



Sponsorship Levels

Older adults are the fastest growing market in the nation. Yet, the transition into senior years and retirement life today is significantly different than it has been in the past with improved healthcare, wellness options, educational opportunities, travel, and technology enhancements. These changes in Kansas and in the nation will change the way seniors plan for retirement and long term care, impacting their choices and change the way we look at retirement now and in the future.

We invite you to take the opportunity to showcase your organization/company in a unique way through a sponsorship at Senior Expo 2018. We are planning a fun, informative event that not only will entertain but also educate and provide supportive information to adults 55 and over and caregivers.

This information page outlines various levels of sponsorship and benefits to fit your organization's budget and align with your goals for marketing and promotion to the senior population. Over 3,000 older adults and caregivers are expected to attend Senior Expo. Please don't miss this opportunity to put a spotlight on your organization. Sponsorship commitment and payment must be received by **July 6, 2018** to be included in **all** media campaigns.

Diamond- \$7,000

(2 available - non competing industries)

- Your organization may be the sponsor and co-host along with Central Plains Area Agency on Aging of the 2018 Fashion Show which will take place at Botanica, the Wichita Gardens on September 27th. There your organization's name and logo will be prominently displayed and you will be thanked for your sponsorship and your representative may welcome the over 400 attendees to this popular Senior Expo traditional event that many look forward to every year or
- Your organization may be the sponsor of a coffee/snack bar which will serve a variety of coffee drinks free of charge to Senior Expo attendees. Your organizations name and logo will be prominently displayed at the coffee bar location and in the Senior Expo Magazine highlighting the coffee bar.
- You will receive a total of **three** premium booths - one at each Senior Expo location.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your logo will be placed on a promotional item such as a canvas bag or water bottle that will be given to the attendees.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- You will be included in the Senior Expo magazine printed for all Senior Expo attendees. As a Diamond Sponsor you will receive a full page ad for your print ready advertisement and inclusion in the vendor listing for each Senior Expo site.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

Platinum- \$5,000

(2 available - non competing industries)

- Your organization will be the main sponsor of the Health Screenings location. This sponsorship level provides free health screenings to at least 500 attendees including screening such as dental, bone density, hearing, spinal screenings and more. Your organization will have a booth in the Health Screening Hall in a prominent location or

- Your organization will be the main sponsor for the educational events that will be held during the day, approximately one per Senior Expo location. A representative from your organization may introduce the presenter at each educational event and provide information about your organization.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Prominent signage will be placed throughout the Health Screening Pavilion or at each education event.
- You will receive a total of **three** premium booths - one at each Senior Expo location.
- Your organization's logo will be featured on a promotional item related to your sponsorship.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- You will be included in the Senior Expo magazine printed for all Senior Expo attendees. As a Platinum Sponsor you will receive a half page ad for your print ready advertisement and inclusion in the vendor listing for three Senior Expo sites.
- Two complimentary lunches for your organization's representatives at each Senior Expo booth location.

Gold - \$3,000

(2 available)

- Your organization may sponsor morning refreshments at all three locations. Signage will be placed at the refreshment tables (signage will be provided) or
- Your organization may sponsor afternoon refreshments such as flavored waters or granola bars with your logo included. Signage will be placed at the refreshment tables (signage will be provided).
- You will receive a booth at **two** Senior Expo locations of your choice.
- Your company will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.

- You will be included in the Senior Expo magazine printed for all Senior Expo attendees. As a Gold Sponsor you will receive a quarter page ad for your print ready advertisement and inclusion in the vendor listing for two Senior Expo site.
- Two complimentary lunches for your organization's representatives at each Senior Expo booth location.

Silver - \$1,000

(Unlimited)

- Your organization will receive **one** booth space at the Senior Expo location of your choice.
- Your organization's name and logo will be included in print media ads in Active Aging and other publication such as Wichita Eagle, Time Sentinel and Newton Kansan, El Dorado Times, Catholic Advance, .
- Your organization's name and logo will be listed on the CPAAA/events web site, materials, posters, signage and in the Senior Expo Magazine.
- You will be included in the Senior Expo magazine printed for all Senior Expo attendees. As a Silver Sponsor you will receive an Eighth page ad for your print ready advertisement and inclusion in the vendor listing for one Senior Expo site.
- Two complimentary lunches for your organization's representatives at Senior Expo.

Bronze - \$500

(Unlimited)

- Your organization may receive **one** booth space at the Senior Expo location of your choice.
- Your organization's name will be prominently listed in the Senior Expo Magazine.
- Your organization's name will be listed in the Senior Expo feature article in Active Aging's (as space allows).

- You will be included in the Senior Expo Magazine printed for all Senior Expo attendees. As a Bronze Sponsor you will be included in the vendor listing for the Senior Expo site.
- Two complimentary lunches for your organization's representatives at Senior Expo.