



VANTAGEAGING.ORG/SPONSORSHIPS

Sponsorship Information

TARGETED ENGAGEMENT FOR YOUR
BUSINESS
2020

CONSIDER EVENT SPONSORSHIP

TO LEARN MORE VISIT VANTAGEAGING.ORG/SPONSORSHIPS

Who is VANTAGE Aging?

We are a nonprofit with a mission to promote a positive perspective on aging! In 2020, we will be celebrating our 45th Anniversary of supporting older adults! We provide services across the state, including job training for older adults, Meals on Wheels, the RSVP volunteer program, behavioral health counseling, in-home care, and a staffing agency for people seeking Encore Careers. All of these programs are designed to allow older adults to age with dignity in their own home.

Why should you partner with us as a sponsor or advertiser?

- **Brand Visibility** - Get your corporate logo out into the community you serve! Multiple posts on Facebook, Twitter, even Instagram! T-shirts, signage, print and web ads with links to your website, press releases, and email campaigns.
- **Recognition** - We will acknowledge you in the media, at board meetings, and with special seating at events.
- **We provide you with creative approval** - Your brand is one of your most important assets! Get final approval in how you are being represented!
- **Metrics on your investment** - **NEW FOR 2020!** We will provide you with your ROI with a custom report following each event you support.
- **Most importantly** - **MAKE A DIFFERENCE IN THE COMMUNITIES WHERE YOU LIVE AND WORK!**



BE PART OF THE IMPACT

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How does your support help older adults age-in-place?

The services provided by VANTAGE Aging ensure older adults have the ability to live in their own home, regardless of age, income, or disability. Your financial support is an investment in the community to help your family, neighbors, and friends age with the greatest degree of dignity, independence and health possible.

WE ARE MAKING A DIFFERENCE!

*2018 data

649,468

Home-delivered meals served in Stark, Summit, and Wayne Counties.

13,626

Hours of homemaker and home health aide services that helped seniors and their caregivers stay independent.

13,473

Hours provided by Retired and Senior Volunteer Program volunteers in Summit and Medina Counties.

12,126

Hours of job training completed to help older adults successfully re-enter the workforce.

3,392

Hours of group therapy specifically designed to meet the needs of older adults.

87

People started their Encore Career, contributing to the success of Greater Cleveland's small businesses.

48TH ANNUAL VANTAGE AGING RSVP VOLUNTEER RECOGNITION LUNCHEON

TUESDAY, APRIL 7, 2020 AT GUY'S PARTY CENTRE

11:30 AM - 1:30 PM

TO LEARN MORE VISIT VANTAGEAGING.ORG/RSVPEVENT



RSVP of Summit and Medina Counties (Retired Senior Volunteer Program) is a Senior Corps program of the Corporation for National and Community Services and is sponsored by VANTAGE Aging. This annual celebration honors over 150 volunteers and their guests who dedicate thousands of hours to nonprofits in the two county service area. Tracking measurable outcomes including addressing senior isolation, food insecurity, and childhood literacy, RSVP volunteers are a dedicated group of active older adults whose contribution makes a difference in the lives of thousands of people. This year we will be celebrating on National Service Recognition Day.

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 Back Cover	Event Video & Full Page Ad in Program	Event Video and Half Page Ad in Program	Event Video & Business Card Ad in Program
Complimentary Reservations	8	6	4	2
Vendor Booth	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	-	-	-
POST EVENT PROMOTION				
Business Name and Logo with Links Listed on VANTAGE Senior Resource Page	6 Months	4 Months	2 Months	1 Month
Advertisements in Monthly E-Newsletter	6 Months	4 Months	2 Months	1 Month
TAX DEDUCTIBLE AMOUNTS				
	\$ 1,528.00	\$ 666.00	\$ 304.00	\$ 142.00

4TH ANNUAL SOAR AWARDS BREAKFAST

MONDAY, MAY 4, 2020 AT GUY'S PARTY CENTRE

7:00-9:00 AM

TO LEARN MORE VISIT VANTAGEAGING.ORG/SOAR



May is National Older Americans Month and each year, VANTAGE Aging celebrates those businesses, people, and organizations that are promoting positive aging across Ohio. The SOAR Awards recognize Age-Friendly Cities, people in leadership and organizations that build collaboration to support our aging community. This year will be our first breakfast event!

Sponsorship Benefits	Best Picture (Only 2 available)	The Academy	Red Carpet	Expanded Table	Table	Tickets
Pricing	\$5,000	\$2,500	\$1,500	\$500	\$300	\$35
PRE-EVENT RECOGNITION						
Number of Social Media Promotions	4	3	2	1	-	-
Name & Logo with Link On Event Page of Website	YES	YES	YES	YES	-	-
Name Included On Press Releases And Promotional Materials	YES	-	-	-	-	-
EVENT DAY RECOGNITION						
Name & Corporate Logo	Event Program Back Page Ad	Event Program Full Page Ad	Event Program Half Page Ad	Event Program Quarter Page Ad	Event Program Name Only	-
Complimentary Reservations	16	16	16	8	8	-
Priority Seating	YES	YES	-	-	-	-
Verbal Recognition at Event	YES	-	-	-	-	-
POST EVENT PROMOTION						
Business Name and Logo with Links Listed on VANTAGE Senior Resource Advertisements in Monthly E-Newsletter	6 Months	3 Months	2 Months	-	-	-
	6 Months	3 Months	2 Months	-	-	-
TAX DEDUCTIBLE AMOUNTS						
	\$ 4,420.00	\$ 2,075.00	\$ 1,130.00	\$350.00	\$180.00	\$20.00

4TH ANNUAL SENIOR HEALTH & SERVICES FAIR

WEDNESDAY, JUNE 10, 2020 IN STARK COUNTY!

MORE DETAILS COMING SOON.

TO LEARN MORE VISIT VANTAGEAGING.ORG/HEALTHFAIR



Each June, VANTAGE Aging hosts a Senior Health & Services Fair to provide seniors with access to services designed to support positive aging. We offer an on-site farmer's market and distribution of vouchers through the Senior Farmer's Market Nutrition Program. This is a well-attended event and puts you face-to-face with those interested in the services you provide.

Sponsorship Benefits	Community Wellness	Social Wellness	Emotional Wellness	Physical Wellness
Pricing	\$2,000	\$1,000	\$500	\$250
PRE-EVENT RECOGNITION				
Number of Social Media Promotions	4	3	2	1
Name & Logo with Link On Event Page of Website	YES	YES	YES	YES
Business Name will appear in press releases (must commit to sponsorship 30 days in advance of event)	YES	YES	-	-
EVENT DAY RECOGNITION				
Preferred Parking	YES	YES	YES	-
Preferred Exhibitor Booth Placement	YES	YES	-	-
Additional Table on Event Day	YES	YES	-	-
POST EVENT PROMOTION				
Business Name and Logo with Links Listed on VANTAGE Senior Resource Page	6 Months	4 Months	2 Months	1 Month
Advertisements in Monthly E-Newsletter	6 Months	4 Months	2 Months	1 Month
TAX DEDUCTIBLE AMOUNTS				
	\$ 1,590.00	\$ 700.00	\$ 310.00	\$ 120.00

4TH ANNUAL PUT HUNGER IN PARK FOOD FEST FOR MEALS ON WHEELS

THURSDAY, SEPTEMBER 10, 2020 AT HOOVER PARK AT WALSH UNIVERSITY

5:00 - 9:00 PM

TO LEARN MORE VISIT VANTAGEAGING.ORG/PUTHUNGERINPARK



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!.



SPONSORSHIP BENEFITS	The Highest Steaks	Bacon Me Hungry	Grill and Shout	Lettuce be Friends	Cheese Louise	Curbing Your Appetite	Adopt a Route
Pricing	\$ 20,000.00	\$ 10,000.00	\$5,000	\$2,500	\$1,000	\$500	Your Time!
PRE-EVENT RECOGNITION							
Name on Event Page	YES	YES	YES	YES	YES	YES	YES
Logo with link on Event Page	YES	YES	YES	-	-	-	YES
Name included on Email blasts	YES	YES	YES	YES	YES	YES	-
Social Media Promotions	4	3	3	2	2	1	1-FEATUREING YOUR COMPANY'S VOLUNTEERS
Name included in all Promotional Materials and advertisements	YES	YES	YES	YES	-	-	-
Featured articles in VANTAGE newsletter, opportunity to submit guest article or company advertisement	YES	YES	-	-	-	-	YES
Insert marketing pieces in meal deliveries	-	-	-	-	-	-	YES
EVENT DAY RECOGNITION							
Number of Food and Beverage Vouchers	10	8	6	4	2	-	-
Name and Corporate Logo Placement on Event Signage, Fliers, and T-Shirts	Top Billing Placement Name & Logo	Prominent Placement Name & Logo	Logo and Name	Name Only	Name Only	Name Only	-
Opportunity to promote your company during fundraiser at a table	Entrance Area	Interior Area	Interior Area	Interior Area	-	-	Interior Area
Right of first refusal for 2020 fundraiser	YES	-	-	-	-	-	-
POST-EVENT RECOGNITION							
Business Name and Logo With Links Listed on VANTAGE Senior Resource Page	12 Months	9 Months	6 months	3 months	2 months	1 month	-
Advertisements in Monthly E-Newsletter	YES	YES	YES	YES	-	-	-
TAX DEDUCTIBLE AMOUNT							
	\$18,600.00	\$9,170.00	\$4,490.00	\$2,210.00	\$805.00	\$400.00	

WAYS TO SUPPORT

ADVERTISING OPPORTUNITIES

As a community-based organization, VANTAGE Aging offers access to a unique market. Expand your visibility to the growing purchasing power of our aging population with advertising opportunities.

Web Advertising \$100/month

Our website is a growing resource for seniors and their families. Display banner ads (336 x 280 pixels) on our homepage with a link to your website will increase your company's traffic and customer base. Your business's logo and link will also be listed as a resource on our Senior Resources Page.

Newsletter Advertising \$25/month or \$250/year (\$38 savings)

Put your brand in front of over 850 and growing subscribers to our monthly e-newsletter. Reach a primarily Northeast Ohio audience interested in senior services and resources.

Flyer Inserts with Meals on Wheels \$300/distribution in three counties

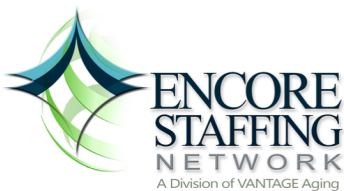
Our Meals on Wheels program delivers to nearly 2,000 people each month. Reach your audience directly across Stark, Summit, and Wayne Counties with vendor-supplied inserts.

Summit or Stark County = \$150

Wayne County = \$100

OUR SOCIAL VENTURES

Our various social ventures earn income to reinvest into our mission, allowing VANTAGE to be sustainable over the long term.



Encore Staffing Network specializes in connecting experienced professionals to meaningful work.



Cleaners for a Cause: professional cleaning services to private and commercial customers.



Room Naming Opportunities at our corporate Akron office. Ask for a tour!



Corporate Meeting Spaces: modern and affordable arrangements that your group will love.

VANTAGE AGING

VOLUNTEER

Meals on Wheels Adopt-a-Route Partner

The Adopt-a-Route program gives your company the chance to deliver meals based on an employee rotation system. It is a great opportunity to promote civic responsibility and engage in your local community. Adopt-a-Route partners commit to one full year and make deliveries at least twice per month. Available for Stark and Wayne Counties.

Meals on Wheels Volunteering

Meals on Wheels could not successfully feed our aging neighbors without a dedicated network of volunteers. You can help by delivering meals, cooking or packing food, or assisting with administrative duties.

Retired and Senior Volunteer Program

A part of Senior Corps, RSVP is the largest volunteer network for people 55 and older. Individuals in Summit and Medina Counties can use their time and talents to address food insecurity, childhood literacy, social isolation, and more. With so many opportunities, we match you with the perfect fit so you can get right to putting your passion towards making a difference.



MAKE A DONATION

There are so many ways to donate! Here are just a few ideas.

- In honor of someone as a celebration
- In memorial of a loved one
- To our endowment fund at Akron Community Foundation

CUSTOMIZE YOUR OWN UNIQUE PACKAGE

Would you like to combine a sponsorship and an advertising option? Call us today for your own custom plan!

Dawn Moeglin, Senior Director of Community Engagement 330-253-4597 x160

THANK YOU

TO OUR 2019 SPONSORS

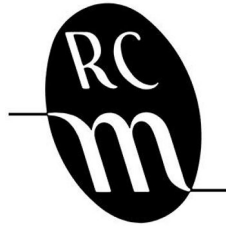


The John & Roene Klusch Foundation

Kim Ray



Charles Bond



Ronald & Jane Sibila



Todd & Nancy Bundy



Karen Hrdlicka

Stephen Shamrock



Fred Brechbuhler
Charitable Fund and the Kraig
& Wendy Brechbuhler Family



Hudson Community
Foundation
Brechbuhler Fund



Thomas & Karen
Robinson



Mr. & Mrs.
Gary Davis

Mr. and Mrs. Michael
& Heidi Steranka

Dan & Dawn
Moeglin



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