



SPONSORSHIP OPPORTUNITIES

2025 Annual Celebration • Flip the Script on Aging

July 30, 2025

Dear Community Partner,

We are thrilled to invite you to partner with us as a sponsor for Region IV Area Agency on Aging's (AAA) Annual Celebration—a signature event that not only honors the vibrant contributions of older adults and caregivers across our region but also celebrates the dedicated work and profound impact of AAA staff, volunteers, and our valued community partners. Together, we ensure that older adults are able to live with dignity and independence.

This year's theme, "Flip the Script on Aging," invites us to see aging in a bold, new light—embracing the idea that while getting older may bring challenges, it also unlocks fresh possibilities and growth. Together, as a community, we can turn perceptions upside down, challenge outdated stereotypes, and highlight the vibrancy, wisdom, and opportunities that come with every year.

Our celebration, from **4-6 p.m. Thursday, Oct. 16, 2025**, at The Inn at Harbor Shores, will unite community leaders, advocates, families, and service providers in recognizing that aging isn't something to hide from—it's something to look forward to. With the right support, older adults and caregivers can thrive, and everyone can see that aging is so cool, everyone's doing it!

Your sponsorship helps us amplify this message and broaden our reach. Together, we can:

- Champion age-friendly communities
- Support caregivers and vulnerable older adults
- Promote health, independence, and well-being across generations

We would be honored to have your support as a sponsor. Enclosed you'll find our sponsorship package with opportunities to align your brand with this inspiring movement. Thank you for considering this opportunity to celebrate aging with us. Let's build a future where everyone can age with dignity, purpose, and joy.

Warm regards,

Christine Vanlandingham, CEO

Sponsorship Tiers

Platinum Presenting Sponsor • \$5,000

This tier brings you the absolute most recognition as the exclusive title sponsor of our event. This means your name will be placed alongside the name of the event and mentioned every time the event name is mentioned!

For example: Area Agency on Aging's 2025 Annual Celebration Presented By ...

Additionally, you'll also receive recognition in the following ways:

- Your logo or name included above all sponsors, very prominently, in all digital, social, print, radio/podcast, press releases, website and signage materials including event program
- Featured recognition verbally during the event
- A reserved table that seats up to 8 people from your business or organization

Gold Major Sponsor • \$1,500

Your brand will be well positioned across all Annual Celebration promotion materials. We are excited to showcase your brand to our community leaders, advocates, families, and service providers.

Additionally, you'll also receive recognition in the following ways:

- Your logo or name included, prominently, in all digital, social, print, radio/podcast, website and signage materials including event program
- Featured recognition verbally during the event
- A reserved table that seats up to 8 people from your business or organization

Silver Table Sponsor • \$500

As a table sponsor for this year's Annual Celebration, your logo will appear prominently on signage during the event.

Additionally, you'll also receive recognition in the following ways:

- Your business name and logo with URL link of choice listed on event website and program
- Recognition verbally during the event
- A reserved table that seats up to 8 people from your business or organization

Bronze Supporting Sponsor • \$350

As a supporting sponsor for this year's Annual Celebration, you're supporting an age-friendly community in Southwest Michigan.

You'll receive recognition in the following ways:

- Your business name and logo with URL link of choice listed on event website and program
- Four reserved seats at the event for people from your business or organization

Learn more and complete your sponsorship form online at areaagencyonaging.org/2025-annual-celebration/

Logo: Please email a high-resolution version of your logo to Alexandra Newman at alexandranewman@areaagencyonaging.org.

In Kind: If you would like to donate a product or service, or partner with us in a different way, please contact Alexandra at the email above or call 269-408-4369.

All donations are tax deductible. Employer Identification Number (EIN): 38-2332594





Sponsorship Form

AAA Annual Celebration

Deadline: Friday, Sept. 12, 2025

Business/Organization Name _____

Contact Name _____

Contact Email _____

Contact Phone _____

Business/Organization Address _____

City/State/ZIP _____

Yes, I'd like to sponsor Area Agency on Aging's 2025 Annual Celebration:

☐ Other _____ ☐ \$5,000 ☐ \$1,500 ☐ \$500 ☐ \$350

Card Number _____

Exp Date _____ Code _____

Name on Card _____

☐ **Check/Cash Enclosed**
(make check payable to
Area Agency on Aging)

☐ **Credit Card**

☐ **Online →**

☐ **Invoice**

☐ **In Kind**

☐ **Other** _____



☐ **I am making an "In-Kind" donation**

Approximate Value _____

Description _____

Signature _____ Date _____