



50 years
serving area seniors since 1972

Thank you for joining the community of Senior Neighbors supporters this year as a Gala or Annual Sponsor!

This table highlights the main differences in recognition and benefits sponsors receive. These vary based on the level of sponsorship you choose (i.e., Gold, Silver, Bronze or Friend) and whether you decide to become an Annual or Gala Sponsor.

If you have additional questions, please get in touch with **Winsome Bricker**, Development Coordinator, at wbricker@seniorneighbors.org or (616) 233-0738.

Comparison of Sponsorship Benefits

	Gold	Silver	Bronze	Friend
Exposure in the 16 Over 60 program booklet	<ul style="list-style-type: none"> • Full page ad • Logo on sponsor recognition page 	<ul style="list-style-type: none"> • Full page ad • Logo on sponsor recognition page 	<ul style="list-style-type: none"> • Half page ad • Name on sponsor recognition page 	<ul style="list-style-type: none"> • Name on sponsor recognition page
Recognition during the event	<ul style="list-style-type: none"> • Verbally by emcee • Logo on screen • Prominent recognition at event venue 	<ul style="list-style-type: none"> • Verbally by emcee • Logo on screen 	<ul style="list-style-type: none"> • Name listed on screen 	
Additional logo placement	<ul style="list-style-type: none"> • Social media posts • Event webpage • Event marketing materials • Media releases 	<ul style="list-style-type: none"> • Social media posts • Event webpage • Event marketing materials 	<ul style="list-style-type: none"> • Social media posts • Event webpage 	
Guests included for the 16 Over 60 Awards Gala	<ul style="list-style-type: none"> • Preferred seating for a table of 10 	<ul style="list-style-type: none"> • Preferred seating for a table of 10 	<ul style="list-style-type: none"> • Seating for a table of 10 	<ul style="list-style-type: none"> • Seating for up to 4 guests
Other	<ul style="list-style-type: none"> • Invitation to pre event Honoree reception 			
<i>Minimum donation for</i> Gala Sponsorship <i>Includes only the above benefits.</i>	\$10,000	\$5,000	\$3,000	\$800
<i>Minimum donation for</i> Annual Sponsorship	\$12,500	\$6,000	\$4,000	\$1,250

Annual Sponsors receive the same benefits above relating to the 16 Over 60 Awards Gala as do Gala Sponsors, depending on their level of sponsorship (i.e., Gold, Silver, Bronze, or Friend). All Annual Sponsors also receive **additional special recognition throughout the year:**

- At other annual events including the Meet Your Neighbors luncheon and the highly popular community-wide Senior Picnic
- On the Senior Neighbors website on a page dedicated to our Community Partners in Philanthropy
- In our monthly Senior Center newsletter distributed to seniors across Kent County
- On posters in our Senior Centers and main office.