

AGE



of CENTRAL TEXAS

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 caregiving 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
Vice President of Development
AGE of Central Texas

Caregiver Training Camp

October
Sun City

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

1 available

Thank you, AARP!

- 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

2 of 3 available

- 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 available

- 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

**Resource &
Information Fair**

For Profit - \$150

Nonprofit- \$100

Includes lunch for 2 reps



THE ART OF AGING

An Inspirational Evening + Summit

Summit - Wednesday, November 1st

Dinner - Friday, November 3rd

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.

~~Presenting~~
~~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 8 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 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

Wednesday, November 1st

~~Program~~ ~~Sponsor~~

\$5,000

Sold out!

Thank you,
Rebecca Powers!

- Logo placement on event signage and invitations
- One table for 8 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 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

Sold out!

- Opportunity to introduce sponsored session
- One table for 8 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

Sold out!

Thank you, AARP!

- Exclusive logo placement on brunch signage
- Opportunity to introduce sponsored session
- Logo placement on event signage
- One table for 8 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

Sold out!

Thank you, VITAS!

- Exclusive branding on takeaway gift packaging
- Logo placement on event signage
- One table for 8 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

Sold out!

Thank you,
Flashpoint
Financial Services!

- Vendor table at She Thrives Summit
- Logo placement on event signage
- 4 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

Friday, November 3rd

~~Bar~~
~~Sponsor~~

\$5,000

Sold out!

Thank you, Tito's!

- Logo placement on event signage
- One table for 8 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 8 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 8 guests 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

2 of 3 available

- Name and/or logo on Style Show signage
- One table for 8 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

2 of 5 available

- Mention during fashion show
- Full table for 8 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:



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

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 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.

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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, VP of Development, 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

