



# SPONSORSHIP INFORMATION

EAST BATON ROUGE COUNCIL ON AGING

2023



# SPONSORSHIP LETTER

## Dear Potential Sponsor:



I would like to invite you to contribute as a sponsor of all of our 2023 events in celebration of our 50th Anniversary! The events will include Senior Skip Day 2.0, Anniversary Gala & Senior Prom, and the Thanksgiving Dinner & Dance.

### Senior Skip Day 2.0 | Healthcare Expo

The 2023 Senior Skip Day 2.0 will be an all-day event on April 27, 2023, at the Greater Baton Rouge Fairgrounds. The event will offer live music, boiled crawfish, food vendors, interactive games, health education seminars, wellness screenings, and vaccinations. The event is open to all East Baton Rouge Parish seniors aged 60 years old and older. We anticipate 5,000 seniors to attend.

### Golden Anniversary Gala & Senior Prom

The 50<sup>th</sup> year Golden Anniversary Gala & Senior Prom will be an elegant affair on May 19, 2023, at the Raising Cane's River Center. The event will culminate East Baton Rouge Council on Aging's 50th Anniversary celebration. This is also an opportunity for seniors to attend who may have missed their high-school prom. The event will be ticket-based and open to all East Baton Rouge Parish seniors aged 60 years old and older, community partners, and supporters. We anticipate 10,000 attendees.

### Thanksgiving Dinner & Dance

The Thanksgiving Dinner & Dance will be a day of food, fun, and fellowship in November 2023, at the

Raising Cane's River Center. The event will be an opportunity for the seniors of the parish and all of our senior centers to come together for a holiday celebration. We anticipate 6,000 attendees.

We are hoping that your organization will be interested in sponsoring these amazing events. We see a synergy and connection that would benefit you in raising your organization's profile in the senior community of East Baton Rouge Parish.

To ensure the success of our 2023 events, I am seeking partnerships, financial support, and community involvement to support and promote this unique activity. I invite you to become a sponsor and partner of the East Baton Rouge Council on Aging. In this packet, you will find more information on how to get involved.

I am grateful that you have taken a few minutes of your time to peruse our sponsorship opportunities enclosed and consider generously supporting this unique vital initiative. I look forward to the opportunity to partner with your organization.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tasha Clark-Amar'.

Tasha Clark-Amar  
Chief Executive Officer  
East Baton Rouge Council on Aging

# SPONSORSHIP OPTION (A)

## SIGNATURE 50 FOR 50 SPONSOR:



**\$50,000**  
TOTAL INVESTMENT



- **Sponsor name** will be part of the official event name
- **Name mentioned** in all radio and television ads
- **Most prominent name and logo placement** on all printed materials related to the event
- **Name placement** on printed materials related to the event
- **Logo** on T-shirts
- **Ad Placement** (Back Cover, Inside Back Cover, OR Front Inside Cover)
- **Logo placement** on banners, which serve as a backdrop in all press photo opportunities
- **Free Premiere Exhibitor Booth** (20 x 20)
- **Promotional items** included in event bags
- **Logo on commercials** + Company mention in Radios Advertisement
- **Eight (8) Tickets** to the Gala & Senior Prom
- **Stage Banners**



# SPONSORSHIP OPTION (B)

## RED LOTUS SPONSOR:



**\$25,000**  
TOTAL INVESTMENT



- **Name placement** on printed materials related to the event
- **Full Page Ad** in the Official Event Program
- **Logo placement on banners**, which serve as a backdrop in all press photo opportunities
- **Logo** on T-shirts
- **Free audio/equipment** at booth (fees waived)
- **Free vendor booth** (20 x 20)
- **Promotional items** included in event bags
- **Logo on commercials** + Company mention in Radios Advertisement
- **Six (6) Tickets** to the Gala & Senior Prom



# SPONSORSHIP OPTION (C)

## YELLOW LOTUS SPONSOR:



**\$15,000**  
**TOTAL INVESTMENT**



- **Logo placement** at and near eating and serving stations
- **Name placement** on printed materials related to the event
- **Half Page Ad** in the Official Event Program
- **Logo placement on banners**, which serve as backdrop in all press photo opportunities
- **Promotional Items** Included in Conference Bags
- **Free Exhibitor Booth** (20 x 20)
- **Free audio/equipment at booth** (fees waived)
- **Business Card Ad** in the Official Program
- **Logo on commercials** + Company mention in Radios Advertisements
- **Sponsorship recognition** on print material
- **Four (4) Tickets** to the Gala & Senior Prom



# SPONSORSHIP OPTION (D)

## BLUE LOTUS SPONSOR:



**\$10,000**  
TOTAL INVESTMENT



- **Logo placement** at and near eating and serving stations
- **Quarter Page Ad** in the Official Program
- **Recognition** Listed in Program
- **Promotional items** included in event bags
- **Free Exhibitor Booth** (10 x 10)
- **Business Card Ad** in the Official Program
- **Two (2) Tickets** to the Gala & Senior Prom



# SPONSORSHIP OPTION (E)

## PURPLE LOTUS SPONSOR:



**\$5,000**  
TOTAL INVESTMENT



- **Recognition** Listed in Program
- **Promotional Items** Included in event bags
- **Free Exhibitor Booth** (10 x 10)
- **Business Card Ad** in the Official Program



# SPONSORSHIP BREAKDOWN



SPONSORSHIP LEVELS	50 for 50	Red Lotus	Yellow Lotus	Blue Lotus	Purple Lotus
<b>Sponsor name</b> will be part of the official event name + <b>Stage Banners</b>	X	-	-	-	-
<b>Sponsorship recognition</b> on print material	-	-	X	-	-
<b>Name mentioned</b> in all radio and television ads	X	-	-	-	-
<b>Most prominent name and logo placement</b> on all printed materials related to the event	X	-	-	-	-
<b>Name placement</b> on printed materials related to the event	X	X	X	-	-
<b>Logo on T-shirts</b>	X	X	-	-	-
<b>Ad Placement</b> (Back Cover, Inside Back Cover, OR Front Inside Cover)	X	-	-	-	-
<b>Logo placement</b> on banners	X	X	X	-	-
<b>Free Premiere Exhibitor Booth</b> (10 x 10)	-	-	-	X	X
<b>Free Premiere Exhibitor Booth</b> (20 x 20)	-	X	X	-	-
<b>Logo placement</b> at and near eating and serving stations	X	-	X	X	-
<b>Promotional items</b> included in event bags	X	X	-	-	X
<b>Logo on commercials + Company mention</b> in Radios Advertisement	X	X	X	-	-
<b>Tickets</b> to the Gala & Senior Prom	X (8 Tickets)	X (6 Tickets)	X (4 Tickets)	X (2 Tickets)	-
<b>Ad</b> in the Official Event Program	-	X Full page	X Half Page	X Quarter Page	X Business Card
<b>Recognition Listed</b> in Program	-	-	-	X	X
<b>Free audio/equipment at booth</b> (fees waived)	-	X	X	-	-

Total Investment: **\$50,000**    **\$25,000**    **\$15,000**    **\$10,000**    **\$5,000**



# SPONSORSHIP CONTRACT FORM

Full payment must accompany your application in order to reserve your sponsorship.  
No assignments will be made without full payment.

## Important Dates: April 1, 2023

-Deadline for all sponsorships, registrations, and ads.

### PRIMARY CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone Number/Mobile: \_\_\_\_\_

### INFORMATION FOR PROGRAM GUIDE AND PROMOTION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Main Phone: \_\_\_\_\_ Website \_\_\_\_\_

Tag Line/ Message: \_\_\_\_\_

### TYPE OF SPONSORSHIP

\_\_\_\_ Event Exclusive Sponsor      \_\_\_\_ Yellow Lotus Sponsor

\_\_\_\_ Blue Lotus Sponsor      \_\_\_\_ Purple Sponsor

### PAYMENT INFORMATION

Total \$ \_\_\_\_\_

\_\_\_\_ Invoice me for payment By Check

\_\_\_\_ Invoice me for payment by Credit Card

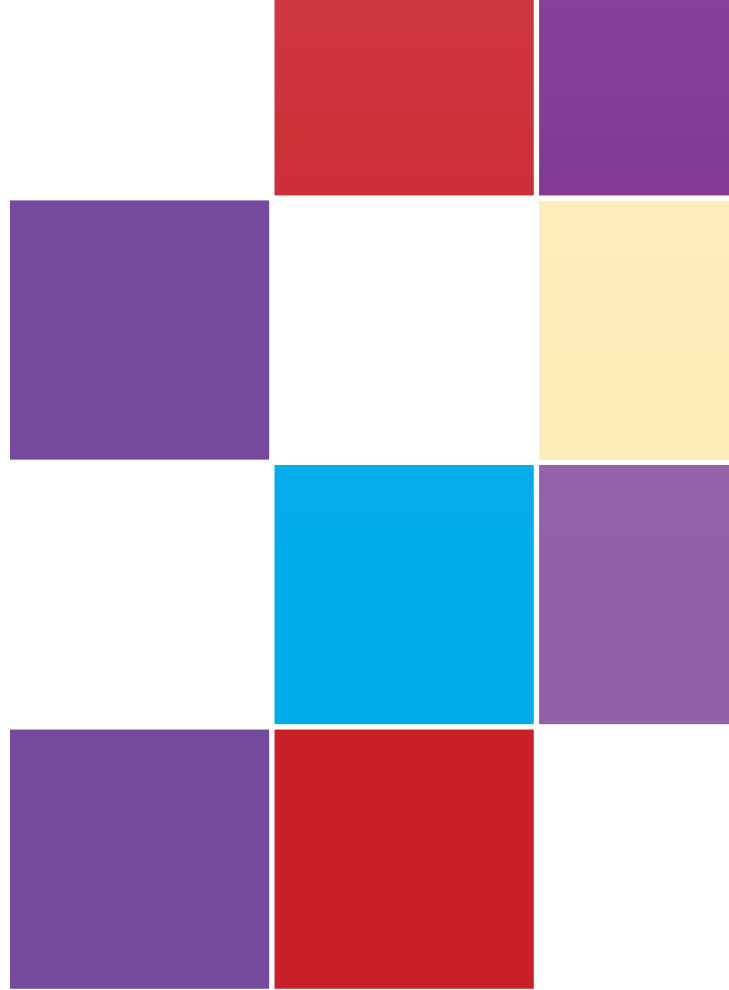


### Two ways to register your company:

1. Complete, print and mail the application on the next page, along with your payment to: EBRCOA, 965 N. 18th Street, Baton Rouge, LA 70802

2. Scan/email completed application to: [marketing@ebrcoa.org](mailto:marketing@ebrcoa.org)

After completing your registration/sponsorship packet, please send an ai. or eps file of your logo to [marketing@ebrcoa.org](mailto:marketing@ebrcoa.org)



[www.ebrcoa.org/50for50](http://www.ebrcoa.org/50for50)

EBRCOA Lotus Headquarters  
965 North 18th Street  
Baton Rouge, LA 70802  
(225) 923-8000