

## 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.

## SARATOGA SENIOR CENTER



## Sponsorship Package



# 2023

*We're excited for a new year and our partnership!*



## PROGRAM SPONSORSHIP OPPORTUNITIES

Event name	Description	Benefits & Cost
<b>Outdoor Tent</b> <b>*On Hold</b>	An opportunity for your company to sponsor the outdoor tent/area for live music, lunches, outdoor classes, etc.	<ul style="list-style-type: none"> <li>Logo/name in monthly newsletter and all social media outlets including weekly e-blasts and website with clickable link. Signage on tent. <b>May—October \$750</b></li> </ul>
<b>Other Special Events</b>	An opportunity for your company to sponsor Holiday Raffles, Holiday Cookie Decorating, Mother's Day Raffle, Spring Garage Sale (bags), Holiday Themed events, etc.	<ul style="list-style-type: none"> <li>Company logo with clickable link in e-blast. Advertising on website and newsletter with presentation details. Information table with banner and vendor supply giveaways. <b>\$250/ per event</b></li> </ul>
<b>Tax Day</b> <b>*Multiple Opportunities</b>	An opportunity for your company to sponsor a Tax Day at the Center. Seniors sign up for a time to have their taxes done for free.	<ul style="list-style-type: none"> <li>Company logo/name in monthly newsletter, all social media outlets including weekly e-blasts, monthly press release, and website with clickable link. Opportunity to table during the sponsored Tax Day. <b>\$250/day</b></li> </ul>
<b>Senior Day Picnics</b> Spring/ Summer/ Fall	An opportunity for your company to sponsor a fun filled day at our new location. A community collaborative event.	<ul style="list-style-type: none"> <li>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. <b>\$1,000</b></li> <li>Opportunity to sponsor an interactive event. Name listed on all event marketing outlets including newsletter and social media. Table at event. <b>\$350</b></li> <li>Table at event. <b>\$250</b></li> </ul>
<b>Expo</b>	An opportunity for your company to be part of an expo on housing, healthcare, financial planning, etc.	<ul style="list-style-type: none"> <li>Opportunity to sponsor an interactive event. Name listed on all event marketing outlets including newsletter and social media. Table at event. <b>\$250</b></li> <li>Table at event. <b>\$50</b></li> </ul>
<b>Gift the Activity Fee for a Month!</b>	An opportunity for your company to pay the \$15 activity fee for the month for senior center members.	<ul style="list-style-type: none"> <li>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 company name/logo on sign-in screen viewed daily by all members for month sponsored. To be billed after sponsored month. <b>\$1,500-\$3,000/month</b></li> </ul>
<b>Cultural/Music/Themed Events</b>	These include themed events, cultural presentations, and LIVE musical performances.	<ul style="list-style-type: none"> <li>Company logo with clickable link in e-blast. Advertising on website and newsletter with presentation details. Information table with banner and vendor supply giveaways. <b>\$250/per event</b></li> </ul>



## PROGRAM SPONSORSHIP OPPORTUNITIES

Program name	Description	Benefits & Cost
<b>Social Activities</b> * 1-2 opportunities	Offered M-F throughout the year. Cards, Canasta, Bridge, Mahjong, Pinochle, Book Club, Bingo, and more.	<ul style="list-style-type: none"> <li>Title Sponsor: Website and newsletter recognition and opportunity to provide branded materials and ability to attend sponsored activities in person. <b>\$750/6 months or \$1000/year</b></li> </ul>
<b>Exercise and Wellness Programs</b> * 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"> <li>Title Sponsor: Website and newsletter recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. <b>\$750/6 months or \$1,000/year</b></li> </ul>
<b>Arts and Crafts</b> * 1– 2 opportunities	Ceramics, Water Colors, Sculpture, Mosaics, Glass Fusion, Soapstone Carving, Knit and Crocheting and more.	<ul style="list-style-type: none"> <li>Title Sponsor: Website and newsletter recognition and opportunity to provide branded materials and ability to attend sponsored activities in person or via Zoom. <b>\$750/6 months or \$1,000/year</b></li> </ul>
<b>Outdoor Activities</b>	Our new program that offers walking, Biking, Snow Shoeing, Golf...	<ul style="list-style-type: none"> <li>Title Sponsor: Website and newsletter 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). <b>\$750/6 months or \$1,000/year</b></li> </ul>
<ul style="list-style-type: none"> <li><b>Bus Trips</b></li> <li><b>Seat Sponsor</b></li> </ul>	One day bus trips! Potential destinations: <ul style="list-style-type: none"> <li>• Corning</li> <li>• NYC</li> <li>• Mystic, CT</li> <li>• West Point</li> <li>• Salem, MA</li> </ul> *Heavily marketed	<ul style="list-style-type: none"> <li>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 promotional item(s) on every seat, opportunity to travel on trip and meet and greet travelers. <b>\$2,500/year</b></li> <li>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. <b>\$600/trip</b></li> </ul>
<b>Educational Series</b>	One hour presentation in the area of sponsor's expertise 5-6x a year in person.	<ul style="list-style-type: none"> <li>Company logo with clickable link in e-blast. Advertising on website and newsletter with presentation details. Information table with banner and vendor supply giveaways. <b>\$300 or \$50/presentation</b></li> </ul>
<b>Tech Fair</b>	Offered once a month	<ul style="list-style-type: none"> <li>Company logo with clickable link in e-blast. Advertising on website and newsletter with details. Information table with banner and vendor supply giveaways. <b>\$250</b></li> </ul>
<b>Trivia Night</b>	Seniors meet at the Center after hours for a night of Trivia with prizes, snacks, fun, and friendly competition.	<ul style="list-style-type: none"> <li>Company logo with clickable link in e-blast. Advertising on website and newsletter with details. Information table with banner and vendor supply giveaways and opportunity to attend the event. <b>\$250</b></li> </ul>



Name	Description	Benefits & Cost
<p><b>Breakfast &amp; Learn</b></p>	<p>A monthly continental breakfast which will occasionally have a presenter.</p>	<ul style="list-style-type: none"> <li>Title Sponsor: logo/name in monthly newsletter. Ability to have a table, promotional materials and recognition at sponsor provided breakfast. Opportunity for branded materials to be distributed (company supplied). Logo displayed on all event marketing outlets with clickable links and ability to meet and greet members in person or via zoom. <b>\$200/breakfast</b></li> </ul>
<p><b>Senior Center Dinners</b></p>	<p>Each month the Center will prepare a multi-course dinner served up to 100 active members at the Center.</p>	<ul style="list-style-type: none"> <li>Sponsor: logo/name in monthly newsletter, e-blasts, and on website. 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 and ability to meet and greet members in person and/or provide bags for dinners. <b>\$400/dinner</b></li> </ul>
<p><b>“To-Go Dinners”</b> * <b>Heavily promoted</b></p>	<p>Weekly to go dinners partnering with local restaurants, senior center staff and soups.  Listed on 90% of e-blasts.</p>	<ul style="list-style-type: none"> <li>Title sponsor and logo/name in monthly newsletter, all social media outlets including weekly e-blasts and website with clickable link. <b>\$1,500/year</b></li> <li>Flyer Sponsor—Opportunity to provide bags, napkins with informational inserts provided by Company. Signage at pick up. <b>\$1000/year or \$250/month</b></li> </ul>
<p><b>Pitney Meadows Farm Stand</b></p>	<p>Our goal is to bring a farm stand to the Senior Center on a daily/weekly basis.  *July—end of October</p>	<ul style="list-style-type: none"> <li>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. <b>\$500/season</b></li> </ul>
<p><b>Regional Food Bank</b> * <b>Heavily promoted</b></p>	<p>Saratoga Senior Center partners with the Regional Food Bank to provide free produce and other items to seniors once a week.</p>	<ul style="list-style-type: none"> <li>Title sponsor: logo/name in monthly newsletter, all social media outlets including weekly e-blasts, regional news coverage, and website with clickable link. Approximately 800 bags a month with informational inserts provided by Company. Signage at pick up. Opportunity to set up table day of distribution. <b>\$250/month or \$700/3 months</b></li> </ul>



## EVENT SPONSORSHIP OPPORTUNITIES

Event name	Frequency	Attendance	Description	Benefits & Cost
<b>Open House</b> * Heavily promoted	Once a year / 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"> <li>Title Sponsor: To present on expertise, recognition and a table in a prime location 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. <b>\$1,000</b></li> <li>Opportunity to sponsor an interactive event. Table at event. <b>\$350</b></li> <li>Table at event. <b>\$100</b></li> </ul>
<b>Brooks BBQ</b>	Twice a year	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"> <li>Title Sponsor recognition on all marketing materials including newsletter and social media. Table at event, with optional tent at valet station. Signage at event. <b>\$1,000</b></li> <li>Bag sponsor, provided by company for dinners to go. Signage at event. <b>\$400</b></li> <li>Insert sponsor, provided by company for all meals. <b>\$400</b></li> </ul>
<b>Sipping for Seniors</b> *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"> <li>Title Sponsor. Logo displayed on all event marketing outlets. Sipping for Seniors napkins/ coasters with company logo used for day of event. <b>\$1000/year</b></li> </ul>
<b>Health Fair</b>	Once a year	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"> <li>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). <b>\$500</b></li> <li>Opportunity to sponsor an interactive event. Name listed on all event marketing outlets including newsletter and social media. Table at event. <b>\$250</b></li> <li>Table at event. <b>\$100</b></li> </ul>



## EVENT SPONSORSHIP OPPORTUNITIES

Event name	Frequency	Attendance	Description	Benefits & Cost
<b>Volunteer Lunch</b>	Once a year/April	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"> <li>Title Sponsor with logo/name in monthly newsletter. Signage at event with table and branded materials. <b>\$350</b></li> <li>Signage at event. <b>\$50</b></li> </ul>
<b>Health Insurance Information Expo</b>	Once a year/Fall	75+	Health insurance companies come to promote Medicare advantage programs and provide information on their insurance plans.	<ul style="list-style-type: none"> <li>Title Sponsor with logo/name in monthly newsletter. Signage &amp; table at event. Signage in monthly newsletter and all marketing materials. Industry exclusive. <b>\$350</b></li> <li>Table rental, signage in monthly newsletter and all marketing materials. <b>\$75</b></li> </ul>
<b>Member Holiday Celebration</b>	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"> <li>Title Sponsor with logo/name in monthly newsletter. Signage at event. <b>\$350</b></li> <li>Signage at event. <b>\$50</b></li> </ul>

### Gala and Major Fundraising 2023

Celebrating our 13th Annual Music and Mingling—Wednesday, March 17th 2023

Celebrating our 4th Annual Golf Tournament at Saratoga National Golf Course in August

For more information regarding major fundraisers, please reach out directly to Lois Celeste at [loisc@saratogaseniorcenter.org](mailto:loisc@saratogaseniorcenter.org)



Program name	Frequency	Description	Benefit & Cost
<b>Community Connections</b>	Daily M-F	Volunteers Provide: Home Visits, Respite Assistance, Household Chores, Transportation, Shopping & Errands, Telephone Check-ins and more.	<ul style="list-style-type: none"> <li>• Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.</li> </ul>
<b>Transportation</b>	Daily M-F	The Center offers two transportation services: <ol style="list-style-type: none"> <li>1) Pick up and drop off at the Center.</li> <li>2) Pick up and drop off from three locations to Price Chopper.</li> </ol>	<ul style="list-style-type: none"> <li>• Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.</li> </ul>
<b>Peer Support Groups</b>	Weekly	Chit Chat, Reminiscing, Music Memories and Nostalgia, Silver Foxes, Alzheimer's Caregiver and more.	<ul style="list-style-type: none"> <li>• Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.</li> </ul>
<b>Senior Life Transitions</b>	Daily M-F	A coaching, advocacy, navigation, and support service available to persons aged 50 and over, and facing serious illness or advancing health conditions.	<ul style="list-style-type: none"> <li>• Sponsor with logo/name in monthly newsletter, and all social media outlets. Additional recognition in material related e-blasts.</li> </ul>
<b>Personal Care Bags</b>	Weekly	An opportunity for your company to provide bags for our Seniors. These bags can include personal care items such as toilet paper, tooth brushes, deodorant, etc.	<ul style="list-style-type: none"> <li>• Provide branded bags with company logo and personal care items. Logo/name advertised in monthly newsletter and website. <b>\$600/year or \$250/month</b></li> </ul>
<b>Lawn Care for Seniors Spring/Fall</b>	2x/year	An opportunity for your company to sponsor Lawn Care for Seniors. In the spring and fall, 15-20 lawns are cared for by local volunteers. Industry Inclusivity.	<ul style="list-style-type: none"> <li>• Title Sponsor logo/name in all media outlets, pre-press release, post-press release, and on website homepage with clickable link. Social media posts throughout campaign and e-blast marketing. <b>\$500 each</b></li> </ul>



## ADVERTISING SPONSORSHIPS OPPORTUNITIES

Program name	Frequency	Attendance	Description	Benefit & Cost
<b>Web Advertising</b>	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"> <li>Company Business Card on agency website with Sponsors. Click through links. <b>\$400/year</b></li> </ul>
<b>Newsletters</b>	Monthly	2,000+	Primary method of informing 1,500 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"> <li>Company Business Card inside Newsletter. Also sent electronically. <b>\$650/year</b></li> </ul>
<b>Newsletter/Web Advertising Combo</b>			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"> <li>Company Business Card inside Newsletter. Company Business Card on agency website with Sponsors. Click through links. <b>COMBO \$800/year</b></li> </ul>
<b>Newsletter Inserts</b>	Monthly	Mailing List—700	Informational Flyer. Provided by Sponsors to be distributed in the monthly newsletter. Insert must be provided two weeks before distribution.	<ul style="list-style-type: none"> <li>Company insert sent with Member Newsletter. <b>\$500/month—700 printed</b></li> <li>Company Insert with FULL members list. <b>\$850/month</b></li> </ul>
<b>Weekly E-Blasts</b>	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"> <li>Company logo in weekly E-blast. Click through links. <b>\$1,000/year</b> <b>\$750/6 months</b> <b>\$500/3 months</b> <b>\$250/1 month</b></li> </ul>
<b>Front of the House Sign-In "Screen Saver"</b>	Daily	150+ views a day	Seniors scan their tags and check into daily programs. The sign in screen will have the company logo as the screen saver.	<ul style="list-style-type: none"> <li>Company logo on sign-in screen, viewed by all daily. <b>\$500/6 months or \$850/year</b></li> </ul>
<b>Public Forum</b>			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"> <li>Company logo in Weekly E-blast with you advertising. Click through links. <b>\$500/4 e-blasts or \$150/1 e-blast</b></li> </ul>





## 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:

<b>Total Events:</b>	<b>Total Cost:</b>
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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 | loisc@saratogaseniorcenter.org | 518.584.1621

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