



SPONSORSHIP OPPORTUNITIES

CELEBRATING 50 YEARS OF AREA AGENCY ON AGING

June 20, 2024

Dear Community Partner,

This year, Region IV Area Agency on Aging (AAA) celebrates 50 years of lasting impact in Berrien, Cass and Van Buren counties with programs that help people live independently across the lifespan.

Whether it's through the many AAA programs that support older adults to remain living in their own homes instead of in a nursing facility, or vast array of community partners who help support that mission, the Area Agency on Aging's goal is to help people live healthy, fulfilled lives as they age. From caregiver support services to the Foster Grandparent program, which connects older adult volunteers to classrooms where they provide mentoring and academic support for at-risk children and everything in between, we are the community's first stop for trusted information around aging.

To celebrate all that we've accomplished, and cast a vision for the future, we'll be hosting a celebration from **5-8 p.m. Thursday, Oct. 3, 2024** at the Mendel Center at Lake Michigan College.

To help make this event extra golden, we're asking you to consider a sponsorship or donation to help us, and the community, celebrate 50 years!

As the Southwest Michigan population continues to average older than state and national averages, the AAA mission of *Offering Choices for Independent Lives* will prove paramount as we move into our next half a century.

Thank you for your consideration,

Christine Vanlandingham, CEO

A handwritten signature in black ink that reads 'Christine Vanlandingham'.

Sponsorship Tiers

	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$350	AAA Blue \$200
Event “Presented By...”	x					
Recognition verbally during event	x	x				
Recognition in all paid event promotion: advertisements (radio, TV, newspaper), etc.	x	x				
Recognition in all non-paid event promotion: Press release, interviews, social media, etc.	x	x	x			
Logo on event program	x	x	x	x		
Table at event with logo signage (seats up to 8 people from your business or organization)	x	x	x	x	x	
Business name listed in event program	x	x	x	x	x	x
Business name and logo with URL link of your choice listed on event website	x	x	x	x	x	x

Each tier includes all the benefits marked with an “x” below that tier.

Deadline is Friday, Aug. 30.

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 Tiers

Diamond • \$5,000

- Event “Presented By...”
- Recognition verbally during event
- Recognition in all paid event promotion: advertisements (radio, TV, newspaper), etc.
- Recognition in all non-paid event promotion: Press release, interviews, social media, etc.
- Logo on event program
- Table at event with logo signage (seats up to 8 people from your business or organization)
- Business name listed in event program
- Business name and logo with URL link of your choice listed on event website

Platinum • \$2,500

- Recognition verbally during event
- Recognition in all paid event promotion: advertisements (radio, TV, newspaper), etc.
- Recognition in all non-paid event promotion: Press release, interviews, social media, etc.
- Logo on event program
- Table at event with logo signage (seats up to 8 people from your business or organization)
- Business name and logo with URL link of your choice listed on event website

Gold • \$1,000

- Recognition in all non-paid event promotion: Press release, interviews, social media, etc.
- Logo on event program
- Table at event with logo signage (seats up to 8 people from your business or organization)
- Business name and logo with URL link of your choice listed on event website

Silver • \$500

- Logo on event program
- Table at event with logo signage (seats up to 8 people from your business or organization)
- Business name and logo with URL link of your choice listed on event website

Bronze • \$350

- Business name listed in event program
- Table at event with logo signage (seats up to 8 people from your business or organization)
- Business name and logo with URL link of your choice listed on event website

AAA Blue • \$200

- Business name listed on event program
- Business name and logo with URL link of your choice listed on event website



Sponsorship Form

AAA 50th Anniversary Celebration

Deadline: Aug. 30, 2024

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 50th Anniversary Celebration:

Other _____ \$5,000 \$2,500 \$1,000 \$500 \$350 \$200

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 _____