



Corporate Sponsorship Program for 2016

Community Sponsor \$25,000

This exclusive, top-level sponsor of Seniors' Resource Center will receive universal event-wide exclusive rights including complete above-the-name recognition; (e.g. "Brownstein Hyatt Farber Schreck presents Seniors' Resource Center- Gift of Independence Breakfast") in all event promotional advertising and collateral materials; extensive event signage, sampling rights and hospitality benefits; for our main special events

Crystal Club Member Event on April 7, 2016

*An exclusive donor appreciation event held at SRC
which honors approximately 25 individuals who have named SRC in their estate plans*

Food Truckin' @ SRC & Donor Recognition Event on August 11, 2016

*A Community Event of approximately 300 attendees
fill the outside grounds with food trucks, microbrews,
corn hole contests and the smooth sounds of Hazel Miller Band*

Gift of Independence Breakfast on September 23, 2016

*Our signature fundraising event held at the Sheraton Denver West Hotel
with expected attendance of nearly 350 donors,
government officials and community members across all Denver metro counties*

plus additional benefits including:

Full Promotional Rights

Primary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Opportunity for featured article in one *Expressions* donor newsletter edition
- Logo listing in donor newsletter, *Expressions*, (produced 3x annually)
- Event Invitations
- Registration/ RSVP Forms
- Seniors' Resource Center on-site electronic plasma screen
- Seniors' Resource Center sponsorship signage at all additional on-site events including educational seminars, classes, wellness and job fairs, community gatherings and civic meetings (approx. 300 attendees per year)
- Event stationary, including sponsor and donor acknowledgements and post event communications

Extensive On site Dominance

Primary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Opportunity for a Spokesperson to thank attendees at each event
- Event Entry and Way Finding signage
- One 10X10 promotional space in premium high traffic area at each event
- Event Banner
- Opportunity for product sampling
- Event Programs
- Opportunity to provide branded giveaway to attendees
- Audio recognition from stage during program, two times

Internet Marketing (Approximately 20,000 views annually)

- URL Logo link on SRC's website including its event and sponsor pages
- Primary logo recognition on email invitations and communications
- Primary logo recognition on SRC's website including its event and sponsor pages

Customer Relations

- Four (4) VIP parking passes
- Ten (10) tickets to each event
- Name Listing in Annual Report

Additional Community Outreach and Recognition

- Vehicle sponsorship and logo recognition on back of 3 bus fleets
- Opportunity to sponsor Senior Wellness Fairs

Independence Sponsor \$15,000 (2)

These top-level secondary sponsors will receive marquee billing below the name Presenting Sponsor recognition, (e.g. "XXX presents Seniors' Resource Center- Gift of Independence Breakfast sponsored by Brownstein Hyatt Farber Schreck") in all event promotional advertising and collateral materials; extensive event signage, sampling rights and hospitality benefits; for our main special events:

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Gift of Independence Breakfast on September 23, 2016

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with expected attendance of nearly 350 donors,
government officials and community members across all Denver metro counties*

plus additional benefits including:

Promotional Rights

Secondary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Logo listing in donor newsletter, *Expressions*, (produced 3x annually)
- Event Invitations
- Registration/ RSVP Forms
- Seniors' Resource Center on-site electronic plasma screen
- Seniors' Resource Center sponsorship signage at all additional on-site events including educational seminars, classes, wellness and job fairs, community gatherings and civic meetings (approx. 300 attendees per year)
- Event stationary, including sponsor and donor acknowledgements and post event communications

On site Dominance

Secondary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- One 5X5 promotional space in premium high traffic area at each event
- Event Banner
- Opportunity for product sampling
- Event Programs
- Opportunity to provide branded giveaway to attendees
- Audio recognition from stage during program, two times

Internet Marketing (Approximately 20,000 views annually)

- Secondary logo recognition on email invitations and communications
- Secondary logo recognition on SRC's event and sponsor pages.

Customer Relations

- Two (2) VIP parking passes
- Eight (8) tickets to each event
- Naming Listing in Annual Report

Advocacy Sponsor \$10,000 (4)

These Tertiary sponsors of Seniors' Resource Center will receive below-the-name recognition; (e.g. "XXX presents Seniors' Resource Center- Gift of Independence Breakfast sponsored by XXX in association with Brownstein Hyatt Farber Schreck") in all event promotional advertising and collateral materials; extensive event signage, sampling rights and hospitality benefits; for our main special events:

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Gift of Independence Breakfast on September 23, 2016

*Our signature fundraising event held at the Sheraton Denver West Hotel
with expected attendance of nearly 350 donors,
government officials and community members across all Denver metro counties*

plus additional benefits including:

Promotional Rights

Tertiary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Logo listing in donor newsletter, *Expressions*, (produced 3x annually)
- Event Invitations
- Registration/ RSVP Forms
- Seniors' Resource Center on-site electronic plasma screen
- Seniors' Resource Center sponsorship signage at all additional on-site events including educational seminars, classes, wellness and job fairs, community gatherings and civic meetings (approx. 300 attendees per year)
- Event stationary, including sponsor and donor acknowledgements and post event communications

On site Dominance

Tertiary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Event Banner
- Opportunity for product sampling
- Event Programs
- Opportunity to provide branded giveaway to attendees
- Audio recognition from stage during program, two times

Internet Marketing (Approximately 20,000 views annually)

- Tertiary logo recognition on email invitations and communications
- Tertiary logo recognition on SRC's event and sponsor pages.

Customer Relations

- One (1) VIP parking passes
- Four (4) tickets to each event
- Name Listing in Annual Report

Dignity Sponsor \$5,000

These Quaternary sponsors of Seniors' Resource Center will receive below-the-name recognition; (e.g. "XXX presents Seniors' Resource Center- Gift of Independence Breakfast sponsored by XXX in association with XXX and additional support from Brownstein Hyatt Farber Schreck.") in event promotional advertising and collateral materials, event signage, sampling rights and hospitality benefits; for our main special events:

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government officials and community members across all Denver metro counties*

plus additional benefits including:

Promotional Rights

Quaternary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Logo listing in donor newsletter, *Expressions*, (produced 3x annually)
- Registration/ RSVP Forms
- Seniors' Resource Center on-site electronic plasma screen
- Seniors' Resource Center sponsorship signage at all additional on-site events including educational seminars, classes, wellness and job fairs, community gatherings and civic meetings (approx. 300 attendees per year)
- Event stationary, including sponsor and donor acknowledgements and post event communications

On site Dominance

Quaternary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Event Programs
- Opportunity to provide branded giveaway to attendees
- Audio recognition from stage during program, two times

Internet Marketing (Approximately 20,000 views annually)

- Quaternary logo recognition on SRC's event and sponsor pages.

Customer Relations

- Four (4) tickets to each event
- Name Listing in Annual Report

Leadership Sponsor \$2,500

Quality of Life: 1,000

Compassion: \$500

These Quinary, Senary and Steptenary sponsors of Seniors' Resource Center will receive below-the-name recognition; (e.g. "XXX presents Seniors' Resource Center- Gift of Independence Breakfast sponsored by XXX in association with XXX and additional support from Brownstein Hyatt Farber Schreck.") in event promotional advertising and collateral materials, event signage, sampling rights and hospitality benefits; for our main special events:

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plus additional benefits including:

Promotional Rights

Quinary, Senary or Steptenary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Logo listing in donor newsletter, *Expressions*, (produced 3x annually)
- Seniors' Resource Center on-site electronic plasma screen
- Seniors' Resource Center sponsorship signage at all additional on-site events including educational seminars, classes, wellness and job fairs, community gatherings and civic meetings (approx. 300 attendees per year)
- Name Listing on Event stationary, including sponsor and donor acknowledgements and post event communications

On site Dominance

Quinary, Senary or Steptenary position logo recognition in all Seniors' Resource Center (SRC) event promotional materials including:

- Event Programs
- Opportunity to provide branded giveaway to attendees
- Audio recognition from stage during program, two times

Internet Marketing (Approximately 20,000 views annually)

- Quinary, Senary or Steptenary logo recognition on SRC's event and sponsor pages.

Customer Relations

- Two (2) tickets to each event
- Name Listing in Annual Report

Please call SRC Director of Development and Marketing at 303.235.6918 for more information
Seniors' Resource Center * 3227 Chase Street * Denver, CO 80212 * 303.235.6918