

# Adams County Aging Network 18<sup>th</sup> Annual Senior Conference



## Sponsor and Exhibitor Information

**Date:** Thursday, April 26<sup>th</sup>, 2018 8 AM - 2 PM

**Place:** Adams County Fairgrounds

## Connecting with Nature

### *Why should you sponsor this conference?*

#### **Advertising**

Our marketing includes:

- At least one full color advertisement in the Colorado Community Media newspapers (circulation 7,500 weekly) and in the electronic online edition
- An advertisement in Thornton's bimonthly City Voice newspaper (circulation 40,000)
- A full color advertisement in the Prime Time For Seniors newspaper (with 100,000 readers in 13 counties)
- Distribution of thousands of flyers and posters to community agencies including senior centers, senior fitness centers, churches, and more!

Please note final artwork is approved through a conference committee process. Due to time constraints and sponsor volume, proofs will not be sent to sponsors.

#### **Tax Incentives**

Adams County Aging Network is a 501(c)3 non-profit agency. Every contribution will be tax-deductible.

#### **Sponsorship is the most direct channel of communication.**

This conference is not a passive monologue that interrupts a TV show or comes as a piece of mail with which to be dealt. Sponsorship speaks to the public, creating opportunities for a two-way dialogue between you and your customers.

#### **Community Impact**

Adams County residents see value in organizations that support and work to improve the community. Show your community that you are engaged, aware, and here to serve them.

#### **Make a Difference**

Your dollars really go to work. In addition to being used for a variety of conference improvements, your contribution has a direct impact on the services ACAN can provide to seniors in the community.

# Sponsorship Benefits

	Platinum <b>\$1,500</b> <i>1 available</i>	Gold <b>\$1,000</b>	Silver <b>\$750</b>	Bronze <b>\$500</b>	Deadline	✓
Exclusivity at sponsor level	Yes; sole Platinum sponsor	Yes; by industry at Gold level	No	No	N/A	
Logo in newspaper partner ads	Yes	No	No	No	Email by 3/9/18	
News release recognition	Yes	Yes	No	No	N/A	
Logo in program on sponsor page	Primary Tier	Secondary	Third	Fourth	Email by 3/9/18	
Program advertisement	Full Page	Half	Quarter	Eighth	Email by 3/9/18	
Logo on event promotional posters	Primary Tier	Secondary	Third	Fourth	Email by 3/9/18	
Exhibit location	Prime	Prime	Prime	Prime	N/A	
Provide 400 conference bags, distributed to every attendee	Yes	Yes, pending decline of Platinum	Yes, pending decline of Gold	Yes, pending decline of Silver	3/23/18	
Provide literature and promotional items for 400 conference bags	Yes	Yes	No	No	3/23/18	
Audio recognition from stage	Yes	Yes	Yes	Yes	N/A	
5 minutes of stage time	Yes	No	No	No	N/A	
May write program welcome letter	Yes	No	No	No	Email by 3/23/18	
Sponsorship ribbons to wear at event	Yes	Yes	Yes	Yes	N/A	
*Exhibitor space + 2 lunches	Yes	Yes	Yes	Yes	N/A	
**Option to use a donation toward the cost of sponsorship	No	Yes	Yes	Yes	N/A	

\*8 x 8' exhibitor space includes professional pipe and draping, 6' topped and skirted table, 2 chairs, a wastebasket, free WiFi, free electricity to booths on exterior walls, and 2 lunches. Additional lunches can be purchased for \$10 each.

\*\*The value of in-kind contributions that are budget-relieving (e.g. breakfast, lunch, venue, etc.) can be considered toward the cost of Gold, Silver, and Bronze-level sponsorships.

## Exhibitor opportunities:

**\$140** for non-profit organizations

**\$260** for for-profit organizations

Register early for  
greatest exposure!

## Sponsor & Exhibitor Checklist:

- Complete application
- Submit check payable to  
Attn: ACAN 9025 Grant St. #150 Thornton, CO 80229  
or contact us for cash/credit payments (4% service fee)

### Sponsors:

- Complete checklist above.
- Email electronic items to  
[acancoordinator@gmail.com](mailto:acancoordinator@gmail.com).