



OLDER AMERICANS MONTH

**FiftyForward
Corporate Sponsorships**

Support Older Americans Month with FiftyForward



Join us in celebrating Older Americans Month in May 2022. We are excited to present a month-long initiative that will highlight the broad talents and interests of older adults, showcase their stories, and build a more supportive community for all adults 50 and older.

FiftyForward is planning to host three main events during the month, in addition to several activities taking place at our seven Lifelong Learning Centers. In honor of FiftyForward's 66th anniversary, all our events will feature a Route 66 theme.



"Get your kicks" with FiftyForward this May by becoming a sponsor, and help us continue our mission of supporting, championing and enhancing life for adults 50 and older.

1

"GET YOUR KICKS" BLOCK PARTY

May 7, 2022

To kick off Older Americans Month, we are hosting an afternoon outdoor party featuring live music, dance lessons, food trucks, sponsor booths, and other interactive activities.

2

WALK 66: FIFTYFORWARD MEMBER CHALLENGE

May 11, 2022

FiftyForward members will join together to collectively walk 66 miles in one day to celebrate FiftyForward's 66th anniversary.



3

FIFTYFORWARD ROUTE 66 GALA

May 26, 2022

Our marquee event to celebrate Older Americans Month is a formal evening event where guests will enjoy dinner, dancing, and entertainment inspired by Route 66.



Sponsorship Packages

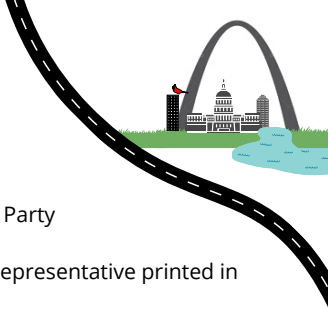
Marquee Sponsorships

Partner with FiftyForward for all Older Americans Month activities

FiftyForward is offering companies an opportunity to become a sponsor for all our activities celebrating Older Americans Month. This includes sponsorship benefits at our three main events, in addition to visibility at FiftyForward centers and publicity across multiple media channels. A Marquee Sponsorship provides your company with an opportunity to engage with older adults, community leaders and a broad local audience, while also supporting the work FiftyForward does for adults 50 and older in our community.

Presenting Sponsor - \$50,000 (Exclusive)

- **16 VIP tickets** to the Gala and 8 tickets to the Block Party
- Opportunity for company representative to **make remarks onstage** at the Gala
- Full page “Welcome Letter” written by a company representative printed in event program
- **Named sponsor** of the Gala’s entertainment
- Logo featured on Gala gift bags
- XL **booth space** at the Block Party
- Invitation for a company representative to **join the Member Walk Challenge**
- Prominently recognized on:
 - Signage at all three events
 - OAM **signage displayed at 7 FiftyForward Lifelong Learning Centers**
 - FiftyForward website and email communications
 - FiftyForward press releases
- Highlighted as a partner on FiftyForward **social media channels** during OAM
- Prominently featured in **full page “Thank You” ad** printed in the Tennessean during OAM
- Invited to a **spotlight event** at a FiftyForward center
- **Custom volunteer experience** created for your company
- Inclusion in end of the month recap email sent to 10,000 recipients



Premier Sponsor - \$30,000

- **8 VIP tickets** to the Gala and 8 tickets to the Block Party
- **Verbally thanked onstage** at the Gala
- Full page “Welcome Letter” written by a company representative printed in event program
- **Named sponsor** of the Route 66 Favorite Attraction competition
- Logo featured on Gala gift bags
- **XL booth space** at the Block Party
- Invitation for a company representative to **join the Member Walk Challenge**
- Prominently recognized on:
 - Signage at all three events
 - OAM **signage displayed at 7 FiftyForward Lifelong Learning Centers**
 - FiftyForward website and email communications
 - FiftyForward press releases
- Highlighted as a partner on FiftyForward **social media channels** during OAM
- Prominently featured in **full page “Thank You” ad** printed in the Tennessean during OAM
- Inclusion in end of the month recap email sent to 10,000 recipients

Executive Sponsor - \$20,000

- 8 tickets (4 VIP & 4 general admission) to the Gala and 4 tickets to the Block Party
- **Full page “Welcome Letter”** written by a company representative printed in event program
- **Named sponsor** of the photo booth at the Gala
- Logo featured on Gala gift bags
- **XL booth space** at the Block Party
- Invitation for a company representative to **join the Member Walk Challenge**
- Prominently recognized on:
 - Signage at all three events
 - OAM **signage displayed at 7 FiftyForward Lifelong Learning Centers**
 - FiftyForward website and email communications
 - FiftyForward press releases
- Featured on FiftyForward **social media channels** during OAM
- Featured in **full page “Thank You” ad** printed in the Tennessean during OAM
- Inclusion in end of the month recap email sent to 10,000 recipients



Partner Sponsor - \$15,000

- 4 tickets (2 VIP & 2 general admission) to the Gala and 4 tickets to the Block Party
- **Full page ad** featured in Gala event program
- **Named sponsor** of the photo booth at the Block Party
- Logo featured on Gala gift bags
- General **booth space** at the Block Party
- Invitation for a company representative to **join the Member Walk Challenge**
- Prominently recognized on:
 - Signage at all three events
 - OAM **signage displayed at 7 FiftyForward Lifelong Learning Centers**
 - FiftyForward website and email communications
 - FiftyForward press releases
- Featured on FiftyForward **social media channels** during OAM
- Logo featured in **full page "Thank You" ad** printed in the Tennessean during OAM
- Inclusion in end of the month recap email sent to 10,000 recipients



Sponsorship Packages



Event Sponsorships

Becoming an event sponsor allows a company to choose the FiftyForward event that best aligns with its audience and vision. Event Sponsors can choose to sponsor the Block Party and Member Walk Challenge or the FiftyForward Gala.

"Get Your Kicks" Block Party

May 7

Join us for an afternoon of good food, live music, and more to kick off FiftyForward's celebration of Older Americans month. To commemorate our 66th anniversary, guests will have an opportunity to learn dances from different cities along the historic route.

Walk 66: FiftyForward Member Challenge

May 11

FiftyForward members are challenged to join together to walk 66 miles in one day to celebrate FiftyForward's 66th anniversary.

Landmark Sponsor - \$10,000

- 8 tickets to the Block Party
- XL **booth space** at the Block Party event
- **Named sponsor** of a "pit stop" at the Member Walk Challenge
- Prominent recognition on **event signage** at the Block Party & Member Walk Challenge
- Listing on FiftyForward website
- Invitation for a company representative to **join the Member Walk Challenge**
- Inclusion in end of the month recap email sent to 10,000 recipients



Main Street Sponsor - \$5,000

- 4 tickets to the Block Party
- General **booth space** at the Block Party event
- Invitation for a company representative to **join the Member Walk Challenge**
- Prominent recognition on **event signage** at the Block Party & Member Walk Challenge
- Listing on FiftyForward website

Road Trip Sponsor - \$2,500

- 4 tickets to the Block Party
- General **booth space** at the Block Party
- Recognition on **event signage** at the Block Party & Member Walk Challenge
- Listing on FiftyForward website

Hometown Sponsor - \$1,500

- 2 tickets to the Block Party
- Recognition on **event signage** at the Block Party & Member Walk Challenge
- Listing on FiftyForward website



FiftyForward Route 66 Gala

May 26

Celebrate 66 years of FiftyForward's commitment to enhancing the lives of older adults by attending a Route 66 Gala. Join us for a night of dinner, dancing and entertainment inspired by the historic sites of Route 66.

Platinum Sponsor - \$10,000

- 8 tickets (4 VIP & 4 general admission) to the Gala
- **Full page ad** featured in Gala event program
- Prominent recognition on **event signage** and program
- Listing on FiftyForward website
- Inclusion in end of the month recap email sent to 10,000 recipients

Gold Sponsor - \$5,000

- 4 tickets (2 VIP & 2 general admission) to the Gala
- Prominent recognition on **event signage** and program
- Listing on FiftyForward website

Silver Sponsor - \$2,500

- 2 VIP tickets to the Gala
- Recognition on **event signage** and program
- Listing on FiftyForward website

Table Sponsor of 8 - \$1,500

- 8 general admission tickets to the Gala



SPONSORSHIP FORM

MARQUEE SPONSORSHIPS

- PRESENTING SPONSOR - \$50,000 EXECUTIVE SPONSOR - \$20,000
 PREMIERE SPONSOR - \$30,000 PARTNER SPONSOR - \$15,000

EVENT SPONSORSHIPS

Block Party & Walk Challenge

- LANDMARK SPONSOR - \$10,000
 MAIN STREET SPONSOR - \$5,000
 ROAD TRIP SPONSOR - \$2,500
 HOMETOWN SPONSOR - \$1,500

FiftyForward Gala

- PLATINUM SPONSOR - \$10,000
 GOLD SPONSOR - \$5,000
 SILVER SPONSOR - \$2,500
 TABLE SPONSOR - \$1,500

COMPANY NAME

CONTACT NAME

STREET ADDRESS

TITLE

CITY, STATE ZIP

EMAIL ADDRESS

TELEPHONE NUMBER