

VANTAGE

Promoting A Positive Perspective On Aging

www.vantageaging.org

VANTAGE Aging is a Partner in Positive Aging.

VANTAGE Aging is Moving Forward to Promote Positive Aging

We want to partner with you!

Will you join us? By working together to promote a positive perspective on aging, we can offer the simple supports older adults need to age with dignity!

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 completed 17,588 hours of job training at nonprofits and government agencies across 38 Ohio counties in 2017.
Food insecurity and isolation – Each year, it is estimated that over 14 million meals are missed in Summit, Stark, and Wayne Counties.	Meals on Wheels of Northeast Ohio provides over 600,000 home-delivered meals and 48,000 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 supports necessary to age at home for about \$2,000 annually per person, compared to the cost of nursing home care at \$91,000.
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 that fights against social isolation.



Consider Event Sponsorship

To learn more visit: 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 4 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
- Sponsor 4 events-receive 20% off your total

To receive multiple events sponsorships discounts, please contact: 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.

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. Join us this year as we welcome our keynote speaker, Judge Elinore Marsh Stormer, Summit County Court of Common Pleas – Probate Division.

VANTAGE Aging RSVP Volunteer Recognition Luncheon Sponsorship Levels April 9, 2019

To learn more visit: www.vantageaging.org/rsvpevent

Sponsorship Benefits	Leader	Partner	Advocate	Friend
Pricing	\$ 2,000	\$ 1,000	\$ 500	\$ 250
PRE-EVENT RECOGNITION				
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	—	—	—
EVENT DAY RECOGNITION				
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	—	—	—
Provide Handouts For Each Seat	YES	YES	YES	—
Emcee delivery of 25 Word Promotion Statement At Podium	YES	—	—	—
POST EVENT PROMOTION				
Business Name And Logo With Links Listed On Resource Page of Website	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

Sponsorship Benefits	Hollywood A-List	Best Picture	The Academy	Red Carpet	Silver Screen	Gold Statue
Pricing	\$ 10,000	\$ 5,000	\$ 2,500	\$ 1,500	\$ 500	\$ 250
PRE-EVENT RECOGNITION						
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	—	—	—	—	—
EVENT DAY RECOGNITION						
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.	—
Number of Complimentary Reservations	8	6	4	4	2	2
Priority Seating	YES	YES	YES	—	—	—
Verbal Recognition At Event	YES	YES	—	—	—	—
POST EVENT RECOGNITION						
Banner Ad on Resource Page	One Year	6 Months	3 Months	2 Months	1 Month	—
Name in Annual Report	YES	YES	YES	YES	—	—
Name in Next Year's Sponsorship Package	YES	YES	YES	YES	—	—
TABLE SPONSORSHIPS FOR 2019						
\$600 for a Table Sponsorship <ul style="list-style-type: none"> Includes seating for 8 guests Special Recognition in the Event Program 			\$1,000 for an Expanded Table Sponsorship <ul style="list-style-type: none"> Includes seating for 8 guests ¼ page ad in the event program Listing on our website 			



**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 Sponsorships Levels
June 12, 2019**

To learn more, visit: www.vantageaging.org/healthfair

Sponsorship Benefits	Community Wellness	Social Wellness	Emotional Wellness	Physical Wellness
Pricing	\$ 2,500	\$ 1,000	\$ 500	\$ 250
PRE-EVENT RECOGNITION				
Number of Social Media Promotions	5	3	2	1
Name & Logo With Link On Website's Event Pages	YES	YES	YES	YES
Business Name And Logo Will Appear On Press Release and Flyer as Applicable Releases	YES	YES	YES	YES
EVENT DAY RECOGNITION				
Preferred Parking	YES	YES	YES	—
Choice of Table Location On The Day of Event	YES	YES	YES	—
Additional Table Space On Day of Event	YES	YES	YES	—
POST EVENT PROMOTION				
Business Name And Logo Listed On Resource Page of Website	6 Months	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 website 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**. Rotating full color banner ads (2" x 3") on our home page with link 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 \$300/distribution

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 1,500 homes in a month, providing you with an opportunity to reach your audience directly across Stark, Summit, and Wayne Counties.

Medication Reviews \$150/quarterly

Behavioral Health Solutions offering mental and behavioral health counseling provides medication 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. Your business name and logo will be featured on our Behavioral Health Solutions page with a link to your website 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.

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. Partner with Encore 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
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VANTAGE Meals on Wheels invites you to Put Hunger in Park this fall! The fundraiser will be held at Hoover Park in North Canton, and it will include live entertainment, activities for all ages, beer and food trucks and, most importantly, plenty of Meals on Wheels.

This fundraiser is open to the public and admission is FREE!

Dollars raised for Put Hunger in Park support Meals on Wheels' mission to provide nutrition for better health, happiness, and independence by serving healthy meals to individuals in need throughout Northeast Ohio. This fundraiser is a perfect fit with our mission as it focuses on the positive impact good food and great people can make on our community. We invite you to strengthen this impact by joining Put Hunger in Park as a financial sponsor or an Adopt-a-Route partner.

Adopt-a-Route

The Adopt-a-Route partnership is a brand new opportunity for companies to support VANTAGE Meals on Wheels! Companies can now join Put Hunger in Park as Adopt-a-Route partners to receive the special benefits. These partnerships do not require a financial investment; however, they can be combined with sponsorships above to secure the benefits of both levels of involvement.

Meals on Wheels' Adopt-a-Route program allows companies such as yours to deliver meals based on an employee rotation system. For example, if a company agrees to cover one route a week, and eight employees volunteer to assist, then those employees can pair off and each employee only needs to deliver one time per month. Adopting a route is a great opportunity to promote civic responsibility and engage in local communities, making it a beneficial opportunity for both Meals on Wheels and your company.

Adopt-a-Route partners must commit to Meals on Wheels' Adopt-a-Route program for one full year and make deliveries at least twice per month. **Adopt-a-Route is available for Stark and Wayne Counties only.*



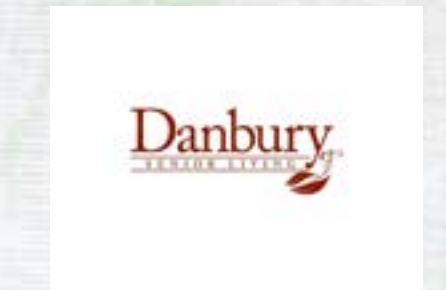
Put Hunger in Park Sponsorship Levels September 12, 2019 To learn more visit: www.vantageaging.org/puthungerinpark

Sponsorship Benefits	The Highest Steaks	Bacon Me Hungry	Grill and Shout	Lettuce Be Friends	Cheese Louise	Curbing Your Appetite
Pricing	\$ 20,000	\$ 10,000	\$ 5,000	\$ 2,500	\$ 1,000	\$ 500
PRE-EVENT RECOGNITION						
Number of Social Media Promotions	4	3	3	2	2	1
Name & Logo With Link On Event Page of Website	YES	YES	YES	NAME ONLY	NAME ONLY	NAME ONLY
Name Appears on Promotional Materials, Including Advertisements and Newsletters	YES	YES	YES	YES	YES	YES
EVENT DAY RECOGNITION						
Company Recognition on Event Signage, Fliers, and T-shirts	TOP BILLING NAME & LOGO PLACEMENT	PROMINENT NAME & LOGO PLACEMENT	NAME & LOGO PLACEMENT	NAME ONLY	NAME ONLY	NAME ONLY
Number of Complimentary Food Vouchers	10	8	6	4	2	—
Opportunity to Promote Company at Fundraiser with a Table	IDEAL LOCATION	PREMIUM LOCATION	YES	—	—	—
Right of First Refusal for 2019 Fundraiser	YES	—	—	—	—	—
POST EVENT RECOGNITION						
Banner Ad on Resource Page	12 Months	12 Months	6 Months	3 Months	2 Months	1 Month
Name in Annual Report	YES	YES	YES	YES	—	—
Name in Next Year's Sponsorship Package	YES	YES	YES	YES	—	—

ADOPT-A-ROUTE (STARK AND WAYNE COUNTIES ONLY)

- Name & Logo with Link on Event Page of Website
- Name Appears on Promotional Material
- Regular Social Media Promotions Featuring Your Company's Volunteers
- Featured Articles in Newsletter
- Quarterly Insert Marketing Pieces in Meal Deliveries for 1 Year

Thank you 2018 VANTAGE Aging Sponsors!





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