually and in-person at locations in Bastrop, Hays, Travis, and Williamson counties.

- Name and logo on sponsored program webpage of AGE website for one year
- Social media recognition reaching 3,600 cumulative followers
- Mention in e-newsletter reaching 2,400+ individuals
- Free vendor table at Pflugerville Senior Conference (100+ attendees)
- Free vendor table at Striking a Balance Conference (200+ attendees)

#### Health Equipment Lending Program (HELP)

Basic Needs Sponsor

Free health and sanitation items and durable medical equipment to anyone in need.

- Name and logo on sponsored program webpage of AGE website for one year
- Social media recognition reaching 3,600 cumulative followers
- Mention in e-newsletter reaching 2,400+ individuals
- Free vendor table at Pflugerville Senior Conference (100+ attendees)
- Free vendor table at Striking a Balance Conference (200+ attendees)

# **Central Texas Seniors Conference**

(Formerly Pflugerville Senior Conference)

## May 4th Pflugerville Community Church

AGE of Central Texas is partnering with the Pflugerville Community Church during Older American's Month to host the 8th annual Central Texas Seniors Conference, featuring area experts to discuss aging-related topics, enjoy complimentary breakfast and lunch, and attend an informative Resource & Information Fair. Since this conference will also be broadcast virtually, this event will be promoted to caregivers state-wide. More than 150 area older adults are expected to attend, and each of our sponsorship opportunities offers hundreds of impressions on them and on our expanded digital network.

## \$3,000 1 available

- Event naming ("brought to you by...")
- 5-minute speaking opportunity to welcome attendees
- Full-page ad in event program for 150+ attendees
- Full vendor table, attendance and lunch for 2 reps
- Social media recognition reaching 3,600 cumulative followers
- · Logo placement on website for 1 full year

# \$2,000

- Logo on event bag given out to all 150+ attendees
- Full-page ad in event program for 150+ attendees
- Full vendor table, attendance and lunch for 2 reps
- Social media recognition reaching 3,600 cumulative followers
- · Logo placement on website for 1 full year

## **Lunch Sponsor**

\$1,500

1 available

- 3-minute speaking opportunity to begin lunch
- 1/2 page ad in event program for 150+ attendees
- Social media recognition reaching 3,600 cumulative followers
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

## Keynote \$1,000

- 2 minute speaking opportunity to introduce keynote speaker
- 1/2 page ad in event program for 150+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

# Session Sponsors

\$750

3 available

- 1-2 minute speaking opportunity to introduce sponsored session for 50 session attendees
- 1/2 page ad in event program for 150+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

#### Gold For Profit - \$5

For Profit - \$500 Nonprofit - \$250

- 1/4 page ad in event materials for 150+ attendees
- Full vendor table, and attendance and lunch for 1 rep
- · Logo placement on AGE website for 1 full year



#### August 16,17,18 - Virtual Sessions

#### August 19 - In person luncheon with vendor fair and keynote

The largest, longest-running, free caregiver conference in Central Texas, the 22nd 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 \$5,000

1 available

- Event naming ("brought to you by...")
- 5 minute speaking opportunity
- Mention 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 3,600 cumulative followers
- Logo placement on website for 1 full year

#### **Event Bag**

\$3,000

1 available

- 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**

\$2,500

1 available

- 3 minute speaking opportunity
- 1/2 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

\$1,500

1 available Thank you, H-E-B!

- 2 minute speaking opportunity to address all event attendees and introduce keynote speaker
- 1/2 page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps

## **Virtual Sessions**

\$1,000

3 available

- Opportunity to introduce sponsored session
- 1/2 page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo on AGE website for 1 full year

#### Gold

For Profit - \$500

Nonprofit - \$250

- 1/4 page ad in event materials for 200+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo on AGE website for 1 full year

# **Caregiver Training Camp**

#### October Location TBD

AGE of Central Texas brings back the new caregiver support conference Caregiver Training Camp on Saturday in early October 2023. Designed to help first-time, unpaid family members effectively care for an older adult, the free conference is a joint effort between regional non-profit organization AGE of Central Texas and the Williamson County EMS Community Health Paramedic program, who have partnered to help reduce repeat calls and prevent falls with older adults in the rural areas of Williamson County. The new conference will assist first-time caregivers, particularly those living in rural areas of Central Texas – in better managing the dynamics of their new caregiving role.

## Presenting \$2,000

- Event naming ("brought to you by...")
- 5-minute commercial or speaking opportunity
- Mention in e-newsletter reaching 2,400+ individuals
- Full-page ad in the event program for 100+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Social media recognition reaching 3,600 cumulative followers
- · Logo placement on website for 1 full year

## Sessions \$1,000

- Opportunity to introduce session speaker
- 1/2 page ad in event materials for 100+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on website for 1 full year

## **Breakfast** \$750

- 1/2 page ad in event materials for 100+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for 1 full year

#### **Gold**

For Profit - \$500 Nonprofit - \$250

- 1/4 page ad in event materials for 100+ attendees
- Full vendor table, and attendance and lunch for 2 reps
- Logo placement on AGE website for one full year

# **Spirit of AGE**

#### Summer 2023

The 4th 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 attendees that will include community leaders and influencers. This unique in-person event will offer an opportunity to reach a new audience, including 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 \$3,000

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 3,600 cumulative followers.
- Logo placement on website for 1 full year.
- Public recognition during program

# <del>S2,500</del>

1 available 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 100+ guests
- Social media recognition reaching 3,600 cumulative followers.
- Public recognition during program

## Thrive Center Member Art Gallery

**\$2,000** 1 available

- 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 100+ guests
- Social media recognition reaching 3,600 cumulative followers.
- Public recognition during program

## Gold \$1,000

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 3,600 cumulative followers.
- Public recognition during program

## AGE Awards

\$500

5 available



The AGE Awards honor individuals and organizations who have gone above and beyond for the aging and caregiving community. Don't miss this amazing opportunity to sponsor a recipient and introduce them at Spirit of AGE!

- Name and logo on AGE Award signage
- · Logo placement on AGE website for 1 full year
- Public recognition during program

## Silver \$250

- Logo on event signage.
- Logo placement on AGE website for 1 full year.
- Social media recognition reaching 3,600 cumulative followers.
- Public recognition by Executive Director at event.



## THE ART OF AGING

## **An Inspirational Evening + Summit**

#### Fall 2023

AGE will host the 3rd annual She Thrives: The Art of Aging in November 2023. 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 caregiver 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.

# Sponsor \$20,000 Thank you, H-E-B!

- Prominent logo placement on event signage and invitations
- 5 min speaking opportunity to welcome all 400+ guests at dinner
- 5 min speaking opportunity to close out summit to 400+ guests
- 2 tables for 10 quests 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 400+ guests at dinner and summit
- Social media recognition reaching over 3,600 cumulative followers
- Logo placement on website for 1 full year
- Public Recognition at the event





## **She Thrives: The Art of Aging Summit**

#### Fall 2023

## Program Sponsor \$5,000

1 available

- Logo placement on event signage and invitations
- · One table for 10 quests 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 400+ guests at dinner or summit
- · Vendor table at summit vendor fair
- Social media recognition reaching 3,600 cumulative followers
- · Logo placement on She Thrives website for 1 full year
- Public recognition at event

## Session Sponsor

**\$3,500** 

- Opportunity to introduce sponsored session
- · 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 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

## Brunch Sponsor \$3,000

1 available

- Exclusive logo placement on brunch signage
- Opportunity to introduce sponsored session
- Logo placement on event signage
- One table for 10 guests at dinner
- 1/2 page ad in event program given to all 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

### Attendee Takeaway Sponsor \$2,000

1 available

- Exclusive branding on takeaway gift packaging
- · Logo placement on event signage
- One table for 10 guests at dinner
- 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 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year
- Public recognition at event

## Vendor Fair Sponsor \$1,500

1 available

- Vendor table at She Thrives Summit
- Logo placement on event signage
- 5 seats at She Thrives at dinner
- 1/4 page ad in event program given to all 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year
- · Public recognition at event

## **She Thrives: The Art of Aging Dinner**

#### Fall 2023

## Bar Sponsor

**\$5,000**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 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year
- Featured as community partner in e-newsletter sent to 2,400+ active contacts
- Public recognition at event

# **Redbud** \$3,000

- · 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 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- · Logo placement on She Thrives website for 1 full year

## Juniper \$2,000

- · Logo placement on event signage
- One table for 10 quests at dinner
- 1/4 page ad in event program given to all 400+ guests at dinner and summit
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for 1 full year

## **She Thrives: The Art of Aging Style Show**

#### At the She Thrives Dinner Fall 2023

The style show will showcase the stories of women in the Central Texas community who embody the soul of She Thrives. Each woman has been a caregiver or has been cared for throughout her life and has an impactful story of struggle and triumph to tell. AGE's hope is that by showcasing these women, the She Thrives audience will witness what aging and caregiving look like in our community - all beautiful and all deserving of community, love, and support. In partnership with Estilo Boutique, each woman will strut the runway in the clothing and accessories that bring them joy alongside family members who have been a part of their journey.

## Style Show Presenting Sponsor

\$5,000

1 available

- Name and/or logo on Style Show 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 3,600 cumulative followers
- Name or logo placement on She Thrives website for 1 full year
- Public recognition at event

Model Sponsor \$1,000 5 available

- Mention during fashion show
- Half table for 5 guests at dinner
- Social media recognition reaching 3,600 cumulative followers
- Logo placement on She Thrives website for one full year
- Recognition in She Thrives e-newsletter

## **Sponsor Commitment Form**

Yes! I would like to participate as a 2023 AGE of Central Texas sponsor:

(please indicate which event and fill in which level you'd like to participate)

AGE Programs:
Caregiver Playbook:
Weekend Caregiver Seminars:
Central Texas Seniors Conference:
LGBTQ Caregiver Conference:
Spirit of AGE:
Striking a Balance Caregiver Conference:
Caregiver Training Camp:
She Thrives: The Art of Aging:
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 using the QR code:

## 2023 Sponsorship Memorandum of Understanding

This agreement will confirm the terms and conditions on which
("You"/"Sponsor") have agreed to sponsor the
2023 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

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:

the rights of any person, that its trademarks do not infringe on the trademarks or trade names of

- 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 relation 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, 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

