



Senior EXPO 2010

SPONSORSHIP PACKET

For more information,
contact Alan Jones at 815-963-1609

Lifescape Community Services

Senior EXPO 2010

A premiere event for older adults, their families, friends and caregivers.

Thursday, September 16 and Friday September 17

9:00a.m. to 3:00p.m.

Kickoff Event –Wednesday, September 15, 5:00-7:00 p.m.

**Sportscore II, Indoor Sports Center,
8800 East Riverside Boulevard, Loves Park, IL**

Mission

“To provide relevant and up-to-date information, education and recreation to older adults and their families.”

Scope

- ◆ Senior *EXPO* is the largest community outreach event in Northern Illinois.

Location

- ◆ Sportscore II, Indoor Sports Center (ISC), 8800 East Riverside Boulevard, Loves Park, IL just one mile east of Interstate 90.

Attendance

Between 4,000 and 5,000 attendees visit over 140 exhibits annually.

Topics at Senior EXPO may include:

- Preparing for retirement
- Active living
- Financial and technological services
- Insurance, pre-planning needs, legal services
- On-site health screenings, including cholesterol, blood pressure, dental, skin cancer, etc.

Entertainment

Possible Presentations/ Opportunities

- Musical entertainers
- Humorous speakers and skits
- Motivational speakers, and
- Ask A Doctor/Pharmacist

Possible Presentations/ Opportunities

- Healthy Eating and Lifestyles
- Positive Mental Health
- Medicare and Supplemental Insurance
- Ask the experts what to do and where to go for answers pertaining to changing lifestyles, and **MORE.**



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Sponsorship Opportunities

GOLD SPONSOR

\$5,000

Gold Sponsor Benefits:

- ◆ Placement of your logo as a Gold Sponsor on all *Senior EXPO* printed materials, including, but not limited to: letterhead, flyers, pamphlets, window posters, all advertisements which may include radio, television, newspaper and billboards. A sponsors-dedicated page of the *Senior Expo 2010 Resource Guide*, the Official Program Guide of *Senior EXPO*. This will be distributed with the Senior Courier newspaper and will be available at the *EXPO*. Mentions in Lifescape's quarterly newsletter, including your logo, for one year following the *EXPO*.
- ◆ FREE 1/2 page ad in *Senior EXPO Resource Guide* or HALF OFF a full page ad.
- ◆ Four (4) complimentary corner exhibit spaces, size and placement compliant with level of sponsorship.
- ◆ Your company banner displayed in an appropriate location.
- ◆ FREE carpet and electricity in your booth space
- ◆ Speaker of your choice for one hour each day of the EXPO in the Seminar Room
- ◆ Your name and logo prominently placed in any e-mail advertising

SILVER SPONSOR

\$2,500

Silver Sponsor Benefits:

- ◆ Placement of your logo as a Silver Sponsor on all *Senior EXPO* printed materials, including, but not limited to: letterhead, flyers, pamphlets, window posters, all advertisements which may include radio, television, newspaper and billboard. A sponsors-dedicated page of the *Senior Expo 2010 Resource Guide*, the Official Program Guide of *Senior EXPO*. This will be distributed with the Senior Courier newspaper and will be available at the *EXPO*. Mentions in Lifescape's quarterly newsletter, including your logo, for one year following the *EXPO*.
- ◆ FREE 1/4 page ad in *Senior EXPO Resource Guide* or HALF OFF a 1/2 page ad
- ◆ Two (2) complimentary corner exhibit spaces, size and placement compliant with level of sponsorship.
- ◆ Your company banner displayed in an appropriate location.
- ◆ FREE carpet and electricity in your booth space
- ◆ Speaker of your choice for one hour on one day of the EXPO in the Seminar Room
- ◆ Your name and logo placed in any e-mail advertising.

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BRONZE SPONSOR \$1,500

Bronze Sponsor Benefits:

- ◆ Placement of your logo as a Bronze Sponsor on all *Senior EXPO* printed materials, including, but not limited to: letterhead, flyers, pamphlets, window posters, all advertisements which may include radio, television, newspaper and billboard. A sponsors-dedicated page of the *Senior Expo 2010 Resource Guide*, the Official Program Guide of *Senior EXPO*. This will be distributed with the Senior Courier newspaper and will be available at the *EXPO*.
- ◆ FREE 1/8 page ad in *Senior EXPO Resource Guide* or HALF OFF 1/4 page ad
- ◆ One complimentary aisle exhibit spaces, size and placement compliant with level of sponsorship.
- ◆ Your company banner displayed in an appropriate location.
- ◆ FREE carpet and electricity in your booth space

GOLF CART SPONSOR \$800

Sponsor Benefits:

- ◆ All drivers would wear a hat with your name and/or logo
- ◆ Your banner would be placed within the venue
- ◆ Your business would be listed in the *Senior EXPO Resource Guide*

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FUN AREA SPONSOR \$1000

Sponsor Benefits:

- ◆ Your banner would be displayed at the entrance to the Fun Area. This area is high traffic.
- ◆ Your business would be listed in the *Senior EXPO Resource Guide*

VENDOR BREAKFAST SPONSOR \$1000

Sponsor Benefits:

- ◆ Your name and logo would be on display in the dining area
- ◆ Your banner would be on display within the venue

FRIENDS OF LIFESCAPE \$500

Sponsor Benefits:

- ◆ This is a *WE SUPPORT LIFESCAPE COMMUNITY SERVICES* and what it brings to our community sponsorship.
- ◆ Your company/individual name will be listed in a "Friends" list in the *Senior EXPO Resource Guide*.
- ◆ A small banner with your name will be displayed within the venue

RAFFLE TICKETS SPONSOR \$500

Sponsor Benefits:

- ◆ Your banner displayed at Raffle Ticket area

DOOR PRIZE SPONSOR \$1500

Sponsor Benefits:

- ◆ One (1) booth near the Door Prize area
- ◆ Signage denoting sponsorship of door prize area
- ◆ Banner displayed within venue

SEMINAR ROOM SPONSOR \$1000

Sponsor Benefits:

- ◆ Name and logo on numerous directional signs to Seminar Room
- ◆ Signage at Seminar Room door
- ◆ A small banner with your name displayed within venue