

# Senior Programming Advertising & Sponsorship Opportunities



**Village of Sussex  
Parks & Recreation Department**





This booklet will provide you with information about our sponsorship and donation needs, as well as the major senior events we administer during the year. We need your help to continue to provide meaningful programs for our seniors. Please look over this booklet and decide which level of involvement is right for you and will help your organization build "one-on-one" relationships with our senior community members.

If you have questions or would like additional information about any of our programs, don't hesitate to contact me. If you are ready to commit to sponsorship of our programs, Senior Sponsorship Contract forms are available at [www.villagesussex.org](http://www.villagesussex.org) or may be requested via email.



Sincerely,

*Jean Horner*

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# Sponsorship Levels

## \$100 Bronze Sponsor Benefits

- Business recognition in our Center of Attention.
- Recognition and exposure at the event. Sponsors are encouraged to attend and participate in the event.
- Recognition at Village Board meeting.

## \$250 Silver Sponsor Benefits

- Bronze Sponsor benefits, plus:
- Logo on all marketing materials for designated event.

## \$500 and above Gold Sponsor Benefits

- Bronze Sponsor and Silver Sponsor Benefits, plus:
- Full year Center of Attention advertisement.
- Sponsor banner at event (provided by Village).

*In order to receive benefits listed, you must make payment in one lump sum, which can be designated to individual events.*

## Ongoing Requests

### Big Bucks Bingo Prizes (\$100)

- Donate ten \$10 bingo prizes
- Volunteer to run the bingo game

### Raffle Baskets or Prizes (\$5-\$50 value)

- Gift cards
- Food, snacks, candies, nuts
- Movie, concert, play tickets
- Apparel
- Home-good items

## Advertising in the Center of Attention Senior Newsletter

The **Center of Attention** is our quarterly senior newsletter, which lists programs, events and other information for senior citizens and is distributed to seniors in the community. **The Center of Attention** is available at the Sussex Community Center, Sussex Village Hall, Pauline Haass Library and posted on the Village's website at [www.villagesussex.org](http://www.villagesussex.org).



### \$250 One-year Sponsor Benefits

- Business card size advertisement in all four issues.

### \$75 Season Sponsor Benefits

- Business card size advertisement in one quarterly issue.

**Commitments accepted all year.**

# Senior Special Events

## Yearly Holiday Events



The Sussex Community Center partners with the Waukesha County Senior Dining Meal Site to provide many celebrations, such as Chinese New Year, President's Day, March Madness, Mardi Gras, St. Patrick's Day, Mother's and Father's Day, numerous summer festivals, Halloween, Veteran's Day and Christmas. Estimated attendance is 40-60 seniors/event.

### Sponsorship Suggestions

Monetary, presenters related to wellness, information and/or entertainment, volunteers, snacks, beverages, door and bingo prizes.

**Sponsorship accepted all year.**



### Rock-A-Thon

Held in honor of **Older Americans Month**, the **Rock-a-Thon** is held outside the Sussex Village Hall in mid-May. There is musical entertainment, a bake sale, a senior information table, a picnic lunch and, of course, rocking in rocking chairs. Estimated attendance is 200.

**Sponsorship commitment requested by March 1.**

## Green Thumb Planting Day

In early June, all seniors are welcome to join us at the Sussex Community Center to plant a table top planter with the help of volunteers. The take-home planters are free for seniors, enabling them to nurture, enjoy and brighten their home throughout the summer. We plant approximately 50 planters.



### Sponsorship Suggestions

Monetary, light snack, beverages, volunteers, planter decorations.

**Sponsorship commitment requested by March 1.**

## Senior Picnic in the Park



Held in late July or early August, this old-fashioned summer picnic celebrates seniors and the great summer weather. The theme is based on current events or just summertime fun! The picnic includes lunch, games, raffle baskets, door prizes and entertainment. Sponsors are encouraged to participate in event activities. Estimated attendance is 80 seniors.

### Sponsorship Suggestions

Monetary, beverages, \$25 value raffle baskets, volunteers to run games, entertainment, themed decorations, outdoor games, senior shuttle transportation services.

**Sponsorship commitment requested by May 1.**

## Senior Holiday Swag

This annual event is held in early December. Two events are held at local residential communities and a third is at the Sussex Community Center. This is a popular project, so monetary and volunteer help is definitely needed in order to continue to offer this project. What a great opportunity to give back to our seniors! Estimated attendance is 75 seniors.



### Sponsorship Suggestions

Monetary, snacks and volunteers.

**Sponsorship commitment requested by September 1.**

## Senior Dinner Parties



The Sussex Community Center holds four evening senior dinner parties per year. We offer FREE transportation to and from the party during winter months from two local residential communities to enable all senior individuals an opportunity to attend. The parties include a dinner, games, entertainment and door prizes.

Examples of dinner party themes: Halloween/Costume, Hawaiian Luau, Oktoberfest, Christmas, Dancing, Valentine's Day, Spring Fever and "A Night at the Movies." Average attendance is 75 seniors per party.

### Sponsorship Suggestions

Volunteers, monetary to be used for themed decorations, as well as entertainment, transportation and door prizes.

**Sponsorship accepted all year.**

# Special Events: Weeklong Celebrations

## “Love My Community Center” Week

This is a celebration of “love!” **Love My Community Center Week** is all about how our community center makes a difference in the lives of our seniors. Games, education, speakers, entertainers, raffle prizes and lots of love and appreciation for all that is good about the Sussex community! Estimated weekly attendance is 200.



### Sponsorship Suggestions

Monetary, presenters, educational games and activities, volunteers, healthy snacks or beverages or door prizes.

**Sponsorship commitment requested by December 1.**

## Active Aging Week

An International Council on Aging (ICCA) senior initiative joins senior centers across the country in the fall to celebrate all the benefits of a healthy lifestyle.

**Active Aging Week** activities are free and allow seniors to experience different aspects of wellness through health & fitness special events, speakers, nutritional resources and games throughout the week. Estimated weekly attendance is 200.



### Sponsorship Suggestions

Monetary, presenters related to wellness, educational games and activities, volunteers, healthy snacks or beverages or door prizes.

**Sponsorship commitment requested by June 1.**



For questions, additional information or contract form:

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