

## Optional "Partner" Benefit, additional cost TBD

Tier 1 Partners also have the opportunity to partner with SRC for an on-site Seniors Resource Fair. The fair would be co-presented by the Host Sponsor, Seniors' Resource Center, and Channel 9's Senior Source. This event will promote the host facility to area seniors and families and introduce them to your facility, your staff, your capabilities and services.

- Hosted on-site at the Host Partner location;
- Event to be planned by SRC and the Host Partner;
- Event to be promoted by Senior Source and SRC ;
- Event Emcee: Mark Koebrich (Channel 9 Senior Source); SRC staff to be available for Panel Discussion and information tables;
- Event Implementation by Host Sponsor;
- Event follow-up by Host Sponsor;
- Attendee information to be collected and shared among Host Partner, Senior Source and SRC.



SENIORS'  
RESOURCE  
CENTER  
3227 Chase Street  
Denver, CO 80212  
[www.SRCaging.org](http://www.SRCaging.org)

Our mission is to help seniors age at home. Partner with us in 2018 to support seniors and also help to honor and celebrate Seniors' Resource Center's 40 years of service to the community. For more information about partner and sponsor opportunities, please contact Rod Manuel at 303.235.6918 or [RManuel@SRCaging.org](mailto:RManuel@SRCaging.org).

*Providing Independence, Dignity & Hope for 40 Years*

## 2018 Partner & Sponsor Opportunities

*Seniors' Resource Center develops partnerships with local businesses and non-profits to meet the needs of our growing senior population.*

*Partner with us in 2018!*



SENIORS' RESOURCE CENTER

*Providing Independence Since 1978*

## SRC Partner & Sponsor Opportunities

**Tier 1 Partner: \$25,000** – Exclusivity by geography & service category.

### **Partner Recognition:**

- ✓ At SRC's fund-raising event, and promotions for the event to be attended by 300-350 community leaders and individual donors;
- ✓ At two 40th Anniversary Events (75-100 community leaders at each);
- ✓ At 1X – 2X/month "Meet & Greet" with community partners and donors;
- ✓ On two SRC buses in partner's geographic territory;
- ✓ On 2018 Partnership Wall Plaques for display at all SRC locations;
- ✓ In SRC's Annual Report;
- ✓ In all 3 SRC donor newsletters and in 1 devoted newsletter article;
- ✓ Through a logo link on SRC's website, recognition in SRC's blog, and a partnership announcement in SRC Social Media.  
(See next page for an optional partnership benefit.)

**Tier 2 Sponsor: \$10,000** – **Top Sponsor Recognition:**

- ✓ At SRC's fund-raising event and promotions for the event, to be attended by 300-350 community leaders and individual donors;
- ✓ At two 40th Anniversary Events (75-100 community leaders at each);
- ✓ On one SRC bus in sponsor's territory;
- ✓ In SRC's Annual Report;
- ✓ In all 3 SRC donor newsletters and in 1 devoted newsletter article;
- ✓ Through a Logo link on SRC's website, recognition in SRC's blog, and a sponsorship announcement in SRC Social Media.

**Tier 3 Sponsor: \$5,000** – **Sponsor Recognition:**

- ✓ At SRC's fund-raising event and promotions for the event, to be attended by 300-350 community leaders and individual donors;
- ✓ In SRC's Annual Report;
- ✓ In all 3 SRC donor newsletters;
- ✓ Through a Logo link on SRC's website, recognition in SRC's blog, and a sponsorship announcement in SRC Social Media.

**Tier 4 Supporter: \$2,500** – **Supporter Recognition:**

- ✓ At SRC's fund-raising event and promotions for the event, to be attended by 300-350 community leaders and individual donors;
- ✓ In SRC's Annual Report;
- ✓ In one SRC donor newsletter;

### **The Coming Wave**

Our population is aging at an unprecedented rate. Colorado's population of 65 and older will grow more than 68% by 2030. That's an additional 508,000 people. Every day more and more seniors come to our door looking for help.

### **Who We Are**

SRC is a non-profit community partner providing coordinated services to enhance independence, dignity and quality of life for older adults. Since 1978, SRC works to help older adults age in the place they call home.

With headquarters in Wheat Ridge and locations in Evergreen, Littleton and Lakewood, SRC's service area spans the Denver Metro area. SRC services include transportation, individual care assessments, in-home support, cleaning and minor repairs, companionship, volunteer opportunities, adult day programs and caregiver respite.

### **Who We Serve**

SRC serves ALL seniors regardless of their economic capacity. We help those struggling with limited resources and no family support; and we help those with resources and family support. Sponsors and donors make this possible.

### **It Takes a Team**

SRC works with numerous community partners to meet the needs of our growing senior population. It is imperative that community providers work together to identify, address and solve the issues facing seniors and caregivers. Partnering on new and creative solutions is critical in this effort.

### **Why Partner with SRC?**

SRC is a recognized community leader on issues related to aging and in serving seniors. Your organization benefits from partnering with SRC through:

- ✦ **Increased awareness and exposure among seniors and their families in your community;**
- ✦ **Increased exposure within our network of community partners;**
- ✦ **Increased credibility in your community and within your organization;**
- ✦ **Increased media exposure through our marketing campaign celebrating our 40th year of service.**