



# Celebrating Seniors Coalition™

**Celebrating Seniors Week • May 2- May 9, 2019**

**“CONNECT - CREATE - CONTRIBUTE”**

The month of May is *Older Americans Month*. Oak Park, River Forest & Forest Park are excited to recognize the significant contributions older adults make to our community.

Our communities are a great place to grow and age.

## **Celebrating Seniors has four objectives:**

- To generate funds to support at-risk and vulnerable elders
- To facilitate cooperation among the business community, government agencies and community service organizations and non-profits for the benefit of the senior population
- To raise public awareness of issues affecting seniors
- To promote senior groups and organizations that serve people 60 and older

## **SINCE 2011 WE HAVE:**

- Given grants to nearly 70 seniors
- Hosted over 400 events
- Celebrated over 480 60 over 60 nominees

**We help older adults in need with no other place to turn. We purchase appliances, pay utility bills, change locks, provide moving services and complete many other tasks an older adult might require.**

## **Why Celebrate Seniors? The power of the Senior market.**

Older adults control 70% of America's disposable income, with \$1.6 trillion in spending power, and are the fastest growing segment of the population - accounting for 45% of the US population. Older adults account for more than 80% of leisure travel, purchase 74% of all prescriptions, and spend more time online than teenagers.

*Sources: U.S. Census Data 2010, SeniorMag.com*

## **How can your organization or business participate?**

**Host an event.** Libraries, Park Districts, Senior Organizations, Congregations, Hospitals and Senior Living Communities are encouraged to develop and host events (authors, activities, social health screenings, etc.) that can take place at their discretion during the week.

**Promote Your Business.** Plan a promotion (a give-away or discount) targeted to Seniors during the week of May 2-May 9, 2019 - a wonderful opportunity to market your product to this powerful segment.

**Become a Sponsor or Advertiser.** Sponsorship will showcase organizations, businesses, and services committed to the senior population. The senior resource guide will provide great 4-color advertising opportunities.

**Hang a poster.** The Celebrating Seniors Coalition will produce posters for this event. Consider displaying one in your place of business.



## Celebrating Seniors 2019 Sponsorship Opportunities

### Benefactor \$1,500

- Half-page color advertisement in Celebrating Seniors Resource Guide
- Company name & logo on posters
- Banner ad on Celebrating Seniors website with link for one year
- Invitations to closing event dinner

### Patron \$750

- 1/4 Page advertisement in Celebrating Seniors Resource Guide
- Company name on posters
- Company name on website
- Invitation to closing event dinner

### Marquee Event Sponsorships:

Event Sponsorships will be awarded on a first-come, first-served basis and include:

- Presentation Table
- Naming Rights for sponsored event
- Video/Social media presence during Celebrating Seniors Week
- Name on signage at sponsored event
- Name on all marquee event materials
- Banner ad and listing on CelebratingSeniors.net for one year

**Celebrating Seniors 5K - Saturday, May 4** • \$750, \$500, \$250

Name on T-Shirts for 5K run

**Pet Pals in the Park - Saturday, May 4 - Keystone Park**

General sponsorship • \$250

**Closing Event Dinner - May 9** • \$1,500

### Friend of Celebrating Seniors - \$100 or less

- listing in guide

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For more information, contact  
**Patricia Koko**, Celebrating Seniors Coalition  
(708) 383-8060 or [patriciakoko@hotmail.com](mailto:patriciakoko@hotmail.com)

## Celebrating Seniors Resource Guide Rates & Ad Sizes

### Advertising Rates

Full-page Color: .....	\$595
Half-page Color: .....	\$350
Quarter page Color: .....	\$195
Back Cover: .....	\$2,250
Inside Front & Back Cover: .....	\$1,500
Center spread: .....	\$2,200

**ADS DUE: March 15th**



The **Celebrating Seniors Resource Guide** will reach over 12,000 homes through distribution in Wednesday Journal of Oak Park & River Forest, and Forest Park Review. Additional books will be distributed at locations throughout the villages.

### AD SIZES

Full Page  
7.25" x 9"

1/2V  
3.54"  
x 9"

1/4  
3.54" x  
4.38"

Center Spread  
17.625" x 10"  
(full live area • add .25" for bleed)

1/2H Page  
7.25" x 4.38"

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## Celebrating Seniors Week Sponsorship and Advertising Reservation Form

**Yes**, I (we) would like to sponsor Celebrating Seniors Week

Benefactor -- \$1,500 (includes 1/2 page ad)

Patron -- \$750 (includes 1/4 page ad)

Friend -- \$100 or less

**Yes**, I (we) would like to reserve an ad:

Size \_\_\_\_\_ Rate \_\_\_\_\_

**Yes**, I (we) would like to sponsor a marquee event:

Event \_\_\_\_\_ Level \_\_\_\_\_

**The deadline for sponsorship or advertising is March 15, 2019**

Please address to: **Celebrating Seniors Coalition**

408 S. Oak Park Ave., Oak Park, IL 60302

Phone (708) 383-8060 • Fax 708-383-8062

For more information, contact

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**Find the Guide online at  
CelebratingSeniors.net**

### Payment

Enclosed is my (our) check payable to Celebrating Seniors Coalition

Please send an invoice for the amount above

Please charge my (our) credit card for the amount indicated above

### Credit Card Type (Visa or MasterCard):

Credit Card Number: \_\_\_\_\_

Address: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Address: \_\_\_\_\_

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

Name on Card: \_\_\_\_\_ Email address for invoice: \_\_\_\_\_

### Sponsor Information

Name(s): \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

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