



Celebrating Seniors Coalition™

Celebrating Seniors Week May 12th -19th 2016 “BLAZE A TRAIL”

The month of May is Older Americans Month. Oak Park, River Forest & Forest Park have proclaimed the week of May 12th - 19th, 2016 as Celebrating Seniors Week.

This week-long celebration will highlight and recognize the significant contributions older adults make to our community. Our communities are a great place to grow and age.

Older adults are a treasure that make our quality of life richer. We host events that educate, inform and entertain people of all ages. Learn more at celebratingseniors.net

Celebrating Seniors has four objectives:

- To facilitate cooperation among the business community, government agencies and non-profit organizations 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
- To generate funds to support at-risk and vulnerable elders

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 any other tasks an older adult might require.

SINCE 2011 WE HAVE:

- raised \$63,000
- given over 23 grants totaling \$18,000
- hosted over 250 wonderful events
- celebrated over 300 60 over 60 nominees
- consumed over 200 slabs of Ribs at Rib'bon Fest

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 12th -19th 2016 - 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 2016 Sponsorship Opportunities

Benefactor \$2,500

- Full page color advertisement in Celebrating Seniors Resource Guide
- Additional 1/4 page ad
- Inclusion in all advertising and promotion
- Company name & logo on posters
- Banner ad on Celebrating Seniors website with link for one year
- 6 tickets to Calling All Collectors on May 13, 2016
- 6 tickets to Battle of the Bands on May 14, 2016
- 6 invitations to the closing luncheon at Concordia University on May 19th, 2016
- Participation at all events

Patron \$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
- 4 tickets to Calling All Collectors on May 13, 2016
- 4 tickets to Battle of the Bands on May 14, 2016
- 4 invitations to the closing luncheon at Concordia University on May 19th, 2016
- Participation at 2 events

Supporter \$950

- 1/4 Page advertisement in Celebrating Seniors Resource Guide
- Company name on posters
- Company name on website
- 2 tickets to Calling All Collectors on May 13, 2016
- 2 tickets to Battle of the Bands on May 14, 2016
- 2 invitations to the closing luncheon at Concordia University on May 19th, 2016
- Participation at 1 event

Event Sponsorships:

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

- Presentation Table
- Naming Rights for each event
- Video/Social media presence during Celebrating Seniors Week
- Name on signage at the event
- Name on all promotional materials
- Name on T-Shirts for 5k Run
- Banner Ad and listing on CelebratingSeniors.com for one year.

Ribbon Fest - Thursday, May 5

19th Century Charitable Org

General Sponsor (\$1,600)

Hospitality Sponsor (\$350)

Calling All Collectors - Friday, May 13

Mohr Community Center of Forest Park

General Sponsor (\$800)

Hospitality Sponsor (\$350)

Celebrating Seniors 5K - Saturday, May 14

River Forest

General Sponsor (\$1,000)

Battle of the Bands - Saturday, May 14

General Sponsor (\$2,500)

Hospitality Sponsor (\$350)

Pet Pals in the Park - Sunday, May 15

Lindberg Park, Oak Park

General Sponsor (\$500)

Closing Luncheon - Thursday, May 19

Concordia University

General Sponsor (\$3,500)

CelebratingSeniors.net

For more information, contact

Jim Flanagan, Chairman

Celebrating Seniors Coalition

(630) 505-8375 or jflanagan@bentron.com



CelebratingSeniors.net

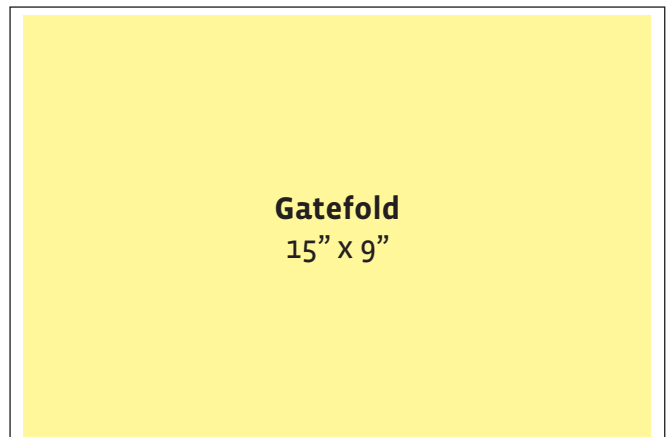
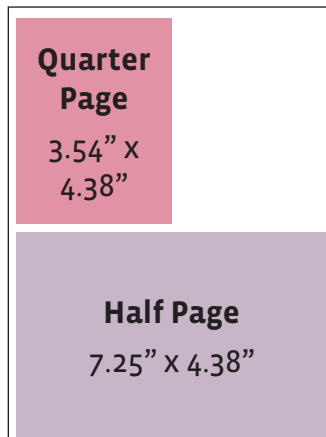
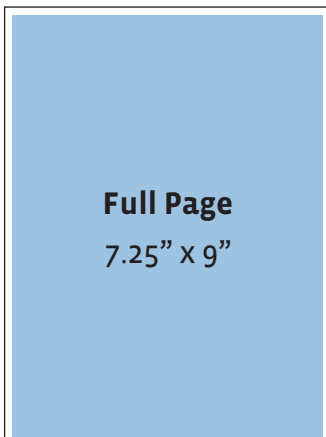
Celebrating Seniors Resource Guide 2016

Advertising Rates

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

(if Gatefold is sold, one inside front cover will not be available)

The **Celebrating Seniors Resource Guide** will reach over 12,000 homes through distribution in Wednesday Journal of Oak Park & River Forest, Forest Park Review and Riverside-Brookfield Landmark. An additional 5,000 books will be distributed at locations throughout the villages.





Celebrating Seniors Coalition™

CelebratingSeniors.net

Celebrating Seniors Week Sponsorship and Advertising Reservation Form

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

- Benefactor -- \$2,500 (includes Full page ad)
- Patron -- \$1,500 (includes Half page ad)
- Supporter -- \$950 (includes Quarter page ad)

Yes, I (we) would like to be an event sponsor:

Event _____ Level _____

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

Size _____ Rate _____

The deadline for sponsorship or advertising is March 25, 2016

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, visit www.CelebratingSeniors.net

Jim Flanagan, Chairman Celebrating Seniors Coalition

(630) 505-8375 or jflanagan@bentron.com



**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: _____