

Support Through Sponsorships

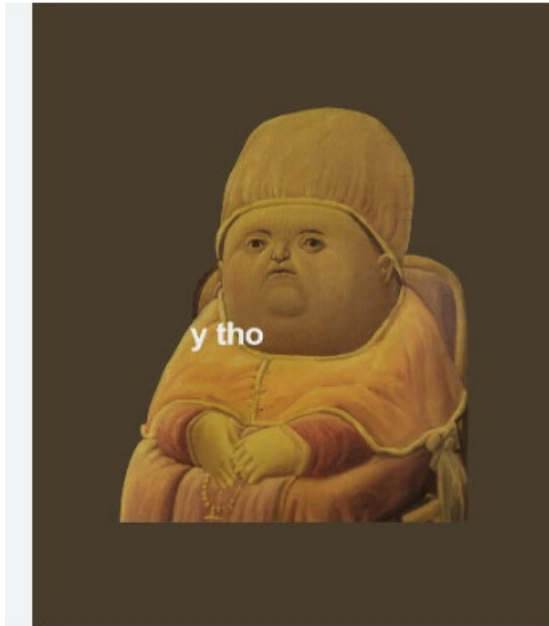
Jan Keith, Director of Community Engagement

Kerri Gallagher, Community Engagement Coordinator

The Dreaded Call



Sponsors . . .



Sponsorships offer local businesses and organizations the opportunity to partner with you in a mutually beneficial relationship.

Sponsors meet their marketing goals and, at the same time, support your mission by providing contributions of goods and/or services to help meet the needs and interests of your agency and centers.

Basic Types of Sponsorships



- Ad in newsletter
- Logo on website
- Blog post
- Host an information table
- Event sponsor
- Adopt a Route
- Program Support



- Bingo prizes
- Coffee bar
- Blood pressure checks
- Activity support
- Adopt a Route
- Holiday party gifts/entertainment



Newsletter Ad Space

Place your ad HERE! Your ad helps Aging Ahead print and share our quarterly newsletter with thousands of homebound seniors and caregivers. Do you want to see your ad here and support older adults in the community, reserve your ad space today! Contact Jan Keith at jkeith@agingahead.org.

Adaptive Equipment & Caregiving Corner
 MAKING CAREGIVING SAFER & EASIER

Visit: www.AECorner.com
 Email: AECorner15@gmail.com
 Call: (618)206-8401

Easy-to-Understand Videos | Helpful Caregiver Tips | Links to Senior Service Resources

Wish you were spending more time with family instead of maintaining your home?



You deserve to relax and enjoy your retirement years. Our Sale-Leaseback can help.

Call (866) 709-2825 or visit truehold.com to get your free info kit today!

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LIVE EASIER AT HOME



Anthem

Stay healthy while staying at home

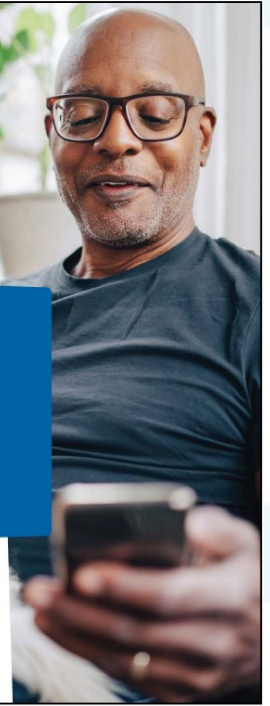
Our Medicare plans bring care to you
 Your health is important, and even more so in these times. That is why our Anthem Medicare Advantage plans offer you access to doctors and nurses without ever having to leave home. And your local agent is also on call to answer any questions you have about how to get the most from your plan.

How to stay healthy without leaving home:

- Online doctor visits from your computer, smartphone, or tablet
- Answers to your health questions from our 24/7 NurseLine
- Online access to the SilverSneakers® fitness program with on-demand workout videos and live classes, plus health and nutrition tips
- Prescriptions mailed directly to you so you don't have to drive or wait in line

1-on-1 help in person, online, or over the phone

Aging Ahead thanks the advertisers included in this newsletter for their financial support. Please understand that Aging Ahead is in no way recommending or promoting these entities.



8 SPONSORS

CHOICE



Our Process & Guidelines



They're interested.. Steps to Approval

1. Direct the potential sponsor to our Sponsorship Application form to indicate what type of help they're interested in providing, locations, and whether they are a for-profit or non-profit organization.

2. They sign an agreement

Sponsors CANNOT:

1. Collect client information
2. Present/give advice
3. Sell any product or service
4. Distribute business cards (materials made available on the day of the event)
5. Say that Aging Ahead endorses the sponsoring organization

Signed, Sealed, Delivered...Now What?

EMAILS GO OUT

- One to the senior center(s) with the approved application letting them know they can coordinate with the approved sponsor
- One back to the sponsor letting them know they're approved, providing the centers' contact info, and reminding them of our guidelines



Ensuring Client Safety with Waivers

Sponsor Logo Here

Blood Pressure Screening Consent Form

I _____ consent to The Landing of O'Fallon to monitor my Blood Pressure Levels. I understand that **Sponsorship Name** is available to monitor my Blood Pressure levels as part of a community outreach presentation. I agree to indemnify and hold harmless Aging Ahead and its representatives from any injury or circumstance resulting from my voluntary participation in this service.

Date

Client Signature

Stickers & Signage

**Today's meal is delivered by your
friends at *Autumn Ridge Residences.***



Sponsorship Guidelines & Agreement

In order to uphold the mission of *Aging Ahead* and protect the privacy and well-being of our participants, we require that sponsors abide and agree to the following guidelines:

- Sponsors are prohibited from collecting participant contact information, including in exchange for any service, goods, raffles and prize drawings.
- Sponsors are prohibited from making presentations and/or providing advice as part of their sponsored activity.
- Sponsors are prohibited from selling any product or service at Agency locations.
- Sponsors are prohibited from distributing business cards/brochures to participants; however, materials may be made available on the day of the program for participants to voluntarily collect.
- *Aging Ahead* does not endorse sponsoring organizations.

I have voluntarily read and agree to follow all of the guidelines stated in this agreement. Violation of any terms of this agreement may result in immediate discontinuation of our sponsor relationship. *

Date *

Date

Identify & Recruit



So, No One's Reaching Out to You



- Compile a list of local businesses and civic organizations like banks, churches, grocery stores, Rotary Clubs, civic councils, restaurants, etc.
 - Evaluate if their interests and goals align with your mission.
- Check with your Board
- Customize the Ask
- Determine how this relationship will be mutually beneficial

Follow Along





This is Sadie. Sadie is manager of a branch of Bank of Money. Sadie wants to strengthen the name of Bank of Money in the community, and her grandparents used to receive Meals on Wheels, so she calls Aging Ahead.



After discussing sponsorship opportunities, Sadie wants to provide bingo prizes and flower boxes for North and South senior centers. We direct her to complete our application form and sign the agreement.



We approve Sadie's application, and contact the North and South center admins, attaching Sadie's application, agreement, and contact information.



We also email Sadie, thanking her and Bank of Money for their support, provide the contact info of the North and South centers, and remind her of the guidelines she and Bank of Money have agreed to.

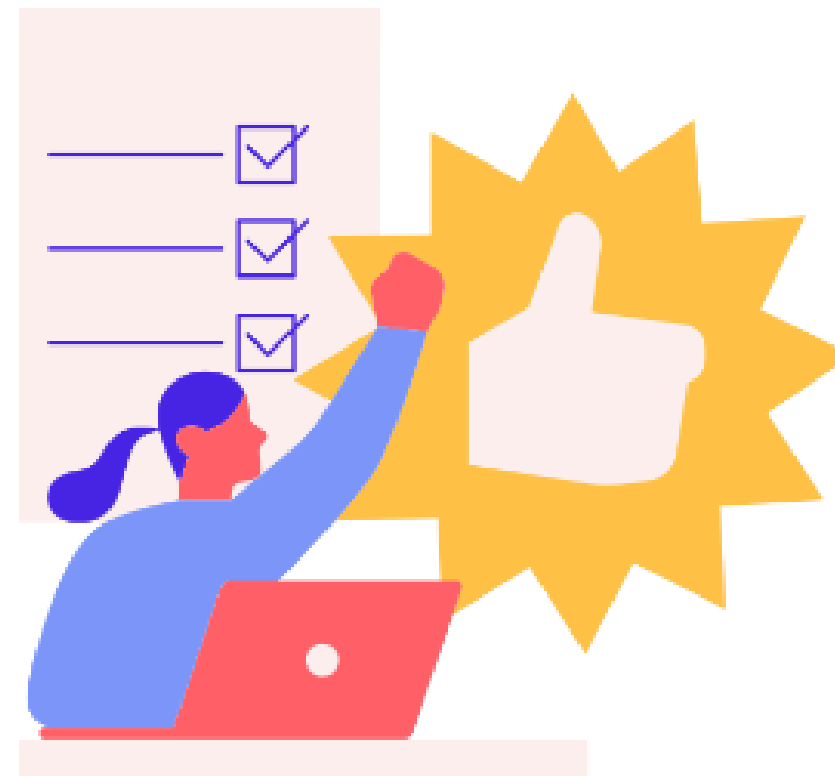


Our center staff reaches out to Sadie to coordinate schedules for sponsored bingo and flower box drop-off.



In the meantime, we...

- Acknowledge Bank of Money via our website, newsletter, social media, etc. (depending on agreement)
- Create signage or stickers and distribute to the centers for use (“These flowers were provided by your friends at Bank of Money”)
- Continuously engage throughout the year
 - Add to our Sponsors email group to keep them up to date with agency news, upcoming events, and additional needs
 - Ex: 50th Anniversary Party at the Center is coming up. Would they like to help?
- Conduct annual audits
 - Change of status or contact information





Thank You!
Questions?

