

2024 SPONSORSHIP OPPORTUNITIES



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The Senior Center is a *dynamic and rapidly growing resource* for the West Seattle community to connect with others, volunteer and pursue goals of health, wellness and lifelong learning as they age. We have *doubled our membership* over the past two years and have added *dozens of new programs and classes* to engage our active and increasingly diverse membership.

We invite you to join us as a 2024 sponsor. As a small, independent nonprofit, we depend on support from our corporate and small-business partners to make our work possible.

Our impact:

- We serve more than 1,200 members plus additional visitors and non-member participants
- Reaching people ages 50+ living in greater West Seattle
- 2,400 social media followers, 2,000 monthly e-news subscribers and 1,400 bi-monthly mailed newsletter subscribers

SIGNATURE EVENT: ANNUAL BREAKFAST

Our Annual Breakfast is the Senior Center’s biggest fundraising event and has the widest exposure, with publicity on social media, our website, print and digital materials and at the live event.

- Date: May 14, 2024
- Audience: Community supporters, small business owners, donors, elected officials and members
- 450 attendees

Benefits of your sponsorship:	Platinum \$10,000	Golden \$7,500	Ruby \$5,000	Sapphire \$2,500	Emerald \$1,000	Partner \$500
Logo on event promotional materials	X	X	X	X	X	X
Thank you in our member newsletter	X	X	X	X	X	X
Logo on event website	X	X	X	X	X	
Logo on presentation screen	X	X	X	X	X	
Social media promotion	X	X	X	X		
10 complimentary tickets	X	X	X	X		
4 complimentary tickets					X	X
Social media feature story	X	X	X			
Website feature story	X	X				
Logo on printed invitation	X					

2024 REBRAND BONUS

Add \$1,000 to any Annual Breakfast sponsorship and receive three months of additional promotion leading up to the “big reveal” of our new name. Includes a 2-minute social media video highlighting your company and your logo included on our rebrand events’ promotional signage/materials.

RAINBOW BINGO

Our most popular event happens six times per year featuring emcee Sylvia O'Stayformore. This is not your grandma's Bingo...picture drag queens, costumes and Jell-O shots!

- Dates: Weekend evenings in February, April, May, June, October and November
- Audience: Majority community members ages 25-60
- 175 attendees
- Sponsorship: \$250 per event | \$1,250 per year
- Benefits:
 - Logo on event promotions
 - Opportunity to speak at event
 - Opportunity to provide an auction item or swag to attendees
 - 2 complimentary tickets per event
 - Social media promotion

BIRTHDAY LUNCHES

Our monthly birthday lunches feature a special menu and honor members with a birthday. This is the best opportunity to get in front of a room full of Senior Center members.

- Dates: Monthly events (two events in November and December)
- Audience: Senior Center members mostly ages 65+
- 75 attendees
- Sponsorship: \$250 per event | \$3,000 per year
- Benefits:
 - Logo on event promotions
 - Opportunity to speak at event
 - Opportunity to provide a raffle item or swag to attendees
 - Social media promotion

PIANO BAR

One of our most popular and lively events, these monthly live music affairs feature fantastic local musicians. Guests can also purchase wine, beer, non-alcoholic drinks and dessert.

- Dates: First Thursday monthly (no events July and August)
- Audience: Mix of community members ages 40+ and Senior Center members
- 100+ attendees
- Sponsorship: \$250 per event | \$2,000 per year
- Benefits:
 - Logo on event promotions
 - Opportunity to speak at event
 - Opportunity to provide a raffle item or swag/marketing materials to attendees
 - 5 complimentary tickets
 - Social media promotion

IMPROMTU EVENTS

Get on our list as a prospective sponsor for other events we typically hold throughout the year, like a Dance Party, Wine Tasting and Crab Feast!

Sponsorship Agreement:

Follow the link or scan the QR code to fill out our online form and secure your sponsorship: tinyurl.com/CenterSponsor

