

Sponsorship Opportunity



ideas for life Senior Expo - 2018

Wednesday, May 16, 2018

10 a.m. to 3 p.m.

Grand Traverse County Civic Center

1213 W Civic Center Drive

Traverse City, MI 49686

tcseniorexpo.org

Ideas for Life Senior Expo 2017 was a huge success and planning is underway for the 2018 event. Last year's success was achieved in large part to our sponsors. Now we are looking for sponsors to pledge their support to "Ideas for Life" 2018.

The Expo committee is very excited about this year's theme: "Trick or Treat: Treat yourself and avoid being tricked".

The expo will highlight activities and services right here in our back yard for seniors and their families that are informative and helpful. As in past years, proceeds from the expo will go to support local senior-serving organizations.

Enclosed is the information about sponsorship opportunities for Ideas for Life Senior Expo 2018 that will be held Wednesday, May 16, 2018 at the Grand Traverse County Civic Center (1213 W. Civic Center Drive). This will be our 17th Annual Senior Expo.

This expo will draw caregivers, their families and seniors from the greater Grand Traverse region. It will also provide exhibitors and sponsors with the exclusive opportunity to showcase your products and services to a target market.

If you are interested in sponsorship of the Senior Expo 2018, or if you have any questions, please contact me at (231) 409-4444. Thank you in advance for your consideration.

Sincerely,

Nancy Albrecht and Dave Hauser, Sponsorship Committee

November Network of Real Estate One, 231-409-4444, nancy@nancyalbrecht.com



“Ideas for Life” Senior Expo Sponsorship Levels

Lifesavers Sponsor - \$3000

Includes:

- 10x10 Exhibitor Booth-End Cap
- Banner Headline on BASA Web Site
- 1' x 2' sponsors banner in booth
- Logo placement on all related expo material and banners
- Website advertising (including logo, short write-up and hyperlink)
- Sponsorship featured in press releases
- Sponsorship featured in TV ad
- Expo emcee announcements throughout day
- Passport option
- Information and brochures pre-stuffed into expo bags

Smarties Sponsor - \$1000

Includes:

- 10x10 Exhibitor Booth
- 1' x 2' sponsors banner in booth
- Logo on all expo related material and banners
- Website advertising (including logo, short write-up and hyperlink)
- Sponsorship mention in press releases
- Expo emcee announcements throughout day
- Passport option
- Information and brochures pre-stuffed into expo bags

All sponsors will receive:

Early set up and help with booth set up and take down; assigned aisle buddy to cover booth during breaks, free electric and free lunch (up to four people).



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For more information or to register as a Senior Expo Sponsor, contact:

Nancy Albrecht and Dave Hauser, Sponsorship Committee

November Network of Real Estate One, 231-409-4444, nancy@nancyalbrecht.com

Bay Area Senior Advocates Member

2018 Sponsorship Agreement/Invoice

Note: Payment required with submission of sponsorship agreement.

Date: _____

Agency/ Business: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email (required): _____ Website: _____

Sponsorship Level:

Lifesavers Sponsor - \$3,000 Smarties Sponsor - \$1,000

Yes No: Will you participate in the Passport Option for the Grand Prize?

Yes No: Do you require electricity?

Please RSVP by March 2, 2018

Please e-mail the following for expo promotional materials.

(Email promotional items or questions to marketing@tcseniorexpo.org)

High-Resolution Logo (300 dpi)

30-50 word business summary for the website (\$1,000 sponsorships or above)

250 x 150 px banner ad (\$3,000 sponsorships only)

Make checks payable to NMCAA/B.A.S.A.

Mail to: Bay Area Senior Advocates, Attn: Sponsorship

526 W. 14th St., #263, Traverse City, MI 49684



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