



SPONSORSHIP OPPORTUNITIES

2026 Annual Celebration

July 16, 2026

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.

This year's event will feature more impact, more community voices, and more opportunities to get to know the people behind our mission: *Offering Choices for Independent Lives*.

Our celebration, from **4-6 p.m. Monday, Oct. 5, 2026**, at the **Mendel Center at Lake Michigan College**, will invite attendees to explore the wide breadth of those choices offered by AAA.

From comprehensive long-term in-home care, to computer classes, job training, falls prevention and so much more, AAA supports people at every stage of life with human-to-human care.

Your sponsorship helps us amplify our mission 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 packages 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

Every sponsorship helps advance our mission of Offering Choices for Independent Lives. Together, we are building communities where older adults, caregivers, and families can age with dignity, purpose, and connection.

Platinum Presenting Sponsor • \$5,000

As our Presenting Sponsor, you help make it possible for community members, caregivers, volunteers, and partners to come together to celebrate aging, honor service, and strengthen connections across Southwest Michigan. In recognition of that leadership investment, your name will be placed alongside the name of the event and mentioned every time the event name is mentioned. Additionally, you'll receive:

- 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
- Eight reserved tickets to the event

Gold Major Sponsor • \$1,500

As a Gold Major Sponsor, you help show the impact we can have across Southwest Michigan when we work together for health, home and community. We are excited to showcase your brand to our community leaders, advocates, families, and service providers during our Annual Celebration.

You'll 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
- Eight reserved tickets to the event

Silver Table Sponsor • \$500

As a Table Sponsor, you help foster connection in Southwest Michigan so that all people are able to live with dignity and independence across the lifespan.

You'll 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 and on table signage
- Eight reserved tickets to the event

Bronze Supporting Sponsor • \$350

As a Supporting Sponsor, you're helping inspire 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

Award Sponsor • \$Variable

Sponsor an award at this year's celebration. Past awards given include Direct Care Worker, Family Caregiver and Volunteer of the Year Awards.

Please reach out to us to discuss this opportunity.

Giveaway Sponsor • \$Variable/In Kind

Sponsor a giveaway or prize for this year's celebration. Donate a product or service, or help us purchase a giveaway that dazzles the crowd.

Please reach out to us to discuss this opportunity.

Learn more about this year's celebration at areaagencyonaging.org/2026-annual-celebration/

Questions? Reach out to Alexandra at 269-408-4369 or alexandranewman@areaagencyonaging.org

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





Sponsorship Form

2026 AAA Annual Celebration

Please return this form and payment **by Friday, Sept. 11, 2026**, to
2900 Lakeview Ave., St. Joseph, MI 49085 or to
alexandranewman@areaagencyonaging.org

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 2026 Annual Celebration:

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

Card Number _____

Exp Date _____ Code _____

Name on Card _____

☐ I have emailed a high-resolution version of our logo to
alexandranewman@areaagencyonaging.org.

☐ **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 _____