

“VANTAGE Aging has a new outlook on aging”



**VANTAGE**

Promoting A Positive Perspective On Aging

[www.vantageaging.org](http://www.vantageaging.org)



## VANTAGE AGING HAS A NEW OUTLOOK ON AGING.

### VANTAGE Aging is Moving Forward to Promote Positive Aging

In the past year, our agency has made a lot of changes, including rebranding to new a name, launching a new website, blog, and newsletter, and focusing on wrap-around services to provide more programs to more clients.

These changes were the result of an effort to evolve for today's growing aging population so that we could best serve older adults who need some assistance to stay in their own homes and active in their communities. Our name and branding have changed, but our mission remains the same: to provide high-quality programs to empower the economic, social, physical and mental well-being of adults as they age.

Our goal for over 43 years has been to help older adults live independently by providing employment training, home care, counseling, volunteering, and home-delivered meals to thousands of families in Summit and surrounding counties. As we move forward, we will continue to work towards affordable and empowering solutions to the challenges we all face as we age.

This year, we are asking you to join us in the fight against ageism and our desire to ensure that everyone has the ability to live comfortably in their own home, regardless of income, age, or disability. Your financial investment in our programs is an investment in the future of our aging population and allows VANTAGE to help your family, neighbors, and friends to age with the greatest degree of dignity, independence, and health possible.

### Why Invest in VANTAGE Aging?

Not every older adult has the resources to live independently. Your support helps us provide the programs and services many seniors in our community need to age in place with dignity.

The Issue	The Impact
Ageism in the workplace - 64% of workers say they have seen/ experienced age discrimination in the workplace.	Workforce Solutions participants received 17,588 hours of job training at nonprofits and government agencies across 38 Ohio counties in 2017 to prepare for finding unsubsidized employment.
Food insecurity and isolation – Each year, it is estimated that over 14 million meals are missed in Summit County.	Meals on Wheels provides over 250,000 home-delivered meals and 31,000 congregate meals to homebound and isolated seniors in Summit County.
Mental health issues and alcohol/other drug dependencies - 48% of Summit County overdose victims are age 45 and older.	Behavioral Health Solutions provides over 4,700 hours of therapy and counseling specifically designed for older adults.
The cost of growing older – The need for aging services costs the entire community. In 2014, Medicare reimbursements per enrollee in Summit County were \$10,029, \$441 more than the national average.	Home Wellness Solutions can provide support necessary to age at home for about \$2,000 annually per person, compared to the cost of nursing home care at \$95,000.
Volunteerism and service - Some of our aging neighbors want to contribute to the community but have limited opportunities because they are homebound.	RSVP empowers homebound seniors to give back through a volunteer phone call program called TeleCare that fights against social isolation







## CONSIDER EVENT SPONSORSHIP

To Learn more visit: [www.vantageaging.org/sponsorships](http://www.vantageaging.org/sponsorships)

Sponsorship of a **VANTAGE Aging** event puts your brand in the hands of thousands of seniors and their families and caregivers. The best part? We provide you with discounted rates to further leverage your investment in our agency mission and your social footprint! Enclosed you will find 3 events to choose from. You can mix and match your sponsorship levels at discounted rates as follows.

*Sponsor 2 events-receive 10% off your total*

*Sponsor 3 events-receive 15% off your total*

*To receive multiple events sponsorships discounts, please contact: [giving@vantageaging.org](mailto:giving@vantageaging.org) 330-253-4597 Ext. 160*

### VANTAGE Aging MARKETING

If you are interested in promoting your product and/or services directly to our audience, we also provide you with the opportunity to purchase advertising space or your own custom print collateral through our non-event related outreach. Drive traffic to your website or place information directly into the hands of potential clients or customers while supporting our mission to help older adults age in place.

*"This has been an incredible partnership that we have formed with organizations in the Summit County area who are working so hard and so diligently with our senior population."*

*-Mr. John Garofalo, Vice President, Community Investment Akron Community Foundation, upon accepting the SOAR Award for VANTAGE Aging Partner of the Year Award.*

*"Drive traffic to your website or place information directly into the hands of potential clients or customers..."*



## VANTAGE Aging RSVP 47th Annual Volunteer Recognition Luncheon



The Retired Senior Volunteer Program (RSVP) is a Senior Corps program of the Corporation for National and Community Service and locally sponsored by **VANTAGE Aging**. This annual celebration honors the nearly 150 volunteers and their guests who dedicate thousands of hours to nonprofits in Summit and Medina Counties.

### VANTAGE Aging RSVP VOLUNTEER RECOGNITION LUNCHEON SPONSORSHIP LEVELS APRIL 9, 2019

To learn more visit: [www.vantageaging.org/rsvpevent](http://www.vantageaging.org/rsvpevent)

Sponsorship Benefits	Leader	Partner	Advocate	Friend
Pricing	\$ 2,000	\$ 1,000	\$ 500	\$ 250
<b>PRE-EVENT RECOGNITION</b>				
Number of Social Media Promotions	3	2	1	—
Name & Logo With Link On Event Page of Website	YES	YES	YES	—
Name Included On Press Releases And Promotional Materials	YES	—	—	—
<b>EVENT DAY RECOGNITION</b>				
Name & Corporate Logo	Event Video & Program Cover	Event Video & Full Page In Program	Event Video & Half Page In Program	Event Video & Business Card In Program
Complimentary Reservations	8	6	4	2
Table And Easel Display In Back	YES	YES	YES	YES
Priority Seating	YES	YES	YES	YES
Provide Handouts For Each Seat	YES	YES	YES	—
Emcee delivery of 25 Word Promotion Statement At Podium	YES	—	—	—
<b>POST EVENT PROMOTION</b>				
Business Name And Logo With Links Listed On Resource Page of Website (100,000 Visited Per Year)	6 Months	4 Months	2 Months	1 Month



## VANTAGE Aging SOAR AWARDS 2019



*Pictured left- Mr. Paul Testa, winner of the 2018 Aging Environment Excellence Award  
Right-Mayor William Judge of Barberton, winner of the 2018 Age Friendly City Award*



In celebration of National Older Adult Month, we present our 3rd Annual SOAR Awards on May 2nd, 2019. VANTAGE Aging will recognize those people and organizations that are promoting positive aging with custom, one-of-a-kind awards. Funds raised from this event will support our aging population served by VANTAGE Aging.

### VANTAGE Aging SOAR SPONSORSHIP LEVELS May 2, 2019

To Learn more visit: [www.vantageaging.org/soar](http://www.vantageaging.org/soar)

Sponsorship Benefits	Hollywood A-List	Best Picture	The Academy	Red Carpet	Silver Screen	Gold
Pricing	\$ 10,000	\$ 5,000	\$ 2,500	\$ 1,500	\$ 500	\$ 250
<b>PRE-EVENT RECOGNITION</b>						
Number of Social Media Promotions	3	3	2	2	1	1
Name & Logo With Link On Event Page of Website	YES	YES	YES	YES	YES	—
Name Appears On Press Releases And Promotional Material	YES	—	—	—	—	—
<b>EVENT DAY RECOGNITION</b>						
Name and Corporate Logo Placement	Event Program Front Cover	Event Program Full Page Ad.	Event Program Half Page Ad.	Event Program 1/4 Page Ad.	Event Program Business Card Ad.	Event Program Name Only
Number of Complimentary Reservations	8	6	4	4	2	2
Priority Seating	YES	YES	YES	—	—	—
Verbal Recognition At Event	YES	YES	—	—	—	—
<b>POST EVENT RECOGNITION</b>						
Banner Ad on Resource Page	One Year	6 Months	3 Months	2 Months	1 Month	Event Program Name Only
Name in Annual Report	YES	YES	YES	YES	—	—
Name in Next Year's Sponsorship Package	YES	YES	YES	YES	—	—
<b>TABLE SPONSORSHIPS FOR 2019</b>						
<b>\$600 for a Table Sponsorship</b> <ul style="list-style-type: none"> <li>Includes seating for 8 guests</li> <li>Special Recognition in the Event Program</li> </ul>			<b>\$1,000 for an Expanded Table Sponsorship</b> <ul style="list-style-type: none"> <li>Includes seating for 8 guests</li> <li>¼ page ad in the event program</li> <li>Listing on our website</li> </ul>			



## VANTAGE Aging SENIOR HEALTH AND SERVICES FAIR



With over 600 people attending each year, our Senior Health and Services Fair held in June provides seniors with access to fresh food through the Senior Farmer's Market Voucher Program with an on-site farmer's market. Partnering with us as a sponsor allows you to meet face-to-face with seniors and caregivers interested in learning more about your services and promotes your brand and mission.

### SENIOR HEALTH & SERVICES FAIR SPONSORSHIP LEVELS WEDNESDAY, JUNE 12, 2019

To learn more, visit: [www.vantageaging.org/healthfair](http://www.vantageaging.org/healthfair)

Sponsorship Benefits	Social Wellness	Emotional Wellness	Physical Wellness
Pricing	\$ 1,000	\$ 500	\$ 250
<b>PRE-EVENT RECOGNITION</b>			
Number of Social Media Promotions	3	2	1
Name & Logo With Link On Website's Event Pages	YES	YES	YES
Business Name And Logo Will Appear On Press Released And Flyer As Applicable Releases	YES	YES	YES
<b>EVENT DAY RECOGNITION</b>			
Preferred Parking	YES	YES	—
Choice of Table Location On The Day of Event	YES	YES	—
Additional Table Space On Day of Event	YES	YES	—
<b>POST EVENT PROMOTION</b>			
Business Name And Logo Listed On Resource Page of Website (100,000 Visited Per Year)	3 Months	2 Months	1 Month



## MARKETING OPPORTUNITIES

In addition to event sponsorships, VANTAGE Aging can also provide you non-event opportunities to promote your business or organization. As a 501 (c) 3 non-profit organization, VANTAGE Aging can provide you with access to a unique market, expanding your visibility to the growing purchasing power of our aging population.

### Web Advertising \$100/month

Our web site is visited by over 100,000 people a year and is a growing resource for current and potential clients as well as families seeking help for aging parents. Our site is user-friendly for easy browsing and includes a calendar of events, volunteer opportunities, a pdf of our newsletter, and an **Aging Resources Page**. Full-color banner ads (2 x 3.5" color) on our home page will rotate on the home page and link directly to your site to increase your website traffic and customer base. Your business name and logo will also be listed as a resource on the Aging Resources Page with a link to your website.

### Meal Inserts \$250/month

Our **Meals on Wheels** program delivers thousands of meals each month to homebound seniors and disabled people.

Experiencing rapid growth each month, your vendor supplied inserts (color, 2-sided preferable, no card stock), will be delivered to 900 homes in a month, providing you with an opportunity to reach your audience directly.

### Brown Bag Medication Reviews \$150/quarterly

**Behavioral Health Solutions** offering mental and behavioral health counseling provides brown bag reviews to provide seniors with a free assessment of their medications to make them aware of how they may interact. The consultations help make seniors and their families aware of potential drug combinations that could contribute to dizziness, drowsiness or confusion that could lead to a fall or other health complications. Your financial donation will help underwrite the associated administrative costs of the event and raise the visibility of your business to the community we serve.

### Social Enterprises

By providing income-generating opportunities at VANTAGE Aging, we can meet the needs of older adults wishing to age at home. Earned income from our various businesses is reinvested into our mission, allowing VANTAGE to be sustainable over the long-term.

- **Encore Staffing Network.** Encore Staffing Network combines the power of 28 years as a staffing agency with the innovation behind the Encore movement and specializes in placing older workers in jobs for the greater good. Become a host site to fill your staffing needs with experienced individuals.

- **Catering for a Cause.** Operated by our Meals on Wheels team, Catering for a Cause can provide delicious meals for your special occasion. Whether you need a small box lunch for a business meeting or hot buffet for a large gathering, we can cater to your menu or ours. All proceeds support low income seniors receiving Meals on Wheels.

- **Cleaners for a Cause.** We provide cleaning services to private and commercial customers. Proceeds are reinvested into the mission of VANTAGE Home Wellness Solutions. With services ranging from light household cleaning to deep spring cleaning or janitorial services, our team is dedicated to creating a sanitized space for your home or office.

- **Corporate Meeting Spaces.** Located just minutes from State Routes 77 and 76, the modern facility offers professional and affordable meeting room space for your next gathering. With two rooms to choose from, an on-site kitchen and access to our own caterer, Catering for a Cause, we can customize your entire experience!

- **Room Naming Opportunities.** We are now offering naming opportunities for three rooms at our headquarters in Akron. Ask for a tour to see them for yourself and how your business can benefit from this unique option!

Dawn Moeglin - VANTAGE Aging  
Director of Community Engagement  
330-253-4597 X160 Fax: 330-996-7685  
[dmoeglin@vantageaging.org](mailto:dmoeglin@vantageaging.org)  
[www.vantageaging.org/events](http://www.vantageaging.org/events)  
2279 Romig Road • Akron, Ohio 44320-2332







## 2019 SPONSORSHIP FORM

Please complete and return  
with your payment

Thank you for considering engagement with VANTAGE Aging.

### Questions?

Contact Dawn Moeglin  
Email dmoeglin@vantageaging.org  
330-253-4597 X160

### Complete & Return To:

Address VANTAGE Aging  
2279 Romig Road  
Akron, Ohio 44320-2332

Contact Person Name \_\_\_\_\_

Contact Organization Name (As You Wish To Appear In Printed Material) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

<sup>1</sup> Organizations sponsoring more than one event are entitled to a multi-purchase discount  
Number of events sponsored: 2 (10%), or 3 (15%)  
Pricing available upon request. Please call for more information

### VANTAGE Aging Events SPONSORSHIPS

#### RSVP

- ☐ In-Kind Sponsor.  
☐ \$ 250 Friend  
☐ \$ 500 Advocate  
☐ \$1,000 Partner  
☐ \$2,000 Leader

#### SOAR AWARDS

- ☐ \$250 Gold Statue  
☐ \$500 Silver Screen  
☐ \$1,500 Red Carpet  
☐ \$2,500 The Academy  
☐ \$5,000 Best Picture  
☐ \$10,000 Hollywood A-List

#### HEALTH FAIR

- ☐ \$250 Physical Wellness  
☐ \$500 Emotional Wellness  
☐ \$1,000 Social Wellness

#### SPONSORSHIPS

##### SUBTOTAL <sup>1</sup>

1 Event: \$ \_\_\_\_\_  
2 Events: \$ \_\_\_\_\_ (10%)  
3 Events: \$ \_\_\_\_\_ (15%)

#### MARKETING

- ☐ \$100 A Month Web Advertising\*  
☐ \$250 A Month Meal Inserts\*  
☐ \$150 Per Quarter Year  
Brown Bag Medication Review\*

\*(no discounts apply)

- ☐ I would like more information regarding  
customizing my sponsorship package.  
Please contact me at your earliest convenience.

#### MARKETING

##### SUBTOTAL

\$ \_\_\_\_\_

##### TOTAL AMOUNT

(Sponsorship & Marketing)

Total amount of sponsorship from \_\_\_\_\_ Amount \$ \_\_\_\_\_

**ADDITIONAL INFO** All ad artwork/logos/sponsor name **MUST** be received by: RSVP Luncheon (3.8.19 - 4 pm);

SOAR Event (4.2.19 - 5 pm); Health & Services Fair (5.13.19 - 5 pm). Failure to do so may prevent sponsorship from

being appropriately included and credited. Ad specifications will be e-mailed to you upon

receipt of agreement. Logos, artwork, and ads must be sent in Adobe Hi dpi - PDF format or JPEG Format.

☐ I have read the additional information and accept the terms and conditions

Signature \_\_\_\_\_ Date \_\_\_\_\_





## **TERMS & CONDITIONS**

### **GENERAL**

By signing the Sponsorship Commitment Form below ("Form"), the sponsor agrees to the following terms and conditions and also to the terms and conditions in the Form (collectively referred to hereinafter as "Terms and Conditions"). References in the Terms and Conditions to 'sponsor' shall be deemed to include primary sponsors and advertisers, and references to 'sponsorship' shall be construed accordingly. The RSVP, SOAR Awards, and Senior Health and Services Fair collectively ("Events") will be organized by VANTAGE Aging ("Organizer").

### **PAYMENTS**

The total amount payable shall be paid upon submission of the Form. The sponsorship shall only be confirmed and the sponsor shall only be entitled to all benefits once full payment is made. Until then, the Organizer will allocate such benefits as they in their sole discretion deem fit to the sponsor, without incurring any legal commitment, obligation or liability whatsoever to the sponsor.

### **EVENT POSTPONEMENT / CANCELLATION**

If the Events are postponed or canceled for any reason whatsoever, the Organizer shall not be liable to the sponsor for any compensation, damages or losses of whatsoever nature.

### **CANCELLATION OF SPONSORSHIP BY ORGANIZER**

The Organizer reserves the right to cancel the sponsorship if the sponsor defaults on any one or more of these Terms and Conditions (including but not limited to making payments in a timely manner), or proceedings for bankruptcy, winding-up and/or a scheme of arrangement or reconstruction are threatened, imminent or pending against the sponsor. In this event, the Organizer shall not incur any legal commitment, obligation or liability whatsoever to the sponsor and shall be entitled to retain all sums paid by the sponsor as liquidated damages, without prejudice to the Organizer's right to recover any other losses that they may have suffered or will suffer from sponsor.

### **CANCELLATION OF SPONSORSHIP BY SPONSOR**

All cancellations must be received in writing. In the event that the sponsor cancels the sponsorship less than ten days prior to the event, the sponsor shall pay to the Organizer the total cost of sponsorship and all other expenses incurred by or on behalf of the Organizer in connection with the sponsorship. Should sponsorship be canceled for one or more event sponsorships, the multiple-event discount will be reduced accordingly for all sponsored events.

### **LIMITATION OF LIABILITY**

The sponsor shall release the Organizer from, and indemnify and hold the Organizer harmless against, all claims, demands, losses and/or damage of any kind, arising out of or attributable to (i) the negligence, acts, omissions and/or willful misconduct of the sponsor, its directors, officers, employees, servants, agents, contractors and/or representatives; (ii) any loss, theft or destruction of hardware and other tangible goods, or any death or injury to employees, agents, contractors, representatives, members of the public, event participants, accompanying persons and/or others; (iii) the Organizer's failure to hold the Events as scheduled or at all; and (iv) any act or omission by the Organizer, its directors, officers, employees, servants, agents, contractors and/or representatives. The Organizer shall bear no responsibility whatsoever for the safety of the sponsor, its directors, officers, employees, servants, agents, contractors and/or representatives.

### **SPONSOR'S LOGO & TRADEMARKS**

The sponsor shall only provide the Organizer with logos and trademarks which the sponsor has the legal right to use. The sponsor shall indemnify and hold the Organizer harmless against all claims, demands, losses and/or damage of any kind, arising out of or attributable to the wrongful use of any logo and/or the infringement of any trademark given by the sponsor to the Organizer.

### **DISCRETION OF ORGANIZER**

The Organizer shall, in its sole discretion, determine all matters and questions not covered by these Terms and Conditions. The Organizer shall be entitled to make such amendments, alterations, additions and/or variations to these Terms and Conditions as it deems fit without prior notice to the sponsor.

