

# Adams County Aging Network (ACAN)

## 17<sup>th</sup> Annual Senior Conference

### Sponsor and Exhibitor Information

DATE- Thursday, April 20<sup>th</sup>, 2017 8:00a.m. - 2:00p.m.

PLACE- Adams County Fairgrounds Waymire Dome

ATTENDANCE- Approximately 250



Lighting the way to  
positive aging in  
Adams County...

Register EARLY for  
Greatest Exposure

## Uniting the Red, White and Blue

### 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 “Prime Time For Seniors” newspaper (with 100,000 readers in 13 counties), and distribution of 10,000 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. All contributions are 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. We expect 250 in attendance.

#### COMMUNITY IMPACT

Adams County residents see value in organizations that support the community and that 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.

**Register Early**  
for  
**Greatest Exposure**

**Exhibitor opportunities are available:**

\$120 for non-profit organizations

\$240 for profit organizations

**SPONSOR & EXHIBITOR CHECKLIST**

- Complete application
- Submit check payable to  
ACAN 2360 W 90<sup>th</sup> Ave.  
Denver, CO 80260  
Contact us for CASH/CREDIT (\$5 FEE)

**PLATINUM, GOLD & SILVER SPONSORS**

email [acancoordinator@gmail.com](mailto:acancoordinator@gmail.com)

- A high resolution logo
- A full color advertisement that meets emailed guidelines

Deadline for ad/logo is 3/1/17

**Checklist**

**Sponsorship Benefits**

	Platinum \$1,500 (1 space available)	Gold \$1,000	Silver \$750	Bronze \$500
<b>Exclusivity at Sponsor Level</b>	Yes; sole Platinum Sponsor	Yes, by industry at Gold level	No	No
<b>Logo in Newspaper Partner Ads</b>	Yes	No	No	No
<b>Recognition in News Releases</b>	Yes	Yes	No	No
<b>Logo in Program on Sponsor Page</b>	Primary Tier	Secondary	Third	Name Only
<b>Program Advertisement</b>	Full Page	Half page	Quarter Page	None
<b>Logo on Event Promotional Posters</b>	Primary Tier	Secondary	Third	Name Only
<b>Exhibit Location</b>	Excellent	Great	Good	Good
<b>Choice to provide 300 conference bags that are distributed to every attendee</b>	Yes	Yes pending decline of Platinum	Yes pending decline of Gold	Yes pending decline of Silver
<b>Choice to have literature and promotional items added to 300 conference bags</b>	Yes	Yes	No	No
<b>Audio Recognition from Stage</b>	Yes	Yes	Yes	Yes
<b>5 Minutes of Stage Time</b>	Yes	No	No	No
<b>Choice to write Program Welcome Letter</b>	Yes	No	No	No
<b>Sponsorship ribbons to wear at event</b>	Yes	Yes	Yes	Yes
<b>*Exhibitor space + 2 lunches</b>	Yes	Yes	Yes	Yes
<b>**Option to use a donation toward the cost of sponsorship</b>	No	Yes	Yes	Yes

\*Exhibitor space includes a table, 2 chairs, and limited access to electricity on a first come basis. No table linens or other materials are available. 2 lunches are included for SPONSORS ONLY. Additional lunches can be purchased for \$10 per lunch.

\*\*The value of in-kind contributions that are budget relieving (i.e. breakfast, lunch, venue, etc.) can be considered toward the cost of Gold, Silver, and Bronze level sponsorships. Please reach out to us to learn more.

If you are interested in supporting the conference outside of sponsorship or as an exhibitor than other donation opportunities are available. Please contact us to learn more.