

Our Mission

Since 1955 the mission of the Saratoga Senior Center is to empower seniors to achieve and maintain personal independence and individual well-being by providing the program structure and support services necessary for healthy recreation, companionship, social involvement, and problem solving.

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2020

SARATOGA SENIOR CENTER



Sponsorship Package



Celebrating 65 years!

CENTER FACTS:

- * Over **1,500** members
- * **150** visitors at the center per day
- * Average **32,500** annual visitors
- * Over **5,000** programs offered annually

SENIOR FACTS:

- * 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 10 years
- * According to the US census, Saratoga County has the largest percentage growth in seniors statewide over the past decade.



Program Sponsorship OPPORTUNITIES

Program name	Frequency	Attendance	Description	Benefits & Cost
Social Activities * 1-2 opportunities	Daily	350 + per mo.	Offered M-F throughout the year. Cards, Canasta, Bridge, Mahjong, Pinochle, Book Club, Bingo, Singing with Seniors Choir and more.	<ul style="list-style-type: none"> Title Sponsor: New, this year website recognition and opportunity to provide branded materials and ability to attend sponsored activities. \$750/ 6 mo or \$1,000/ yr
Exercise and Wellness programs * 1-2 opportunities	Daily	310+ per mo.	Offered M-F throughout the year. Zumba, Gentle Yoga, Strengthening Class, Pilates, Aerobics, Tai Chi and more.	<ul style="list-style-type: none"> Title Sponsor: New, this year website recognition and opportunity to provide branded materials and ability to attend sponsored activities. \$750/ 6 mo or \$1,000/ yr
Arts and Crafts * 1– 2 opportunities	Daily	130+ per mo.	Ceramics, Water Colors, Sculpture, Mosaics, Glass Fusion, Soapstone Carving, Knit and Crocheting and more.	<ul style="list-style-type: none"> Title Sponsor: New, this year website recognition and opportunity to provide branded materials and ability to attend sponsored activities. \$750/ 6 mo or \$1,000/ yr
Outdoor Activities	Weekly	30+ per mo.	Our new program that offers walking, Biking, Snow Shoeing, Golf, Swimming, Bocci ball and more.	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter. Opportunity to provide branded giveaways (t-shirts, stress balls, hats to group members) \$500/ yr
Cultural/ Musical Events	Monthly	30+	These include themed events, cultural presentations etc.	<ul style="list-style-type: none"> Company logo with clickable link in e-blast. Advertising on website and newsletter with presentation details. Information table with banner and vendor supply giveaways. \$250/ per event or \$2,400/ yr (1/month)
Friday/ Weekend Activities * 1– 2 opportunities	Friday or Saturday	300+ per mo.	We offer four different activities: Movies, Cultural Presentations, Nutritional Cooking Classes, and Breakfast.	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter. Listed on website and additional recognition in material related e-blasts with clickable link. \$600/6 mo or \$1,000/ yr
<ul style="list-style-type: none"> Trip Programs Seat Sponsor 	4-5 a year	55 per trip	Excursions all over the world. NYC, Boston, Burlington, Philadelphia and more!	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter, Social Activities signage board displayed at the Center, recognition in e-blasts with clickable link. Website recognition and opportunity to provide branded materials and ability to attend sponsored activities. \$2,500/ yr Seat Sponsor: Company logo on chosen trip with clickable link in e-blast, logo displayed on all marketing outlets (these trips are advertised throughout the year). Sponsor provided promotional item(s) on every seat, opportunity to travel on trip and meet and greet travelers. \$600/ trip.
Educational Series	25 + members	4x per yr. 1-2h	Present in the area of your expertise on your topic of choice 4-6x a year.	<ul style="list-style-type: none"> Company logo with clickable link in e-blast. Advertising on website and newsletter with presentation details. Information table with banner and vendor supply giveaways. \$



Food for thought Sponsorship OPPORTUNITIES

Name	Frequency	Attendance	Description	Benefits & Cost
Breakfast & Learn	1 Monthly	15+ each	A monthly hot breakfast which will occasionally have a presenter.	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter. Ability to have a table, promotional materials and recognition at event. Opportunity for branded materials to be distributed (company supplied). Logo displayed on all event marketing outlets with clickable link. Opportunity to meet and greet members. \$200/ breakfast
Chef Dinner	1– 2 dinners a month	75 + each	Each month chefs from local restaurants prepare a multi-course dinner served up to 100 active members at the Center.	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter. Ability to have a table, promotional materials and recognition at event. Opportunity for branded materials to be distributed (company supplied). Logo displayed on all event marketing outlets with clickable links. Opportunity to meet and greet members. \$400/dinner
Dinner with Newsletter Insert	1-2 dinners a month	75 + each	A great opportunity to get your business, service or products up front in & mailed with our newsletter.	<ul style="list-style-type: none"> Vendor Supply inserts, delivered with over 1,700 newsletter during month of Chef Dinner. Informational table and banner at dinner, titled as Chef Dinner sponsor in all related advertising with clickable link. \$750/Chef Dinner & Insert
Baked Good's Booth * 1-2 opportunities	Daily FREE and Open to the public.	100 + per day	Seniors come into the Center daily and grab "baked goods" to enjoy at the Center or take home.	<ul style="list-style-type: none"> Sponsor listed on signage at the Baked Good Booth. Additional recognition in material related e-blasts and newsletter. Opportunity to provide take home bags. \$300/ 6 mo or \$500/ yr
Fresh Produce * Heavily promoted * 1-2 opportunities	Once a week	65+	Partner with the Regional Food Bank to provide free produce.	<ul style="list-style-type: none"> Title sponsor: logo/name in monthly newsletter, all social media outlets including weekly e-blasts and website with clickable link. Opportunity to provide bags with informational inserts provided by Company. Signage at pick up. Opportunity to set up table day of produce. \$600/6mo or \$1000/yr
Tuesday "To GO Dinners" * Heavily promoted * 1-2 opportunities	Every Tuesday	40 + a week	Partner with Five Points Deli for To Go Dinners at the Center. Listed on 90% of e-blasts.	<ul style="list-style-type: none"> Title sponsor and logo/name in monthly newsletter, all social media outlets including weekly e-blasts and website with clickable link. Opportunity to provide bags, napkins with informational inserts provided by Company. Signage at pick up. \$600/6mo or \$1000/yr
Farmers Market	Every Friday June-October	100+ per day	Multiple vendors offered at the Center.	<ul style="list-style-type: none"> Sponsor with logo/name in monthly newsletter, and all social media outlets. Opportunity to provide take home bags or napkins provided by Company. Signage at pick up. \$500/season
Café	Mon. / Fri.	100+ mo.	Soup and/or Sundae Social's and more.	<ul style="list-style-type: none"> Title Sponsor: logo/name in monthly newsletter. Ability to have a table, promotional materials and recognition at event. Opportunity for branded materials to be distributed (company supplied). Logo displayed on all event marketing outlets (bowls, napkins) with clickable link. Opportunity to meet and greet members. Signage at pick up. \$500/6mo or \$850/yr



Event Sponsorship OPPORTUNITIES

Event name	Frequency	Attendance	Description	Benefits & Cost
Open House * Heavily promoted	Once a year / Fall / Weekend Date	150+	An opportunity for families, and Seniors to come and tour the Center, take free classes, attend presentations and meet our instructors. Open to the public.	<ul style="list-style-type: none"> Title Sponsor: To present on expertise, recognition and a table at event. Opportunity for branded materials to be distributed (company supplied). Logo displayed on all event marketing outlets including newsletter, e-blast with clickable link, and social media. \$1,000 Opportunity to sponsor an interactive event. Name listed on all event marketing outlets including newsletter and social media. Table at event. \$350 Table at event. \$250
Brooks BBQ	July November	1500 dinners	The famous Brooks House of Bar-B-Q grills and caters this popular fundraiser at the Center.	<ul style="list-style-type: none"> Title sponsor recognition on all marketing materials including newsletter and social media. Table at event, with optional tent at valet station. Logo/ Name on ticket. Signage at event. \$1,000 Bag sponsor, provided by company for dinners to go. Signage at event. \$400
House Crawl	Fall Spring	40+	An opportunity for seniors and family members to visit senior living sites and enjoy catered foods and refreshments .	<ul style="list-style-type: none"> Title Sponsor preference and recognition at event. Logo displayed on all event marketing outlets, including newsletter and social media. Signage at event. \$500/ event Logo displayed on all event marketing outlets, including newsletter and social media. \$250/ event
Sipping for Seniors *Highly attended	3-4 per year	150+ each	Guest bartenders from local businesses around the area serve up cocktails to our supporters for a great cause. This event is heavily promoted on all our social media outlets.	<ul style="list-style-type: none"> Title sponsor. Logo displayed on all event marketing outlets. Sipping for Seniors napkins/ coasters with company logo used for day of event. \$1,000/yr
Health Fair	Once a year/ June	100+	40+ vendors on health & wellness services, resources and screenings. This year will feature a blood drive, and other interactive activities.	<ul style="list-style-type: none"> Sponsor– logo/name in monthly newsletter, and all social media outlets and weekly e-blasts with clickable link. Prime location for information or interactive table, banner at event. Opportunity for branded materials to be distributed (company supplied). \$500 Opportunity to sponsor an interactive event. Name listed on all event marketing outlets including newsletter and social media. Table at event. \$250 Table at event. \$100



Event Sponsorship OPPORTUNITIES Continued

Event name	Frequency	Attendance	Description	Benefits & Cost
Volunteer Lunch	Once a year/ Fall	80+	A day to say “thank you” and to recognize our volunteers. We provide a free lunch and goodie bags.	<ul style="list-style-type: none">Title Sponsor with logo/name in monthly newsletter. Signage at event with table and branded materials. \$350Signage at event. \$50
Health Insurance Information Expo	Once a year/Fall	75+	A yearly event, health insurance companies come for you to learn about Medicare advantage programs and provide information on their insurance plans.	<ul style="list-style-type: none">Title Sponsor with logo/name in monthly newsletter. Signage & Table at event. Signage in monthly newsletter and all marketing materials. \$350Table rental, signage in monthly newsletter and all marketing materials. \$75
Holiday Member Celebration	Once a year/ Dec.	100+	A yearly event for our members to celebrate the Holiday season. Festive programming and foods throughout the day.	<ul style="list-style-type: none">Title Sponsor with logo/name in monthly newsletter. Signage at event. \$350Signage at event. \$50

Gala and Major Fundraising 2020

Celebrating our 10th Annual Music and Mingling on Thursday, May 28th at the Saratoga National Dance Museum

Celebrating 65 years of serving seniors Golf Tournament on Monday, August 24th at Saratoga National Golf Course

For more information regarding or major fundraisers, please reach out directly to Lois Celeste at lois@saratogaseniorcenter.org

Program name	Frequency	Description	Benefit & Cost
Community Connections	Daily M-F	Provide: Home Visits, Respite Assistance, Household Chores, Transportation, Shopping & Errands, Telephone Check-ins and more.	<ul style="list-style-type: none"> Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.
Transportation	Daily M-F	The Center offers two transportation services: 1) Pick up and drop off into the Center. 2) Pick up and drop off from three locations into Price Chopper.	<ul style="list-style-type: none"> Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.
Peer Support Groups	Weekly	Chit Chat, Reminiscing, Music Memories and Nostalgia, Silver Foxes, Alzheimer's Caregiver and more.	<ul style="list-style-type: none"> Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.

“It’s a simple FOUR letter word, LOVE! I’ve found my home away from home, a place of joy and engagement” - Claude





Advertising Sponsorship OPPORTUNITIES

Name	Frequency	Attendance	Description	Benefits & Cost
Web Advertising	Quarterly	\$75,000 impressions a year. Average 5,400 views a month. 44% of users are mobile.	Gain exposure to current and potential members. Full-color banner ads (2" x 3.5")	<ul style="list-style-type: none"> Company Business Card on agency website with Sponsors. Click through links. \$500/yr
Newsletters	Monthly	2,000+	Primary method of informing 1500 members and the community about our programming and events. Direct mail, email and delivered to locations throughout the Community. Highest Volume of Page Views on Senior Center Website. Ad size: 2" x 3.5"	<ul style="list-style-type: none"> Company Business Card inside Newsletter. Also sent electronically. \$700/yr
Newsletter/Web advertising Combo			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")	<ul style="list-style-type: none"> Company Business Card inside Newsletter. Also sent in e-blast / Company Business Card on agency website with Sponsors. Click through links. COMBO \$800/yr
Newsletter Inserts	Monthly	2,000+ Mailing list	Informational Flyer. Provided by Sponsors to be distributed in our monthly newsletter. Insert must be provided two weeks before distribution.	<ul style="list-style-type: none"> Company Insert sent with Member Newsletter. \$500/mo
Weekly E-blasts	Twice a week/ Minimum	1,500+ Average open rate 44% 21% is average open rate for Senior Centers. 23% Click through rate.	Our weekly email blast, with current news and updates in regards to programming, events, and trips regarding the Center.	<ul style="list-style-type: none"> Company logo in Weekly E-blast. Click through links. \$1,000/ yr \$750/6 mo \$500/3 mo \$250/1 mo
Front of the House Sign in "Screen Saver"	Per/Year	150+ views a day	Seniors scan their tags and check into daily programs. The sign in screen will have your company logo as the screen saver.	<ul style="list-style-type: none"> Company logo on sign in screen, viewed by all daily. \$500/6 mo or \$850/yr



Sponsorship Packet Form

Contact Name : First	Last:
Company/Organization:	Phone:
Address:	Email:

Please fill out the information below:

Event Name:	Benefit & Cost	Event Name:	Benefit & Cost:

Total events:

Total Cost:

Method of Payment:	Card Type (check One):	
<input type="checkbox"/> Check enclosed (Make payable to Saratoga Senior Center)	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
<input type="checkbox"/> Credit Card (Fill in information below)	<input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
Card Holder Name (please print):		
Card Number:	Exp. Date	CSC#
Card Holder Signature:	Date:	

Questions? Contact: Lois Celeste, Executive Director | loiscel@aol.com | 518.584.1621

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