

SeniorsPlus has sponsorship opportunities. If you are a business, company, or agency, you may benefit from the exposure our sponsorships afford, allowing you to reach a targeted audience. Each sponsorship opportunity has a different personality, location, and audience – all offer maximum sponsorship exposure.

Our current sponsorship opportunities are the Aging Well Living Well Expo, held each fall, and the Fill the Plate Breakfast to benefit Meals on Wheels at SeniorsPlus, held each March.

Would you like to be a sponsor? Read below for details about each event and how to sign up.

## **AGING WELL LIVING WELL EXPO**

**Friday, September 29, 2023**

**Grand Summit Resort and Conference Center at Sunday River in Newry, Maine**

### **Event Description**

SeniorsPlus, the designated Area Agency on Aging for Western Maine, requests your consideration of sponsorship of our Aging Well Living Well Expo 2023. The conference is targeted towards engaged, older adults and the intended purpose is to provide a day of educational and informative information that will help them age as healthfully and independently as possible.

At the beautiful Sunday River Resort, we will host our 13th annual Aging Well Living Well Expo after a three-year hiatus due to COVID concerns. Since its inception, attendance has grown from 30 attendees to almost 300 attendees, with reliably excellent participant evaluations. The way that we are able to keep the costs affordable for the participants is through corporate sponsorships, which offer maximum exposure.

#### **The goals of the Expo are as follows:**

- Present a dynamic and informative community event.
- Present a range of programs designed to stimulate older adults and adults with disabilities in communities throughout Maine.
- Collaborate with health, arts, and social services organizations, as well as educators, local businesses, and other civic groups.
- Improve aging-well skills throughout Maine.
- Increase socialization through learning by creating educational programming offering social interaction.
- Reduce healthcare costs by working to improve the health and safety of older adults and adults with disabilities.

The Expo attracts people from all over the state. Over the years we have collaborated with many businesses and organizations across the state, including University of Maine, AARP, New England Organ Bank, Healthy Androscoggin, Maine Historical Society, Alzheimer's Association, Androscoggin Home Care and Hospice, and area hospitals and providers. These relationships are ongoing, so the impact of Expo continues long after the event ends.

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*“Maine has one of the oldest populations in the country and it’s getting older. The 65-and-above age group will account for nearly all of Maine’s population growth in the next 10 years. In the Census, 2010, Maine ranked 3rd among states in the percent of persons age 65+. As a percent of the total populations, Maine’s 65-and-above age group continues to grow at a faster rate than New England’s or the rest of the nation. Maine’s median age is the highest in the Unites States, a trend that is expected to continue.” — Chart book, Older Adults with Physical Disabilities, Muskie School of Public Service*

## **Aging Well, Living Well 2023 Sponsorships**

**PLATINUM SPONSOR LEVEL (\$5,000) – Only 3 Platinum sponsorships available!**  
**Most prominent logo placement in all publicity and mailings.**

- Most prominent logo placement on conference brochure and sponsor boards, reflecting major sponsorship level
- Most prominent placement of approved sponsor-provided banner above the podium area (banner should have hanging ability, and not exceed 3 x 5')
- Acknowledgement in press releases/social media/SeniorsPlus website
- Acknowledgement in print ads in select newspapers
- Complimentary exhibitors' booth
- Items/company brochures or advertisements placed in attendee materials
- Verbal recognition from the podium at lunch
- Complimentary registration for 8 people

**GOLD SPONSOR LEVEL (\$2,500)**

**Second most prominent logo placement in all publicity and mailings.**

- Prominent logo placement on conference brochure and sponsor boards, reflecting major sponsorship level
- Acknowledgement in press releases/social media/SeniorsPlus website
- Acknowledgement in print ads in select newspapers
- Complimentary exhibitors' booth
- Items/company brochures or advertisements placed in attendee materials
- Verbal recognition from the podium at lunch
- Complimentary registration for 6 people

### **SILVER SPONSOR LEVEL (\$1,500)**

- Prominent logo placement on conference brochure and sponsor boards
- Complimentary exhibitors' booth
- Items/company brochures or advertisements placed in attendee materials
- Verbal recognition from the podium at lunch
- Complimentary registration for 4 people

### **BRONZE SPONSOR LEVEL (\$750)**

- Logo placement on conference brochure and sponsor boards
- Complimentary exhibitor's booth
- Complimentary registration for 2 people

To become an Expo sponsor, please send a check made out to SeniorsPlus **by May 1, 2023 for maximum exposure** and mail it to: SeniorsPlus, 8 Falcon Road, Lewiston, ME 04240, or [pay online](#).

Please do not hesitate to contact Sarah Cecil, Marketing and Development Manager, at [scecil@seniorsplus.org](mailto:scecil@seniorsplus.org) or 207-513-3706 should you need additional information. Thank you for your support!

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## **Fill the Plate Breakfast 2024 Sponsorships**

**(March 2024 date to be announced)**

**7 am to 9 am at the Hilton Garden Inn Auburn Riverwatch**

**To benefit Meals on Wheels of SeniorsPlus**

### **Event Description**

SeniorsPlus, the designated Area Agency on Aging for Western Maine, requests your consideration of sponsorship of our Fill the Plate Breakfast 2024. The event is a seated buffet breakfast to benefit the Meals on Wheels program of SeniorsPlus. Annually, Meals on Wheels of SeniorsPlus and its related nutrition programs served 160,000 meals to 1,325 individuals in Androscoggin, Franklin, and Oxford counties.

The event honors an individual with the Ikaria Award, which recognizes singular and outstanding contributions toward improving the lives of older adults.

A full-buffet breakfast will be served at the event, which is targeted to attract donors, corporate sponsors and foundations, local businesses and leaders, and community agencies and organizations, as well as friends and clients of SeniorsPlus. **The various sponsorship levels offer complimentary seating for eight among other benefits.**

Tickets sales barely cover the event cost -- the way that we are able to raise funds for the Meals on Wheels program is through corporate sponsorships, which offer maximum exposure.

**The goals of the Fill the Plate Breakfast are as follows:**

- *Raise funds to support SeniorsPlus Meals on Wheels and its related nutrition programs in Androscoggin, Franklin, and Oxford counties.*
- *Present a dynamic and informative community event.*
- *Honor an individual or group in Androscoggin, Franklin, or Oxford County who contributed to improving the lives of older adults.*
- *Draw attention to the work SeniorsPlus does to improve the lives of older adults and adults with disabilities in communities throughout Maine.*
- *Engage with donors, local businesses, and health, social services and civic groups.*
- *Create a sense of community around aging issues among nonprofits, businesses, and residents of Maine.*

## **Fill the Plate Breakfast 2023 Sponsorship Levels**

(2024 levels to be announced January 2024.)

### **PLATINUM SPONSOR LEVEL (\$5,000)**

**Most prominent logo placement in all publicity and mailings.**

(Only 3 Platinum sponsorships available!)

- Most prominent placement of approved sponsor-provided banner near the podium area. (Banner should have hanging ability and not exceed 5 lbs.)
- Most prominent placement with logo on the SeniorsPlus website with link to your site
- Company's name and logo printed on tabletop
- Recognition of company President/CEO (or designee) as a member of the Host Committee
- Acknowledgement in press releases/media/advertising
- Verbal recognition by the emcee from the podium at breakfast
- Complimentary seating for eight

**Your Platinum sponsorship fills 2,500 plates for Meals on Wheels.**

## **GOLD SPONSOR LEVEL (\$2,500)**

### **Prominent logo placement in all publicity and mailings.**

- Prominent logo placement on event program and sponsor boards, reflecting major sponsorship support
- Prominent placement with logo on the SeniorsPlus website
- Recognition of company President/CEO (or designee) as a member of the Host Committee
- Acknowledgement in press releases/media/advertising
- Verbal recognition by the emcee from the podium at breakfast
- Complimentary seating for eight

**Your Gold sponsorship fills 1,250 plates for Meals on Wheels.**

## **SILVER SPONSOR LEVEL (\$1,500)**

- Logo placement on event program, sponsor boards, website
- Recognition of company President/CEO (or designee) as a member of the Host Committee
- Verbal recognition by the emcee from the podium at breakfast
- Complimentary seating for eight

**Your Silver sponsorship fills 750 plates for Meals on Wheels.**

## **BRONZE SPONSOR LEVEL (\$750)**

- Logo placement on event program, sponsor boards, website
- Complimentary seating for up to eight

**Your Bronze sponsorship fills 375 plates for Meals on Wheels.**

**Corporate Tables for eight are also available for \$350 each.**

To become a Breakfast sponsor, please send a check made payable to SeniorsPlus or [pay online](#) by **February 10, 2023, for maximum exposure**. Mail checks to: SeniorsPlus, 8 Falcon Road, Lewiston, ME 04240.

Please contact Sarah Cecil, Marketing and Development Manager, at [scecil@seniorsplus.org](mailto:scecil@seniorsplus.org) or 207-513-3706 for more information.

**Thank you for your support!**

