

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.

Going Strong!

Although this has been a difficult year, we are proud to say that with your help we have risen to meet the needs of our local seniors. As we go into 2021, our goal is to continue providing exercise, arts & crafts, music, events, fundraising, presentations, trips, ZOOM, food (dinner & lunches), marketing, resources, and essential services to our seniors.

2021

SARATOGA SENIOR CENTER



Sponsorship Package



We need your support now more than ever!

COVID FACTS:

- Thousands of check-in and reassurance calls were made to at-risk and home-bound seniors.
- Staff and volunteers shopped and delivered groceries and prescriptions, distributed donated produce, bread and other food items, lunches, masks, hand sanitizers, puzzles, books and so much more.
- The Center conducted one-on-one computer training, added zoom programming, assisted with Census, and increased our online and social media communications.
- In the first six months of 2020 alone, we served over 2,600 unduplicated seniors, matching what we did in all of 2019.



NEW OPPORTUNITIES

Event name	Description	Benefits & Cost
Personal Care Bags	An opportunity for your company to provide bags for our Seniors. These bags can include personal care items that you provide, such as toilet paper, tooth brushes, deodorant, etc.	<ul style="list-style-type: none"> Provide branded bags with company logo and personal care items. Logo/name advertised in monthly newsletter and website. \$600/ yr or \$250/ mo
Personal Care Bag Insert Industry Inclusivity	Informational Flyer. Provided by Sponsors to be distributed in our personal care bags, Insert must be provided two weeks before distribution.	<ul style="list-style-type: none"> Company Insert sent with personal care bags. \$100/mo
ZOOM Classes	An opportunity for your company to sponsor all ZOOM classes provided to our seniors, you choose which months to sponsor! Average 10+ classes a week.	<ul style="list-style-type: none"> Logo/name in monthly newsletter, Zoom links, website with clickable link, all social media outlets including weekly e-blasts. \$350/mo
Monthly HOW TO ZOOM classes	An opportunity for you to sponsor monthly "How to Zoom" classes to our senior members via Zoom or in person.	<ul style="list-style-type: none"> Logo/name in monthly newsletter, all social media outlets including weekly e-blasts, and website with clickable link. \$250/6 mo
Outdoor Tent	An opportunity for your company to sponsor our outdoor tent/ area for live music, lunches, outdoors classes, etc.	<ul style="list-style-type: none"> Logo/name in monthly newsletter, all social media outlets including weekly e-blasts and website with clickable link. Signage on tent. April—Sept \$750
Public Forum	An opportunity for your company to advertise your ZOOM seminars, classes, and/ or education programs in our weekly e-blasts.	<ul style="list-style-type: none"> Company logo in Weekly E-blast with your advertising. Click through links. \$500/4 e-blast— or \$150/1 e-blast
Other Special Events	An opportunity for your company to sponsor Holiday Raffles, Holiday Cookie Sale, Mothers Day Raffle, Spring Garage Sale (bags), Holiday Themed events 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
Sip for Seniors—Wine Pull	<p>A New Event support the Senior Center in a new FUN way! You can donate a wine, and/or become a sponsor event.</p> <p>Outdoor Winter Drive through event!</p>	<ul style="list-style-type: none"> Title Sponsor logo/name in monthly newsletter, all social media outlets including weekly e-blasts, monthly press release, and website with clickable link. Opportunity to have table at event. Signage at event. \$1,000 Red, White, Sparkling Sponsor logo/name in monthly newsletter, all social media outlets including weekly e-blasts, and website with clickable link. Signage at event. \$500 Bag Sponsor provide bags with logo/ name. Signage at event. \$250
Lawn Care for Seniors Spring/ Fall *Two Opportunities	An opportunity for your company to sponsor Lawn Care for Seniors. 15—20 lawns to be cared for with local volunteers. Industry Inclusivity	<ul style="list-style-type: none"> Title Sponsor logo/name in all media outlets, pre— press release and post-press release and website homepage with clickable link. Social media posts through out campaign and e-blast marketing. \$500 each
RISE UP FOR SENIORS	An opportunity for your company to be a Matching Gift Sponsor for the RISE UP FOR SENIORS Campaign. Industry Inclusivity	<ul style="list-style-type: none"> Logo/name in all media outlets, pre— press release and post-press release and website homepage with clickable link. Social media posts through out campaign and e-blast marketing. Matching Gift of \$2,500—\$5,000



Program Sponsorship OPPORTUNITIES

Program name	Description	Benefits & Cost
Social Activities * 1-2 opportunities	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: Website recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. \$750/ 6 mo OFFERED IN THE SPRING!
Exercise and Wellness programs * 1-2 opportunities	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: Website recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. \$750/ 6 mo or \$1,000/ yr
Arts and Crafts * 1– 2 opportunities	Ceramics, Water Colors, Sculpture, Mosaics, Glass Fusion, Soapstone Carving, Knit and Crocheting and more.	<ul style="list-style-type: none"> Title Sponsor: Website recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. \$750/ 6 mo or \$1,000/ yr
Outdoor Activities	Our new program that offers walking, Biking, Snow Shoeing, Golf, Swimming, Bocci ball and more.	<ul style="list-style-type: none"> Title Sponsor: Website recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. Opportunity to provide branded giveaways (t-shirts, stress balls, hats to group members)\$550/ yr
Cultural/ Music /Themed Events	These include themed events, cultural presentations, and LIVE Music 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)
<ul style="list-style-type: none"> Trip Programs Seat Sponsor 	One day bus trips!	<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	Present in the area of your expertise on your topic of choice 4-6x a year in person or via Zoom.	<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. \$300



Food for thought Sponsorship OPPORTUNITIES

Name	Description	Benefits & Cost
Breakfast & Learn	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 in person or via zoom. \$200/ breakfast
Senior Center Dinners *Curbside during COVID	Each month the Center will prepare a multi-course dinner served up to 100 active members at the Center.	<ul style="list-style-type: none"> 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 in person and/or provide bags for dinners. \$400/dinner
Baked Good's Booth * 1-2 opportunities	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. \$500/ 6 mo OFFERED IN THE SPRING
Tuesday "To GO Dinners" * Heavily promoted	Weekly to go dinners partnering with local restaurants, senior center staff and soups. 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. \$1,500/yr—SOLD Bag Sponsor—Opportunity to provide bags, napkins with informational inserts provided by Company. Signage at pick up. \$1,000 yr
Farm Stand TBD	Our goal is to bring a farm stand to the Senior Center on a daily/ weekly basis.	<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. \$1,000/season
Fresh Produce * Heavily promoted	Senior Center partner with the Regional Food Bank to provide free produce and other items to seniors once a week.	<ul style="list-style-type: none"> Title sponsor: logo/name in monthly newsletter, all social media outlets including weekly e-blasts, regional news coverage, and website with clickable link. 800 bags a month, provide bags with informational inserts provided by Company. Signage at pick up. Opportunity to set up table day of produce. \$600/2mo or \$1,500/6mo or \$2,500/yr
Café	Soup, sundaes, and seasonal options.	<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	March 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	Summer Fall	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	2 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. \$500/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

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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. \$350• Signage 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. \$350• Table 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. \$350• Signage at event. \$50

Gala and Major Fundraising 2021

Celebrating our 11th Annual Music and Mingling

Celebrating our 2nd Annual Golf Tournament 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.
Food Programs/ information Referral and Advocacy	Daily		<ul style="list-style-type: none"> 

There are no words to describe the devotion and sincerity of the Staff. They are always a phone call away for anything you might need or a simple question on a problem with a cell phone. The thought and effort to provide an interesting and affordable programs are beyond anything I have ever experienced.

During the pandemic, the Staff and an army of volunteers provided shopping, pharmacy deliveries, home repairs, drivers and so much more. For many seniors the Center is their only resource for socialization and where they can get a response without waiting days for a return call. For many eating lunch at the Center is the only time they will talk with someone that day.



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. \$450/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. \$650/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. Company Business Card on agency website with Sponsors. Click through links. COMBO \$800/yr
Newsletter Inserts	Monthly	Small Mailing list 700 Full Mailing List – 1700	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—700 printed Company Insert with FULL members list. \$850/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:
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Method of Payment: <input type="checkbox"/> Check enclosed (Make payable to Saratoga Senior Center) <input type="checkbox"/> Credit Card (Fill in information below)	Card Type (check One): <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <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

Return to: Saratoga Senior Center | 5 William Street Saratoga Springs NY 12866