



The 2010

Summer

Festival

Sponsorship Opportunities

Saturday, June 12

Noon - 8 p.m.

Center for Older Adults

800 Cheshire Rd.

Delaware, Ohio

Council  **for**
Older Adults
OF DELAWARE COUNTY



An Overview of Summer Festival 2010

The Council for Older Adults is a Delaware County-based non-profit organization serving our county's older adults and their families.

A portion of our financial support comes from a very successful and growing annual fund-raising and outreach event known as the Summer Festival. This event has in recent years attracted more than **3,000** Central Ohio citizens who enjoy a day of delicious food, outstanding fun, exposure to new products and services and great entertainment. The Summer Festival has become the **largest annual gathering of older adults and their families in Delaware County** and this year's event promises to be the best ever.

For the 18th annual Summer Festival, we are planning some exciting changes, including the location of the event. It will be held at the Center for Older Adults, 800 Cheshire Rd. in Delaware. This beautiful building and 12-acre grounds will be a perfect setting for the festivities. The event will take place, for the first time, on a Saturday - June 12 from noon to 8 p.m.

An outdoor stage will showcase all-day **entertainment** for the whole family. An expanded children's play area, **Kidz Zone**, will feature games, clowns, face painting, and the centerpiece - the children's train ride. The **Expo** will allow exhibitors to provide information about services for older adults and their families. The **Health Fair** will offer health screenings in our air conditioned building. And the perennial favorite will be back - the **Pig and Corn Roast**. A special **V.I.P. reception** for the top sponsors will provide pampering for supporters of our event. And as always, parking and admission are free.

The quality of this event and our continued success is dependent upon the active involvement and financial support of sponsors. In recognition of this important need and our desire to be a good partner, we have designed sponsorship packages for every budget which will provide a number of substantial benefits to our sponsors.

This proposal outlines our needs and corresponding benefits related to your involvement in Summer Festival 2010.





PRESENTING Sponsorship

The Summer Festival “Presenting Sponsor” is the top level sponsor associated with this event. As our “Presenting Sponsor,” your business name will be directly connected with the Festival in all event promotions, i.e., **Summer Festival 2010 presented by “Your Business,”** and all mentions of the Summer Festival regardless of context will include the phrase “presented by ‘Your Business’.”

As the Presenting Sponsor, “Your Business,” will be considered the major corporate sponsor and as such will receive the following benefits:

- Exclusivity - there is only one presenting sponsor level offered
- Front cover recognition of presenting sponsorship on the event program. Nearly 10,000 copies of the program will be distributed to homes and businesses throughout Delaware County on June 9, and at the event.
- Prominent top level recognition on event newspaper advertising, flyers, and posters.
- Six tickets to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Stage recognition throughout the day of the event
- Prominent exhibition space at the Summer Festival
- Space for two of your organization’s banners - (you provide).
- Recognition in the May/June edition of the *Council Communicator* newspaper promoting the event with **specific recognition of the presenting sponsor**. The *Council Communicator* is produced by the Council for Older Adults with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. The paper is also distributed to and is available through many local businesses, libraries and health professionals throughout the area. Follow-up story and thank you in the July/August edition of the *Council Communicator* as well as in the Delaware Gazette.
- Twenty free tickets to the Pig and Corn Roast
- Prominent mentions on the Council for Older Adults website (www.growingolder.org) with a link to your web site, if desired.



Presenting Sponsorship - \$4000



PIG AND CORN ROAST Sponsorship

The Pig and Corn Roast will take place from noon to 8:00 p.m. It will feature your choice of a hot roast pork or shredded chicken sandwich, hot dogs for the kids, fresh sweet corn, baked beans, potato salad, coleslaw, beverage and all the fixin's. The Council sells Pig Roast tickets for a nominal fee.

As a sponsor of the Pig & Corn Roast, you will receive:

- Name recognition as the exclusive Pig Roast sponsor.
- Banner space (you provide) around the Pig Roast area.
- Stage recognition throughout the day of the event.
- Four tickets to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Name will appear in the event program, nearly 10,000 copies of which will be distributed throughout the county on June 9 and at the event.
- Sponsor logos to appear on Summer Festival newspaper advertising, flyers, and posters.
- Recognition as a sponsor in the May/June edition of the *Council Communicator* newspaper promoting the event. The *Council Communicator* is produced by the Council for Older Adults with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. The paper is also distributed to and is available through many local businesses, libraries and health professionals throughout the area.
- Follow-up story and thank you in the July/August Edition of the *Council Communicator* as well as in the Delaware Gazette.
- Ten free tickets to the Pig and Corn Roast.
- Mention as a sponsor on the Council for Older Adults website at www.growingolder.org and link to your website, if desired.



Pig Roast Sponsorship - \$3000



HEALTH & WELLNESS FAIR Sponsorship

The Senior Health and Wellness Fair will be located in the Center for Older Adults and will feature extensive **free** head-to-toe health screenings for seniors provided by a number of local and regional healthcare professionals. In addition, a select group of healthcare related businesses and organizations exhibit their services in the same area. Each year, we select **only one** business or organization to sponsor this popular attraction.

As a sponsor of the Health & Wellness Fair, you will receive:

- Name recognition as the exclusive Health & Wellness Fair sponsor.
- Banner space at the entrance to the east side of the building as well as inside the Center for Older Adults (you provide).
- Stage recognition throughout the day of the event
- Free exhibition space at the location of your choice
- Four tickets to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Name and logo will appear in the event program, nearly 10,000 copies of which will be distributed throughout the county on June 9 and at the event.
- Sponsor logos to appear on Summer Festival newspaper advertising, flyers, and posters.
- Recognition as a sponsor in the May/June edition of the *Council Communicator* newspaper promoting the event. The *Council Communicator* is produced by the Council for Older Adults with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. The paper is also distributed to and is available through many local businesses, libraries and health professionals throughout the area.
- Follow-up story and thank you in the July/August Edition of the *Council Communicator* as well as in *The Delaware Gazette*.
- Ten free tickets to the Pig and Corn Roast.
- Mention as a sponsor on the Council for Older Adults website at www.growingolder.org and link to your website, if desired.



Health & Wellness Fair Sponsorship - \$2500

EXPO Sponsorship



The Expo will be held in special tented areas on the grounds of the Center for Older Adults and will spotlight the services and products of local businesses and organizations who want to reach the mature market.

In the past, the Expo has hosted 60 to 70 businesses with each providing an information booth, display or demonstration. Most exhibitors provide giveaways or door prizes which adds to the excitement and traffic to their space. Each year, we select **only one** business or organization to sponsor this popular attraction.

As the sponsor of the Expo, you will receive:

- Name recognition as the exclusive Expo sponsor.
- Banner space (you provide) around the Expo area.
- Stage recognition throughout the day of the event.
- Free exhibition space at the location of your choice.
- Four tickets to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Name and logo will appear in the event program, nearly 10,000 copies of which will be distributed throughout the county on June 9 and at the event.
- Sponsor logos to appear on Summer Festival newspaper advertising, flyers, and posters.
- Recognition as a sponsor in the May/June edition of the *Council Communicator* newspaper promoting the event. The *Council Communicator* is produced by the Council for Older Adults with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. The paper is also distributed to and is available through many local businesses, libraries and health professionals throughout the area.
- Follow-up story and thank you in the July/August edition of the *Council Communicator* as well as in *The Delaware Gazette*.
- Ten free tickets to the Pig and Corn Roast.
- Mention as a sponsor on the Council for Older Adults website at www.growingolder.org and link to your website, if desired.



Expo Sponsorship - \$2500



KIDZ ZONE CHILDREN'S PLAY AREA

This very popular area of the Summer Festival features games, arts & crafts, face painting, balloon animals, clowns and many other attractions guaranteed to entertain all young visitors to the Summer Festival. The highlight of this supervised area is the Children's Train, providing rides for kids around the Fairgrounds.

As a sponsor of the Children's Pig Pen Play Area you will receive:

- Name recognition as the exclusive "Kidz Zone Play Area" sponsor.
- Free booth space in Senior Expo (value \$100).
- Stage recognition throughout the day of the event.
- Recognition as a sponsor on the Council for Older Adults website at www.growingolder.org
- Four tickets to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Recognition as a sponsor in the May/June edition of the *Council Communicator* newspaper promoting the event. The *Council Communicator* is produced by the Council for Older Adults with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. The paper is also distributed to and is available through many local businesses, libraries and health professionals throughout the area.
- Banner space around Play Area as well as 1' X 3' banners on train - (you provide).
- Ten free tickets for the Pig & Corn Roast.
- Name will appear in the event program. Nearly 20,000 copies of which will be distributed throughout the county as well as at the event.
- Name and logo on flyers and posters distributed to many locations and senior centers.
- Sponsor name will appear on Summer Festival 2010 newspaper advertising.



Kidz Zone Children's Play Area Sponsorship - \$1000

OTHER SPONSORSHIP OPPORTUNITIES

PIG ROAST TICKET PRINTING SPONSOR (only 1 available)

- Sponsor receives logo on all Pig Roast Tickets - over 2,000 printed
- Name will appear in the event program. Nearly 10,000 copies of which will be distributed throughout the county on June 9 and at the event.
- One ticket to the Summer Festival V.I.P. reception on the day of the event from 5 - 8 p.m. Special hors d'oeuvres and wine will be served.
- Recognition as a sponsor in the May/June edition of the *Council Communicator* newspaper promoting the event with over 50,000 issues distributed throughout the county in the Delaware Gazette and in the Columbus Dispatch. Deadline for this benefit is March 24.
- Follow-up story and thank you in the July/August edition of the *Council Communicator* as well as in *The Delaware Gazette*.
- Five free tickets to the Pig and Corn Roast.
- Mention as a sponsor on the Council for Older Adults website at www.growingolder.org and link to your website, if desired.

Pig Roast Ticket Printing Sponsor - \$500

SUPPORTING SPONSORS

Supporting sponsors will receive:

- Recognition in the Summer Festival program.
- Name mentions in announcements throughout the day.
- Free booth space
- Follow-up story and thank you in the July/August edition of *Council Communicator* as well as in *The Delaware Gazette*.
- Recognition as a sponsor on our website at www.growingolder.org.

Supporting Sponsorship - \$250

GOLF CART SPONSORS

Golf carts provide older adults with mobility limitations easy access to areas of the Festival as well as to and from the parking lots. Sponsors will receive a banner with their name/logo on the back of a cart canopy. Banners are 40" wide x 12" long. We reserve the right to retain banner.

Golf Cart Sponsorship - \$150

BLOCK OF PIG ROAST TICKET SPONSORS

Block of Ticket Sponsors can purchase a block of 20 Pig & Corn Roast tickets that will go to residents of local senior housing, nursing and assisted living facilities. All ticket sponsors will receive name recognition in the July/August edition of the *Council Communicator* with over 50,000 issued distributed throughout Delaware County.

Block of Tickets Sponsor - \$100 per 20 tickets

Sponsorship Expectations

Sponsors will be expected to provide a contact name, camera ready logos before April 15 - if applicable, banners before June 9 - if applicable, and sponsor fees on or before May 14.

All sponsorships will be awarded exclusively on a first-come, first-served basis. However, previous sponsors are given first right of refusal to renew their sponsorships. The Council for Older Adults reserves the sole right to reject sponsors deemed inappropriate or incompatible with the mission of the Council.

Sponsor/Exhibitor Application

Company Name (as you would like it in publication)

Contact Name

Phone

Fax

Mailing Address

City/State/Zip

Invoice Mailing address (if different from above)

Contact Email Address

SPONSORSHIPS AVAILABLE

Yes, I want to be involved in this year's Summer Festival as a:

- \$4000 Presenting Sponsor (only 1 available)
- \$3000 Pig and Corn Roast Sponsor (only 1 available)
- \$2500 Health & Wellness Fair Sponsor (only 1 available)
- \$2500 Senior Expo Sponsor (only 1 available)
- \$1000 Entertainment Sponsor
- \$1000 Kidz Zone Play Area Sponsor (only 1 available)



Deadline for the above sponsorships for inclusion in the Communicator - April 2

- \$500 Pig Roast Ticket Printing Sponsor (only 1 available)
- \$250 Supporting Sponsor
- \$150 Golf Cart Sponsor
- \$100 Block of Tickets Sponsor

All sponsorships of \$250 or more, receive free booth space (includes one 8' table, 2 chairs)

Do you wish to use the free booth? Yes No

EXHIBITOR OPPORTUNITIES

Senior Health & Wellness Fair Exhibitor/Screeners - 8' table and 2 chairs are included

Tables will be located inside the Center for Older Adults

- Health Fair Screener (no charge) Electric needed

Please list type of screening you will provide _____

- \$175 Health Fair Exhibitor

Senior Expo Exhibitor - 8' table and 2 chairs are included. Tables will be located inside tents on the grounds

- \$50 Non-profit (single space) \$100 For-profit \$170 double space
- \$250 triple space No table needed **Note - electricity will not be available**

Craft Exhibitor/Vendor - You must provide your own table, table covering and chairs. Spaces will be located outside. You are encouraged to bring your own pop-up tent. These will be set up in the asphalt parking lot area. Electricity will not be available.

- \$35 Crafter

Total Amount Enclosed _____

- Please invoice me

Availability is limited - Registration deadline is May 1. All sponsorships and exhibitor spaces are available on a first-come, first-served basis. **Fax to (740) 363-7588 or mail to: Council for Older Adults, 800 Cheshire Rd., Delaware, Ohio 43015. Phone: (740) 363-6677 or 800-994-2255. Email: donna@growingolder.org for more sponsorship information. Confirmation letters are mailed by May 15. You will be contacted earlier only if space is not available.**



A BRIEF HISTORY OF SUMMER FESTIVAL

The Council's Summer Festival started out as a picnic in 1993 as an appreciation to local seniors for their support of our organization. Attendance at the pig roast doubled in our second year to 500 individuals and doubled again to 1,000 in the third year. By 1997 the event had become an important fund raiser and had grown to the point that it was moved to the Delaware County Fairgrounds.

In 1998 the decision was made to further develop this event and it was expanded to include a Senior Expo and a Health & Wellness Fair. This is the first year it will be held at the Center for Older Adults on Cheshire Rd in Delaware. Attendance estimates have ranged between 2,500 and 3,000 individuals as word of the event has spread each year from friend to friend.

ABOUT THE COUNCIL FOR OLDER ADULTS

Organized in 1992 as a not-for-profit corporation, the Council is responsible for planning, developing, coordinating, and funding services for the older population in Delaware County. The Council operates SENIOR CHOICES, Delaware County's one-stop clearinghouse for information, assistance and services for older adults and their families. Through this program, Care Consultants are in daily contact with local seniors and their families arranging for and overseeing the delivery of services designed to assist older people to remain as independent as possible in their own homes.

Most of the resources managed by the Council are provided to local organizations to support the delivery of vital community services. Services funded include the following; adult day care, home-delivered meals, home repair, personal care, homemaker service, respite care, emergency response services, medical transportation, speech and hearing services, a volunteer center, durable medical equipment, nutritional supplements, insurance consultation, chore services and prescription assistance programs.

As an extension of our leadership role throughout Delaware County, we publish a **Senior Services Directory**, a monthly newsletter, **LinkAge** and a 32-page bi-monthly newspaper, **Council Communicator**. The Council also sponsors a number of special events, educational workshops, which are funded, in part by the local Senior Services Levy.



For more information you are invited to contact us or visit our web site at: www.growingolder.org or 740-363-6677.