



United Way  
**Area Agency  
on Aging**



## **Sponsorship Opportunity: 2020 Senior Celebration**

Join us as we celebrate **Older Americans Month**

**May 8<sup>th</sup>, 2020 at the Birmingham Crossplex**

Seniors from all over Jefferson County will attend the United Way Area Agency on Aging's Senior Celebration. We anticipate **800 seniors** will gather to mark **Older Americans Month** with a day filled with fun and entertainment. Sponsorship levels offer direct access to seniors at the event and marketing exposure.

### **SPONSOR OPPORTUNITIES:** *deadline to register is April 3<sup>rd</sup>, 2020*

#### **PRESENTING SPONSORS: \$2,500**

- Sponsor will have the opportunity to present from the podium
- Prominent logo placement on Senior Celebration banner, event bags for all attendees and on the Area Agency on Aging website as a Presenting Sponsor
- Recognition as a Presenting Sponsor in Area Agency on Aging's prepared press releases
- Premier marketing through all social media outlets
- Table signage opportunity for all tables (seating for 800 guests )
- Exhibitor table with prominent placement
- Option to provide one or more Door Prizes of \$10.00 value (can be a gift card or merchandise)

#### **GOLD SPONSOR: \$1,000**

- Logo on Senior Celebration banner, event bag distributed to all attendees and on Area Agency on Aging website as a Gold Sponsor
- Recognition as a Gold Sponsor in Area Agency on Aging's prepared press releases and social media outlets
- Exhibitor table with prominent placement
- Option to provide one or more Door Prizes of \$10.00 value (can be a gift card or merchandise)

#### **SILVER SPONSOR: \$500**

- Logo on Senior Celebration event bag distributed to all attendees and on the Area Agency on Aging website as a Silver Sponsor
- Recognition as a Silver Sponsor in Area Agency on Aging's prepared press releases and social media outlets
- Exhibitor table with chairs
- Option to provide one or more Door Prizes of \$10.00 value (can be a gift card or merchandise)

#### **EXHIBITOR Table: \$200, \$100 for nonprofit entities**

- Booth space with table and chairs
- Option to provide Door Prize of \$10.00 value (can be a gift card or merchandise)

#### **SPONSORSHIP DEADLINE IS April 3<sup>rd</sup>, 2020**

- Register online at [www.uwaaa.org/seniorcelebration/sponsor](http://www.uwaaa.org/seniorcelebration/sponsor)
- Or return the sponsorship agreement



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For more information call (205) 458-2064, email [aaa@uwaaa.org](mailto:aaa@uwaaa.org) or visit [www.uwaaa.org](http://www.uwaaa.org)

nonprofit organization and all donations are tax-deductible to the extent allowed by law.

Tax ID # 27-1801693

**at the 2020 Senior Celebration on May 8<sup>th</sup>**

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**Sponsorship Agreement for  
2020 Senior Celebration  
Sponsorship Deadline: April 3<sup>rd</sup> , 2020**

Please type or clearly print information exactly as you wish it to appear on promotional materials.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax ( ) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Please indicate your level of support:

\_\_\_ Presenting Sponsor\* (\$2,500)

\_\_\_ Gold Sponsor\* (\$1,000)

\_\_\_ Silver Sponsor\* (\$500)

\_\_\_ Exhibitor Table For-Profit (\$200)

\_\_\_ Exhibitor Table Nonprofit (\$100)

\_\_\_ Other Amount/In-Kind Items

Please indicate method of payment:

- Enclosed is a check for the sponsorship amount indicated below.
- Please invoice for the sponsor amount.
- I have paid online at [www.uwaaa.org/seniorcelebration/sponsor](http://www.uwaaa.org/seniorcelebration/sponsor)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\* Please submit a high-resolution PDF logo to [aaa@uwaaa.org](mailto:aaa@uwaaa.org) with sponsorship agreement.

**Please make checks payable to**

Community Partnership of Alabama  
P.O. Box 320189  
Birmingham, AL 35232-0189



For more information call (205) 458-2064, email [aaa@uwaaa.org](mailto:aaa@uwaaa.org) or visit [www.uwaaa.org](http://www.uwaaa.org)

The UWAAA/CPA is a 501(c)(3) nonprofit organization and all donations are tax-deductible to the extent allowed by law.

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