



February 11, 2019

Dear Community Partner,

I would like to invite you to join Senior Neighbors as a sponsor for 2019. As a sponsor, your investment provides essential services for seniors in our community, particularly those with the greatest physical, social, or economic needs. Annually, nearly 4,500 seniors benefit from these life-changing programs such as transportation, meals, case management, and a connection to the community.

For the coming year we have two exciting sponsorship opportunities, both providing much-needed support for the growing older adult population in our community.

Event Only: Join us as we prepare for the 2nd annual **16 Over 60 Awards Gala**. This unique event was an enormous success in 2018 with nearly 500 guests in attendance and a truly viral reaction on social media, reaching 20,000 people without any paid advertising.

Annual Sponsor: In addition to recognition at the **16 Over 60 Awards Gala**, sponsors receive year-long recognition to include the Meet Your Neighbors Luncheon which is attended by over 200 guests each year. Annual Sponsors also receive several exclusive benefits such as a plaque with your logo or name at each of Senior Neighbors' five centers.

I am sincerely grateful for your consideration and hope you can join us as a sponsor for 2019. Additional information can be found in the enclosures and if you have any questions, do not hesitate to contact our Director of Development and Donor Care, Brian Clark, at 616-233-0738 or bclark@seniorneighbors.org.

With gratitude,

Robert Barnes
President

Board of Directors

- Julie Metsker
Chairperson
- Mindy Olivarez
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- Juan Salazar
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- Leo Peters
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- Lori Smith
- Misti L. Stanton
- Katherine Steffy
- Jeffery F. Swain
- Douglas P. Vance
- Keith D. Vandercook
- Myrna Zielinski



Engaged & INSPIRING

Join in the effort to recognize the contributions of those 60 years of age or more

- * Nearly 500 guests in attendance for the 2018 inaugural event
- * Organic reach of 20,000 people on social media
- * Multiple television and radio stories
- * More than 100 public nominations received

Don't miss out!

Sponsors receive reservations
and special recognition

"I have been to hundreds of evening events, but last night's really stood out. Congratulations on a wonderful, unique event!"

Micki Benz
VP, Mercy Health Saint Mary's

Save *the* Date

Wednesday, November 13, 2019 | 6:00 pm
FREDERIK MEIJER GARDENS & SCULPTURE PARK



Annual Sponsorship Benefits

Through an annual sponsorship, local companies are able to make a year-long commitment to Senior Neighbors.

In addition to recognition at both of Senior Neighbors' premier events, Meet Your Neighbors Luncheon & 16 Over 60 Awards Gala, sponsors enjoy exclusive benefits.



EXCLUSIVE ANNUAL SPONSOR BENEFITS

- Plaques at all five Senior Neighbors Centers with your logo or name
- Sponsorship recognition at the Senior Neighbors Summer Picnic, attended by more than 300 seniors
- Inclusion as a sponsor at the annual Senior Odyssey of Michigan competition

Senior
NEIGHBORS
no longer alone

Your Support Matters!

All sponsorships support programs for older adults in need:



SUPPORT SERVICES

Crisis Intervention - disconnected utilities, eviction notices, etc.

Home Repair and Referral

Housing Information and Counseling

Information and Referral - when another agency may be of assistance

Medicare/Medicaid Assistance - applications, troubleshooting, and counseling



MEALS

Daily meals available at Senior Neighbors' five senior centers



HEALTH AND WELLNESS SERVICES

Exercise Classes

Health Screenings

Nutrition and Health Education

Social Interaction - daily senior center activities

Transportation to Essential and Medical Services



SENIOR VOLUNTEER PROGRAMS

Volunteer Opportunities throughout Kent County



2019 SPONSORSHIP LEVELS

Event Only: Recognition at the 16 Over 60 Awards Gala

Annual Sponsor: Year-long recognition as a partner of Senior Neighbors, including the 16 Over 60 Awards Gala

	<i>EVENT ONLY 16 Over 60 Awards Gala</i>	<i>ANNUAL SPONSOR</i>
GOLD <ul style="list-style-type: none"> • Logo recognition of your sponsorship on all marketing materials, including media releases. • Verbal recognition from the podium and option of a speaking opportunity. • Logo displayed on event sponsor board. • Invitation to pre-event honoree reception • Preferred seating for a table of 10 at the 16 Over 60 Awards Gala. 	\$10,000	\$12,500
SILVER <ul style="list-style-type: none"> • Logo recognition of your sponsorship on all marketing materials. • Verbal recognition from the podium. • Logo displayed on event sponsor board. • Invitation to pre-event honoree reception • Preferred seating for a table of 10 at the 16 Over 60 Awards Gala. 	\$5,000	\$6,000
BRONZE <ul style="list-style-type: none"> • Logo recognition of your sponsorship on event program and website. • Name listed on event sponsor board. • Preferred seating for a table of 10 at the 16 Over 60 Awards Gala. 	\$2,500	\$3,000
FRIEND <ul style="list-style-type: none"> • Name recognition of your sponsorship on event program and website. • Seating for up to 4 guests at 16 Over 60 Awards Gala 	\$600	\$1,000

RESERVE YOUR SPONSORSHIP

To learn more, please contact Brian J. Clark, Director of Development and Donor Care,
at (616) 233-0738 or BClark@seniorneighbors.org



Registration and Payment Form

Sponsorship Type

- 2019 Annual Sponsor EVENT ONLY:
 16 Over 60 Awards Gala
 on November 13, 2019

Sponsorship Level

- Gold Silver Bronze Friend

Donation Amount: \$ _____

Name of sponsor as it should appear in print

Contact name: _____

Address: _____

City, State, Zip: _____

Email: _____ Phone: _____

PAYMENT METHODS

- Send an invoice
 Check **Please make checks payable to:** Senior Neighbors, Inc.
 VISA MasterCard Discover American Express

Card Number

Security Code

Exp. Date

Name on Card (please print)

Signature

Mail to:
 Senior Neighbors
 678 Front Ave NW, Suite 205
 Grand Rapids, MI 49504-5372

Or scan and email to:
 Terri Piersma
 616-233-0739
tpiersma@seniorneighbors.org

Or by fax:
 Attention: Development
 Fax: 616-459-6953

Annual Sponsorship registration deadline:
 Annual Sponsorships must be confirmed by **April 5, 2019** to
 guarantee recognition at all 2019 events.