



SUPPORTING THE ADULT & SENIOR CENTER OF SARATOGA

ABOUT THE CENTER:

The Adult and Senior Center of Saratoga is a non-residential community center serving over 1,300 members by providing a social environment with programs tailored to adults and seniors 50 years and up. For an annual membership of \$25 members can utilize the Center to maintain an independent lifestyle by making new friends, sharing a meal, taking an art, healthy living or exercise class. Thanks to the generous help of our sponsors and grants, we are able to offer a wide array of affordable dinners and lunches; van and bus trips and excursions; social, educational, recreational, artistic, culturally stimulating programs and supportive services.

In the past five years, we have quadrupled membership to over 1,300, increased daily building usage to 150-175 per day and added numerous programs and services by diligently reaching out for community support. Since the agency is funded mostly through grants and donations, it is essential that members of the business and private communities keep the Center, and our seniors, a top priority when making financial contributions. The Center is a 501c3 not-for-profit organization. Donations are tax-deductible and greatly appreciated.

DID YOU KNOW...

- The 50+ market is America's fastest growing market segment
- An American turns 50 every 7 seconds, that's more than 12,500 people every day!
- 10,000 people a day will age into the Social Security Administration over the next 18 years
- According to the 2010 Census, Saratoga County has the largest percentage growth in seniors statewide

MEDIA COVERAGE:

Monthly Press Release Coverage: The Saratogian, Schenectady Gazette, Saratoga Today, Saratoga.com, Capital District Senior Spotlight, 55+ Living Guide

Event Sponsor Exposure: Albany Times Union, Herlife Magazine, Saratoga Today, Saratoga Living, Saratoga.com, Schenectady Gazette, The Saratogian, The Saratoga Social, WGY, News 10, WNYT-13, NBC Sports.

WEBSITE

ANNUAL
VISITORS
50,077

ANNUAL
SESSIONS
57,693

ANNUAL NEW
SESSION
86.37%

EMAIL

OPEN RATE
37%

CLICK RATE
23.8%



TARGETED ADVERTISING OPPORTUNITIES

Newsletter Advertising

\$500 / year

Our newsletter is the primary method of informing members and the community about our programming and events. 2,000 copies / mo. are distributed via direct mail, email and delivered to locations throughout the Community, as well as sent to sponsors, advertisers and businesses that appeal to seniors. An e-version is also sent via email and posted to our Web Site – on one of the most frequently viewed pages giving you additional exposure. Ad size: 2" x 3.5" B&W.

Web Advertising

\$400 / year

Gain exposure to current and potential members, their families and businesses looking at opportunities for aging seniors. Full-color banner ads (2" x 3.5") link directly to your site. Ads rotate on the home page and also appear on our most frequented pages on a first come, first served basis.

Annual Web Visits: 50,077 Users 57,693 Sessions 86.37% New Sessions

Newsletter & Web Advertising

\$700/year

Advertise in both publications for a discounted rate!

NEW! Weekly E-Blasts- *Introductory Rates* \$200/1 mo. \$400/2 mo. \$1,000/6 mo.

Our weekly email program and news update via informz is distributed to a list of 1,300 people. **With an open rate of 37%** (14% higher than the benchmark of services for the elderly) and a **click rate of 23.8%**, our emails serve as the perfect outlet to increase brand awareness. Limited availability.

Ad sizes: 600 x 250 - 285 x 100

Monthly Newsletter Insert & Dinner Sponsor

\$700 / mo.

Each month chefs from local restaurants prepare a multi-course dinner served up to 110 active members in the Center's dining room for only \$12 /pp. These dinners are one of the Center's most popular events and typically sell out fast! This is a great opportunity to get your business, service or products up front and in full color with a special full-color newsletter insert direct mailed to our members and distributed to businesses in the community.

Benefits: *Vendor-supplied inserts (color, 2-sided preferable, no card stock) delivered with over 1,700 newsletters during the month of sponsorship • Informational table and your banner at dinner • Titled as "Dinner Sponsor" in newsletter dinner • Opportunity to speak directly to members and then meet and greet guests.*

Newsletter Insert Only

\$350 / mo.

Upon availability.

EVENT SPONSORSHIP OPPORTUNITIES

Brooks BBQ Fundraiser – July 2017

\$1,000

Be part of the only off-site event serving ribs in the area! This delicious event is catered by the famous Brooks House of Bar-B-Q and is a popular fundraiser in our community - over 1,500 dinners are sold annually for dine-in or take out.

Benefits: *Informational table and your banner at event • Titled as “Premier Event Sponsor” in print, broadcast and social media outreach • Logo placement on 2,000 Center newsletters, event flyers, email and Center website • Email outreach to over 1,300 Senior Center members • Logo placement on dinner tickets, websites, Facebook and event flyers • Vendor supplied take-out totes inserted with your flyer.*

Open House & Ice Cream Social - Sept. 2017

Title Sponsor - \$1,000

Hundreds of potential and current members and families come to tour the facility, take free classes, attend presentations and meet instructors. Complimentary ice cream and live music make this a great community event.

Benefits: *Informational table and your banner at event • Titled as “Premier Event Sponsor” in print, broadcast and social media outreach • Email outreach to over 1,200 Senior Center Supporters • Logo placement on 2,000 Center newsletters, event flyers, email and Center website • Opportunity for your staff to volunteer at the event • Vendor supplied take-out dinner tote bags inserted with your flyer if desired.*

Sipping For Seniors- Nov., Feb., May

Title Sponsor - \$500/event

Taking place 3x a year, Sipping For Seniors brings in several hundred community and business members for a night of food and beverages at a local restaurant/bar. “Guest” bartenders from local businesses around the area serve up cocktails for a great cause, with a portion of the proceeds and all tips going back to the senior center.

Benefits: *Heavy advertising and promotion on all social media accounts, as well as local news coverage • Branding and giveaway opportunities on the night of the event.*

10th Annual Health Fair – May 2017

\$500 / \$100

A variety of senior service professionals are invited to the Center for an informative event which draws several hundred seniors and families. Representatives meet face to face to explain their services and distribute materials.

Sponsor Benefits \$500: *Prime location for informational table with interactive activity or clinic • Your banner at event • Titled as “Premier Event Sponsor” in print, broadcast and social media outreach • Logo placement on 2,000 Center newsletters, event flyers, email and Center website • Opportunity for your staff to volunteer at the event • Vendor supplied giveaways / tote bags inserted with your flyer if desired.*

Vendor Benefits \$100: *Informational table & banner at event • Listed in 2,000 Center newsletters, event flyers and Center website.*

PROGRAM SPONSORSHIP OPPORTUNITIES

Monthly Breakfast *NEW!*

\$250/event \$1,000 - 6 months \$1,500 - Title Sponsor

Held on the same day as our historically sold-out dinner and trip sign-ups, the monthly breakfast is the perfect opportunity to reach a large crowd in a short period of time. **Benefits:** *As a title sponsor, you will have the breakfast named after your company for one year • Your logo advertised alongside the event in our newsletter, website, weekly e-blasts and event signage displayed in the café each week • Opportunity for branded materials to be distributed to our members (company supplied).*

“Soup”er Social Fridays *NEW!*

\$250/event \$900 - 6 months \$1,500 - Title Sponsor

Our social cafe will serve up soup every Friday afternoon, during cultural arts, educational presentation events and more. “Soup”er Social Fridays will also host a variety of activities ranging from speed networking/dating, travel companion matches, games and an environment to meet new friends and socialize with other members. **Benefits:** *Your logo in our newsletter • Weekly e-blasts and event signage displayed in the café each week • Opportunity for branded materials to be distributed to our members (company supplied).*

Monthly Themed Cultural Events

\$250 per event \$1,000 - 6 months \$1,500 - Title Sponsor

The Center celebrates monthly occasions with events that are open to the public (approx. 50-75 attendees) with live music, refreshments, activities, guest speakers, entertainment & presenters (ex., Holiday Happy Hours, Cultural Presentations, Themed Events for Veterans or other groups, etc.) **Benefits:** *Informational table and your banner at event • Logo included in newsletter & all broadcast, print, email and social media outreach • Exposure to our growing email list of over 1,300 local seniors • Opportunity to meet and greet guests • Vendor-supplied giveaways handed out to attendees*

Educational Series

\$400 per year \$50/Hour Indv. Booth Rental \$1,000 – Title Sponsor

Present in the area of your expertise at a minimum of 6 x per year for 1-2 hours on the topic of your choice. In addition, you will be invited to attend our housing, health and financial expos, as well as our open house. Presentations can be individual or group. **Benefits:** *Informational table and your banner at presentation events • Titled as “Sponsor” in newsletter & all broadcast, press release, print, email and social media outreach for your presentation • Vendor-supplied giveaways handed out to all attendees • Invitations to various larger community and member events at the Center • The Center will advertise only your business for a particular category. *Exceptions: Annual Health Fair, Open Enrollment Presentations and the Annual Gala.*

Community Connections

Opportunities Available

The Community Connections Program trains volunteers to provide assistance to seniors in Saratoga County. Our mission is to help seniors age in place and maintain an independent lifestyle by providing assistance with: Home Visits, Respite Assistance, Household Chores, Transportation, Shopping & Errands, Telephone Check-ins and more. Become a Community Connections sponsor and help us grow this important community program.

Benefits: *Logo placement on next printed brochure • Logo and advertisement in future e-newsletter*

ANNUAL GALA SPONSORSHIP OPPORTUNITIES

Music & Mingling – May 2017

The 6th Annual event takes place at the Saratoga Polo field and is our biggest fundraising event of the year, kicking off the “Saratoga Season” in style. This upscale affair draws over 400 people annually and features gourmet foods, live music, cigar tastings, auctions and more – with major event and media sponsors. The event is widely covered through print, broadcast and social media and is a great opportunity for exposure. Following are a list of opportunities for sponsorship:



Level	Title Sponsor	Movers & Shakers	Foodies	Minglers	Philanthropists	Honorary Committee
Sponsor Benefits	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$250
Title as “Premier Event Sponsor” in press releases & Facebook / Twitter	Name					
Title as “Presenting Logo Sponsor”		Name				
Designated area for your banner	X	X				
Facebook / Twitter event page postings	Logo	Logo	Logo	Logo		
Table tent and bar tent cards	Logo	Logo	Logo			
Print/web ads	Logo	Logo	Logo	Logo or Name		
2,000 Center newsletters	Logo	Logo	Logo	Logo or Name		
Invitation to VIP Cocktail Reception	X	X	X	X	X	
700 invitations	Logo	Logo	Logo	Logo	Name	Name
Number of tickets	16	14	12	8	4	1

2nd Annual Taste of Travers

Sponsorship Opportunities Available

Our Taste of Travers event attracts people from all over the world including horse owners, jockeys, trainers and more. The inaugural event had over 500 people in attendance and is widely covered through print, broadcast and social media and is a great opportunity for exposure. It received national news coverage from NBC Sports and ESPN in its first year, as well on a local level from Channel 10 News. The event also infiltrated into popular equestrian publications throughout the country. Sponsorship opportunities available upon request.



For more information on sponsorship, volunteer opportunities or programming at the Center, please contact:

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