



2025

Partnership Opportunities

JOIN US FOR OUR 70TH ANNIVERSARY YEAR

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.

Center Statistics

- 50% average open rate on all emails
- Average of 230-250 members in the Center each day
- Since opening the building end of 2023 we have added 1,100 new members
- 7k-11k views a month on our website

Programs

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
MONTHLY ACTIVITY FEES ON YOU	Let our seniors participate in classes for FREE on you! Pick up the \$15 monthly unlimited class fee for Center members. (Excludes Silver Sneakers, Fit Up Health and Renew Active participants.)	Logo/name in newsletter promoting the gifted month. Logo/name with link in weekly eblasts when promoting this member perk and throughout the gifted month. Logo/name with link on Center website. For gifted month, logo/name on digital posters onsite. Signage with logo at the front desk promoting this gift. \$1,500/month
THEMED EVENTS	Sponsor a themed holiday party at the Center. These events are heavily marketed. Typically 50-100 participants.	Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event. \$350/event
TRIVIA NIGHTS	Sponsor the monthly Trivia Night, after hours at the Center. Sells out to 60-70 participants.	Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event. \$350/event
EDUCATIONAL SERIES	Present in your area of expertise for an hour, four times during the year.	Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Event detailed in our monthly press release. Opportunity for collateral and merchandise giveaways during event. \$500/year \$150/presentation
TABLING	Table in the Center to our seniors on the services your company provides in our community space.	Company logo/name with link in weekly eblasts promoting your tabling event and on Center website. Logo/name in monthly newsletter announcing tabling event details, and digital posters onsite. Bring collateral materials and can provide merchandise giveaways during your tabling time. \$100/hr
TAX DAYS	Sponsor a Tax Day (Tuesdays 9am-3pm (6hr), from Feb to beginning of April) at the Center for members and non-members to have taxes completed for free. 50 unique visitors/participants each Tuesday.	Company logo with link in weekly eblasts 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. Have access to all who are in the Center that day. \$400/each Tuesday
MEETING ROOM RENTAL	Rent our private meeting room when available to provide private services or consultations to our members or your constituents.	Company logo/name with link in weekly eblasts promoting your drop in rental time and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Opportunity to provide signage outside the meeting room during your rental hours. \$175/hr

Programs *(continued)*

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<p>EXPOS</p>	<p>Participate in Center Expos. Present for 10-15 minutes on your company/services then table at the conclusion of the presentations.</p> <ul style="list-style-type: none"> • Long Term Planning Expo (April) • Veterans Expo (November) • Housing Expo (Late May) <p>(Heavily marketed, open to the public events)</p>	<p><u>Title Sponsor (Different Industry)</u> Information or interactive table and opportunity to provide vendor giveaways during event. Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;">\$1,000/event</p> <p>Presentation (10-15 min) and table at the event. Company logo/name included in event marketing.</p> <p style="text-align: right;">\$200/event</p>
<p>HEALTH & LIFESTYLE FAIR June</p>	<p>Join close to 40 other vendors offering services, resources and screenings for Center members. Approximately 200-250 attend. (Heavily marketed, open to the public event)</p>	<p><u>Sponsor</u> Information or interactive table and opportunity to provide vendor giveaways during event. Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;">\$1,000/event</p> <p>Sponsor an interactive piece of the event. Company logo/name included in all event marketing. Opportunity for information table at event.</p> <p style="text-align: right;">\$350/event</p> <p>Information table at event</p> <p style="text-align: right;">\$200/event</p>
<p>MEDICARE/ INSURANCE EXPO Early October</p>	<p>The Center will bring in a speaker to present on Medicare for 30-45 minutes. Insurance companies will get to table to attendees at the conclusion of the presentation. Typically 70-90 attendees. (Heavily marketed, open to the public event)</p>	<p><u>Sponsor (Different Industry)</u> Information or interactive table and opportunity to provide vendor giveaways during event. Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Social media recognition.</p> <p style="text-align: right;">\$1,000/event</p> <p>Information table at event</p> <p style="text-align: right;">\$200/event</p>
<p>BUS TRIPS</p>	<p>Sponsor the 4-5 bus trips offered to members and nonmembers each year (55 passengers/ trip). Popular destinations include Lake Placid, New York City, Mystic (CT), Newport (RI), Burlington (VT) West Point and Salem (MA). Note— these are <u>heavily</u> marketed year-round in multiple locations and by multiple different agencies.</p>	<p><u>Title Sponsor</u> Includes all trips in 2025. Company logo/name with link in eblasts promoting trips and on Center website. Logo in monthly newsletter and digital posters on-site announcing trips. Opportunity to meet and greet travelers, and/or provide collateral materials on every seat.</p> <p style="text-align: right;">\$3,000/year</p> <p><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 meet and greet travelers, and/or provide collateral materials on every seat.</p> <p style="text-align: right;">\$1,000/trip</p>

Programs *(continued)*

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<p>SENIOR DAY PICNICS Early Spring/ End of Summer</p>	<p>Sponsor a fun-filled day at the YMCA pavilion, whether a spring fling or end of summer picnic. Typically 100-150 participants.</p>	<p><u>Title Sponsor</u> Opportunity to present, includes information table with banner and vendor giveaways during event. Company logo with link in weekly eblasts 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;">\$1,000/event</p> <p>Information table at event</p> <p style="text-align: right;">\$200/event</p>
<p>HOUSING CRAWL Spring (May)/ Fall (October)</p>	<p>Be a stop on the crawl and showcase all your senior living facility has to offer. Opportunity to give tours, provide light fare and provide collateral materials within the 45 minute stop. (Heavily marketed, open to the public event)</p>	<p><u>Title Sponsor</u> Participate as a site in the crawl. Company logo/name included in all event marketing. Opportunity for a representative of the company to ride on one of the vans, provide transportation and/or be a kick off or wrap up site.</p> <p style="text-align: right;">\$1,000/event</p> <p>Participate as a site in the crawl.</p> <p style="text-align: right;">\$400/event</p>

Annual Events at the Center

EVENT	DESCRIPTION	BENEFITS & INVESTMENT
<p>NYRA'S DAY AT THE RACETRACK</p>	<p>Lunch at Trackside Grill and/or shuttle service from the Center for this day at the races made possible through passes donated by NYRA. Attended by 100.</p>	<p><u>Lunch Sponsor</u> Pass to attend the day at the track. Opportunity to have an information table at Trackside Grill and provide giveaways for attendees. Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters at the Center. Social media recognition. \$750</p> <p><u>Shuttle Sponsor</u> Pass to attend the day at the track. Provide collateral materials for the shuttle seats and signage on the shuttle with company logo. Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters at the Center. Social media recognition. \$300</p>
<p>OPEN HOUSE Fall</p>	<p>Participate in this fall event for four hours (9am-1pm), 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 250-300 attended in 2024. Only Saturday event, unique crowd.</p>	<p><u>Title Sponsor</u> Opportunity to present, includes information table with banner and vendor giveaways during event. Company logo/name with link in twice weekly eblast promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Social media recognition. \$1,500</p> <p>Sponsor an interactive piece of the event. Company logo/name included in all event marketing. Opportunity for information table at event. \$400</p> <p>Information table at event \$200</p>
<p>SPRING/HOLIDAY SHOPS</p>	<p>Sponsor one or both of these holiday shopping events that are open to the public.</p>	<p>Company logo/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Company logo/name on all flyers for the event. Opportunity for information table with banner and vendor giveaways during event. Social media recognition. \$500/ year \$300/event</p>
<p>VOLUNTEER RECOGNITION LUNCHEON</p>	<p>Sponsor this special appreciation event featuring free lunch and treat bags. (November)</p>	<p>Signage at luncheon, with opportunity to provide giveaways for treat bags. Company logo/name with link in twice weekly eblast promoting event and on Center website. Logo/name in monthly newsletter with event details, and digital posters onsite. Social media recognition. \$500</p>

Food for Thought Considerations

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
CHEF SHOWCASE	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/name with link in weekly eblasts promoting event and on Center website. Logo/name in monthly newsletter announcing event details, and digital posters onsite. Opportunity for information table with banner and vendor giveaways during event. \$500/dinner
PITNEY MEADOWS AT THE CENTER	Sponsor Farm Mondays at the Center, July-October.	Company logo/name with link in weekly eblasts promotions and on Center website. Logo/name 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.” \$1,000/season
REGIONAL FOOD BANK	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/name in monthly newsletter and digital posters on -site. Logo/name 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. \$2,000/six months

Fundraising Events

EVENT	DESCRIPTION	BENEFITS & INVESTMENT
SIPPING FOR SENIORS Two to Three Times a Year	Guest bartenders shake and serve cocktails to stir up support for Senior Center programs and 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. \$3,000/year \$1,500/event
MUSIC & MINGLING	The Centers biggest annual fundraiser of the year drawing in more than 500 attendees. The evening features a silent auction, open bar, dinner stations, live music, networking and more.	We have a sponsorship matrix available to see sponsor levels and what is included with each level.
TRAVERS TEE OFF GOLF TOURNAMENT	Our annual golf tournament takes place at Saratoga National Golf Club. The tournament includes 18 holes of golf, a golf gift, welcome cocktail, lunch, ice cream, raffles, and more.	We have a sponsorship matrix available to see sponsor levels and what is included with each level.
70TH ANNIVERSARY SPECIAL EVENTS	These events will take place on our 70th anniversary—Friday, March 28. These events will include a historical presentation of the Centers history and honoring all who have contributed to the Center over the last 70 year. The daytime event will be for members and the community. The evening event will be for sponsors/donors.	We have a sponsorship matrix available to see sponsor levels and what is included with each level.

Please ask about a bundle package for the three major fundraising events—Music & Mingling, Travers Tee Off, & the 70th Anniversary Event. For details, contact Lois Celeste, loisc@saratogaseniorcenter.org.

Senior Support Services

PROGRAM	DESCRIPTION	BENEFITS & INVESTMENT
<p>*NEW* RESOURCE GUIDE</p>	<p>Get your company's name, logo, and information in our 2025 resource guide. This guide will be available in the Center for seniors to utilize as well as handed out by our services team.</p>	<p>Company logo, name, and information detailed within the guide. Priority referrals from our services team.</p> <p style="text-align: right;">\$600/year</p>
<p>COMMUNITY CONNECTIONS</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 weekly eblasts and on Center website. Logo with partnership recognition in 2024 monthly newsletters. Social media recognition throughout the year.</p>
<p>SENIOR LIFE TRANSITIONS</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>TRANSPORTATION</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 weekly eblasts and on Center website. Logo with partnership recognition in 2024 monthly newsletters. Social media recognition throughout the year.</p>
<p>SEMIANNUAL YARD DAYS Spring & 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;">\$500/season</p>

Advertising Opportunities

MEDIUM	FREQUENCY	IMPACT	DESCRIPTION	INVESTMENT
NEWSLETTER INSERT	Monthly	<u>Monthly Circulation</u> 700 mailed 900 community distribution 3,500 emailed (PDF)	<ul style="list-style-type: none"> 8.5"x11" (standard 20lb paper) May be one- or two-sided, color or black and white Provided by advertiser on or before the 15th of the month preceding distribution. 	\$1,000/month
SIGN-IN SCREEN	Monday-Friday 8am-4pm	250/day average Max 6 logos, first come first serve	Members must scan in upon entry; company logo will be featured as the exclusive screen saver at both entrances.	\$4,000/year \$2,500/six months \$1,500/qt
EBLASTS	Two times/week (minimum)	3,500+ 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.	\$3,000/year \$2,000/six months
DIGITAL POSTERS	Monday-Friday 8am-4pm	15 second screen rotation 160-200 appearances daily, per screen to on avg 250 member daily.	Company logo or provided advertisement (with SSC approval) posted to rotate on Community Room television screens as digital billboards	\$5,000/year \$3,000/six months \$1,000/month
NEWSLETTER	Monthly	<u>Monthly Circulation</u> 3,500 emailed 700 mailed 900 community distribution	<p>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.</p> <p>Full-color ad (2"x3.5") in electronic distribution; appears in grayscale on print editions</p>	\$1,000/year
WEBSITE	Continuous	7K views/month	Full-color banner ad (2"x3.5") with link	\$750/year
WEBSITE & NEWSLETTER COMBINED				\$1,500/year

Thank you for reviewing the many ways to partner with Saratoga Senior Center in 2025. We truly appreciate your consideration and look forward to further discussing your sponsorship.

Questions? Please contact us directly.

Hailey Brooks
Marketing & Partnerships Coordinator
haileyb@saratogaseniorcenter.org
(518)584-1621, ext. 2007

Lois Celeste
Executive Director
loisc@saratogaseniorcenter.org
(518)584-1621, ext. 2001