

# SARATOGA SENIOR CENTER



# 2024

## *Partnership Opportunities*

### **Our Mission**

Since 1955 the mission of the Saratoga Senior Center has been 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.

# Programs

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<b>ACTIVITY FEES ON YOU</b>	Let our seniors know they're loved in February, celebrate National Senior Center Month in September, or end the year with a special holiday gift... Pick up the monthly unlimited class fee for Center members. (Excludes Silver Sneakers and Renew Active participants.)	Logo/name in newsletter promoting the gifted month. Logo with link in twice weekly eblast for two weeks prior and throughout the gifted month. Logo with link on Center website. For gifted month, logo/name on digital posters onsite and sign-in screen viewed daily by members.  <b>\$1,500/month</b> <i>Total dependent on members participating; invoiced following gifted month.</i>
<b>ARTS &amp; CRAFTS</b>	Sponsor art classes like ceramics, watercolor painting, mosaics, soapstone carving or glass fusion offered Monday through Friday, year-round.	Website and newsletter recognition. Opportunity to attend sponsored activities and/or provide collateral materials and branded merchandise.  <b>\$1,500/year   \$1,000/six months</b>
<b>BUS TRIPS</b>	Sponsor the 4-5 bus trips offered to members and nonmembers each year (55 passengers/trip). Popular destinations include Corning, New York City, Mystic (CT), Newport (RI), Burlington (VT) West Point and Salem (MA). Note—these are <u>heavily</u> marketed year-round.	<u>Title Sponsor</u> Includes all trips in 2024. Company logo with link in eblasts promoting trips and on Center website. Logo in monthly newsletter and digital posters on-site announcing trips. Opportunity to join trips, meeting and greeting travelers, and/or provide collateral materials on every seat. Social media recognition.  <b>\$3,000/year</b>  <u>Seat Sponsor—Individual Trips</u> Company logo with link in eblast(s) promoting chosen trip and on Center website. Logo in monthly newsletter and digital posters on-site announcing trips. Opportunity to join trips, meeting and greeting travelers, and/or provide collateral materials on every seat. Social media recognition.  <b>\$750/trip</b>
<b>CULTURAL EVENTS</b>	Sponsor a cultural presentation or live musical performance.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event.  <b>\$350/event</b>
<b>EDUCATIONAL SERIES</b>	Present in your area of expertise for an hour, four times during the year.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for collateral and merchandise giveaways during event.  <b>\$500/year   \$150/presentation</b>
<b>EXERCISE &amp; WELLNESS PROGRAMS</b>	Sponsor exercise and wellness programs like Zumba, yoga, strengthening, Pilates or Tai Chi offered Monday through Friday, year-round.	Website and newsletter recognition. Opportunity to attend sponsored activities and/or provide collateral materials and branded merchandise.  <b>\$1,500/year   \$1,000/six months</b>
<b>EXPO</b>	Participate in a Center Expo. Focused events include housing, long-term planning, Silver Sneakers/Renew Active and more.	Sponsor an interactive piece of the event. Company name included in all event marketing. Opportunity for information table at event.  <b>\$350/event</b>  Information table at event  <b>\$100/event</b>

# Programs *(continued)*

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<b>GAME DAY</b>	Sponsor this intergenerational game time and ice cream social held monthly. Free and open to all ages, this event spotlights Joy for All games, including special editions of Scrabble, The Game of Life, Trivial Pursuit and more.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event. Company employees may join in the games.  <b>\$350/month</b>
<b>INSURANCE/ MEDICARE EXPO</b>	Held in early October for Open Enrollment season.	Sponsor an interactive piece of the event. Company name included in all event marketing. Opportunity for information table at event.  <b>\$350/event</b>  Information table at event  <b>\$150/event</b>
<b>MINI EVENTS</b>	Sponsor Mother's Day Raffle, Holiday Raffles, Holiday Cookie Decorating, etc.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event.  <b>\$250/event</b>
<b>SENIOR DAY PICNICS</b> Spring/Summer/Fall	Sponsor a fun-filled day at the Center, whether a spring fling, summer picnic or fall fest.	<u>Title Sponsor</u> Opportunity to present, includes information table with banner and vendor giveaways during event. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.  <b>\$1,000/event</b>  Sponsor an interactive piece of the event. Company name included in all event marketing. Opportunity for information table at event.  <b>\$350/event</b>  Information table at event  <b>\$250/event</b>
<b>TAX DAYS</b>	Sponsor a Tax Day at the Center for members to have taxes completed for free.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event.  <b>\$250/event</b>
<b>TECH FAIR</b>	Sponsor monthly Tech Fairs.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details. Opportunity for information table with banner and vendor giveaways during event.  <b>\$250/month</b>
<b>TRIVIA NIGHT</b>	Sponsor monthly Trivia Night, after hours at the Center.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event.  <b>\$350/month</b>

# Annual Events at the Center

EVENT	DESCRIPTION	BENEFITS & INVESTMENT
<b>VENDOR FAIR</b>	Join close to 40 other vendors offering services, resources and screenings for Center members. Approximately 200-250 attend. (Heavily marketed.)	<p><u>Sponsor</u> Prime location for information or interactive table and opportunity to provide vendor giveaways during event. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;"><b>\$1,000</b></p> <p>Sponsor an interactive piece of the event. Company name included in all event marketing. Informational table at event.</p> <p style="text-align: right;"><b>\$350</b></p> <p>Information table at event</p> <p style="text-align: right;"><b>\$150</b></p>
<b>MEMBER HOLIDAY PARTY</b>	December holiday celebration attended by more than 100 Center members.	<p>Signage at event. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;"><b>\$500</b></p> <p>Signage at event</p> <p style="text-align: right;"><b>\$50</b></p>
<b>NYRA'S DAY AT THE RACETRACK</b>	Sponsor lunch and/or shuttle service from the Center for this day at the races made possible through passes donated by NYRA. Attended by 100.	<p>Pass to attend the day and opportunity to provide giveaways for members. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters at the Center. Social media recognition.</p> <p style="text-align: right;"><b>Lunch Sponsor \$750</b> <b>Shuttle Sponsor \$250</b></p>
<b>OPEN HOUSE</b>	Participate in this fall event, free, open to the public and heavily marketed. Families, Center members and nonmembers visit, tour, attend presentations and meet instructors. Live music and refreshments are provided. Approximately 350 attended in 2023.	<p><u>Title Sponsor</u> Opportunity to present, includes information table with banner and vendor giveaways during event. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;"><b>\$1,000</b></p> <p>Sponsor an interactive piece of the event. Company name included in all event marketing. Opportunity for information table at event.</p> <p style="text-align: right;"><b>\$350</b></p> <p>Information table at event</p> <p style="text-align: right;"><b>\$150</b></p>
<b>VOLUNTEER RECOGNITION LUNCHEON</b>	Sponsor this special appreciation event featuring free lunch and treat bags. (November)	<p>Signage at luncheon, with opportunity to provide giveaways for treat bags. Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter with event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;"><b>\$500</b></p> <p>Signage at event</p> <p style="text-align: right;"><b>\$50</b></p>

# Food for Thought Considerations

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<b>BREAKFAST PRESENTATION</b>	Present for an hour while attendees enjoy sponsor-provided continental breakfast. <i>When Center café is open, sponsor will be asked to purchase onsite rather than bring in breakfast.</i>	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for collateral and merchandise giveaways during event. <b>\$250/breakfast</b>
<b>CHEF SHOWCASE</b>	Sponsor a multicourse dinner presented by a local chef at the Center and drawing close to 100 guests each month. Note—these are <u>heavily</u> marketed until fully booked.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event. Social media recognition. <b>\$500/dinner</b>
<b>PITNEY MEADOWS AT THE CENTER</b>	Sponsor Farm Mondays at the Center, July-October.	Company logo with link in twice weekly eblast promotions and on Center website. Logo in monthly newsletter with farm stand details, and digital posters onsite. Opportunity to provide take-home bags for the produce. Company signage at Center “farm stand.” <b>\$750/season</b>
<b>REGIONAL FOOD BANK</b>	Sponsor the weekly delivery of produce and other food provided free of charge to seniors, in partnership with the Regional Food Bank of Northeastern New York. Program serves over 200 each week in person and via deliveries made by Center volunteers.	Company logo in monthly newsletter and digital posters on-site. Logo with link on website. Social media recognition. Approximately 800 company-provided bags distributed each month. Signage at weekly food distribution, with opportunity for information table and/or company collateral added to bags. <b>\$3,500/year, exclusive   \$2,000/six months</b>

# Fundraising Events

EVENT	DESCRIPTION	BENEFITS & INVESTMENT
<b>BROOKS BBQ</b>	The famous Brooks’ House of Bar-B-Q grills onsite and caters more than 1500 dinners for drive-thru sales at the Center.	<p><u>Title Sponsor</u> Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters onsite. Opportunity for pop-up tent at drive-thru, with collateral and merchandise giveaways during event. <b>\$1,500</b></p> <p><u>Doggy Bags</u> Provided by company for dinners to-go. Signage at event. <b>\$500</b></p> <p><u>Insert</u> Provided by company for all meals. <b>\$500</b></p>
<b>SIPPING FOR SENIORS</b> Twice a Year	Guest bartenders shake and serve cocktails to stir up support for Senior Center services. Note—these are <u>heavily</u> marketed on social media.	Company logo with link in twice weekly eblast promoting event and on Center website. Logo in monthly newsletter announcing event details, and digital posters at Center. Social media recognition. Opportunity for vendor-provided napkins, coasters, cups or other related giveaways during event. Opportunity for company leadership to bartend. <b>\$2,500/year   \$1,500/event</b>

*Saratoga Senior Center also hosts two major fundraising events each year—Music & Mingling in late spring and the Travers Tee Off Tournament in August. Sponsorships start at \$1,000 for each. For details, contact Katrina Lucas, [trinal@saratogaseniorcenter.org](mailto:trinal@saratogaseniorcenter.org).*

# Senior Support Services

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<p><b>COMMUNITY CONNECTIONS</b></p>	<p>Sponsor this program connecting volunteers with seniors in need of transportation, errands and shopping, household chores, telephone check-ins, respite assistance, visits and more.</p> <p>More than 7,400 hours of volunteer services were provided in 2022 through Community Connections.</p>	<p>Company noted as 2024 Community Connections Partner with logo and link in twice weekly eblasts and on Center website. Logo with partnership recognition in 2024 monthly newsletters. Social media recognition throughout the year.</p> <p style="text-align: right;"><b>\$2,500/year</b></p>
<p><b>SENIOR LIFE TRANSITIONS</b></p>	<p>Support this unique service assisting seriously ill seniors with their sudden, unexpected shift in living. Receiving a potentially life-threatening diagnosis is a challenging transition on its own. Coupled with other life changes like normal aging, existing chronic conditions, stages of disability, social isolation or disruptions in housing or food security, it becomes overwhelming. SLT is a focused resource for those 50 and over facing serious illness. The program helps them navigate this significant transition, while offering seniors support and social palliative care.</p>	<p>Partnerships for the Senior Life Transitions program are customized. Benefits will reflect the level of support.</p>
<p><b>TRANSPORTATION</b></p>	<p>Sponsor Center services to transport people to and from the Center, as well as from various Saratoga locations to Price Chopper and back for weekly groceries.</p>	<p>Company noted as 2024 Transportation Partner with logo and link in twice weekly eblasts and on Center website. Logo with partnership recognition in 2024 monthly newsletters. Social media recognition throughout the year.</p> <p style="text-align: right;"><b>\$10,000/year</b> <b>\$6,000/6 months</b> <b>\$1,250/month</b></p>
<p><b>PERSONAL CARE BAGS</b></p>	<p>Provide filled bags containing toothbrushes, deodorant, shampoo and other personal care items for seniors. Distributed weekly through Community Connections.</p>	<p>Opportunity to provide branded bags and merchandise. Logo/name in monthly newsletter and logo with link on Center website.</p> <p style="text-align: right;"><b>\$1,500/year</b> <b>\$250/month</b></p>
<p><b>SEMIANNUAL YARD DAYS</b> Spring &amp; Fall Clean-up</p>	<p>Sponsor this volunteer effort to provide lawn care and seasonal yard prep in conjunction with Skidmore College athletes, corporate teams and other nonprofit organizations. 15-20 seniors are assisted each spring and fall.</p>	<p>Company logo with link on Center website. Recognition in eblasts, newsletter and social media during clean-up month(s). Opportunity to provide branded shirts/hats for participating volunteers.</p> <p style="text-align: right;"><b>\$500/season</b></p>

# Advertising Opportunities

MEDIUM	FREQUENCY	IMPACT	DESCRIPTION	INVESTMENT
<b>WEBSITE</b>	Continuous	7K views/month	Full-color banner ad (2"x3.5") with link	<b>\$750/year</b>
<b>NEWSLETTER</b>	Monthly	<u>Monthly Circulation</u> 3,500 emailed 500 mailed 900 community distribution	Primary resource for community and Center members, highlighting programs, activities and events for the month. Distributed via direct mail, email, delivery to multiple locations in the community and onsite.  Full-color ad (2"x3.5") in electronic distribution; appears in grayscale on print editions	<b>\$1,000/year</b>
<b>WEBSITE &amp; NEWSLETTER COMBINED</b>				<b>\$1,500/year</b>
<b>NEWSLETTER INSERT</b>	Monthly	<u>Monthly Circulation</u> 500 mailed 900 community distribution 3,500 emailed (PDF)	<ul style="list-style-type: none"> <li>• 8.5"x11" (standard 20lb paper)</li> <li>• May be one- or two-sided, color or black and white</li> <li>• Provided by advertiser on or before the 15th of the month preceding distribution.</li> </ul>	<b>\$1,000/month</b>
<b>EBLASTS</b>	Two times/week (minimum)	2,900+ distribution 54% average open rate (21% is national average for senior centers) 25% click-through rate	Company logo, with link, included in blasts featuring upcoming events, updates and reminders.	<b>\$2,000/year</b> <b>\$1,250/six months</b> <b>\$250/month</b>
<b>SIGN-IN SCREEN</b>	Monday-Friday 8am-4pm	150/day average	Members must scan in upon entry; company logo will be featured as the exclusive screen saver at both entrances.	<b>\$1,500/year</b> <b>\$1,000/six months</b>
<b>DIGITAL POSTERS</b>	Monday-Friday 8am-4pm	:15 screen rotation 160-200 appearances daily, per screen	Company logo or provided advertisement (with SSC approval) posted to rotate on Community Room television screens as digital billboards	<b>\$2,500/year</b> <b>\$1,500/six months</b> <b>\$500/month</b>

Thank you for reviewing the many ways to partner with Saratoga Senior Center in 2024. We truly appreciate your consideration and look forward to further discussing your sponsorship.

Questions? Please contact us directly.

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