

AGE of Central Texas and the Area Agency on Aging present

Striking a BALANCE

Saturday, November 9, 2013 at the Norris Conference Center

Sponsorship Opportunities

Caregiver Resources Sponsor – \$5,000 *only 1 available*

- Recognized as AGE's Caregiver Resources Sponsor with prominent signage in AGE's Caregiver Resource Center (CRC) for one year (over 1,000 walk-ins per year)
- Logo recognition on AGE's website homepage with event announcement at least one month prior to event, and on Caregiver Information & Resources webpage for one year
- Three (3) minute introduction at lunch
- Full vendor table at the conference
- Full (1) page ad in the program, with prominent placement
- Attendance and lunch at the conference for two (2) representatives
- Two (2) pieces of company literature in the conference attendee packet
- Large logo recognition in video projection at conference
- Logo recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE website as Caregiver Resources sponsor, and mention/link on AGE's Facebook page
- Guest article on AGE's blog

Presenting Sponsor – \$2,500 *only 1 available*

- Logo recognition on AGE's website homepage at least one month prior to event
- Full vendor table at the conference
- Full (1) page ad in the program, with prominent placement
- Attendance and lunch at the conference for two (2) representatives
- Two (2) pieces of company literature in the conference attendee packet
- Logo on signage in AGE's Caregiver Resource Center for one year (over 1,000 walk-ins per year)
- Large logo recognition in video projection at conference
- Logo recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE website event page as presenting sponsor, and mention/link on AGE's Facebook page
- Guest article on AGE's blog

Conference Bag Sponsor – \$2,500 *only 1 available*

- Logo placement on the event bags given to conference attendees (est. 180 bags)
- Full vendor table at the conference
- Full (1) page ad in the program
- Attendance and lunch at the conference for two (2) representatives
- One (1) piece of company literature in the conference attendee packet
- Logo on signage in AGE's Caregiver Resource Center for one year (over 1,000 walk-ins per year)
- Large logo recognition in video projection at conference
- Logo recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE website event page, and mention/link on AGE's Facebook page
- Guest article on AGE's blog

More opportunities →

Courage Sponsor – \$1,500 ~~2 available~~ *only 1 left!*

- Full vendor table at the conference
- Full (1) page ad in the program
- Attendance and lunch at the conference for two (2) representatives
- One (1) piece of company literature in the conference attendee packet
- Logo on signage in AGE's Caregiver Resource Center for one year (over 1,000 walk-ins per year)
- Large logo recognition in video projection at conference
- Logo recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE's event page on website, and mention/link on AGE's Facebook page
- Guest article on AGE's blog

Patience Sponsor – \$1,000 ~~6 available~~ *only 2 left!*

- Full vendor table at the conference
- Half (½) page ad in the program
- Attendance and lunch at the conference for one (1) representative
- One (1) piece of company literature in the conference attendee packet
- Logo on signage in AGE's Caregiver Resource Center for one year (over 1,000 walk-ins per year)
- Large logo recognition in video projection at conference
- Logo recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE's event page on website, and mention/link on AGE's Facebook page

Confidence Sponsor – \$500 ~~6 available~~ *only 3 left!*

- Half (½) vendor table at the conference
- Quarter (¼) page ad in the program
- Attendance and lunch at the conference for one (1) representative
- One (1) piece of company literature in the conference attendee packet
- Name listed on signage in AGE's Caregiver Resource Center for one year
- Logo recognition in video projection at conference
- Name recognition and link in AGE e-newsletter, in *Caregiver Communique*, on AGE's event page on website and mention/link on AGE's Facebook page

Care Sponsors – \$300

Each Care Sponsor receives the following sponsor recognition and benefits:

- Company literature placed at a AGE's table at the event
- Company name listed as a sponsor in the event program
- Logo recognition in video projection at conference
- Name and link in AGE e-newsletter, in *Caregiver Communique*, on AGE's event page on website, and mention/link on AGE's Facebook page

Plus Care Sponsors choose one (1) of the following:

- A. One (1) piece of company literature in the conference attendee packet, OR
- B. One (1) piece of company literature/item placed on the attendee chairs in the breakout session rooms, OR
- C. Guest article on AGE's blog, OR
- D. Quarter (¼) page ad in the program.

Contact us to confirm your investment today!

512-600-9283

donate@ageofcentraltx.org

Deadline for inclusion in printed materials is October 18, 2013.

Striking a Balance Caregiver Conference Sponsorship Benefits Chart 2013

Sponsor Benefit	Caregiver Resources Sponsor \$5,000	Presenting Sponsor \$2,500 (1 available)	Bag Sponsor \$2,500 (1 available)	Courage Sponsor \$1,500 (1 available)	Patience Sponsor \$1,000 (2 available)	Confidence Sponsor \$500 (3 available)
Table at conference	Full	Full	Full	Full	Full	1/2
Ad space in event program	1 full page, prominent	1 full page, prominent	1 full page	1 full page	1/2 page	1/4 page
Company literature in attendee packet	2 items	2 items	1 item	1 item	1 item	1 item
Attendance & lunch at event	2 people	2 people	2 people	2 people	1 person	1 person
Logo/name on signage in AGE's Caregiver Resources Center for one year	prominent sign as CRC sponsor	✓	✓	✓	✓	name listed
Logo & link on event page on AGE's website	✓ prominent	✓ prominent	✓	✓	✓	✓
Logo & link in AGE e-newsletter (2,000 subscribers)	✓	✓	✓	✓	✓	✓
Logo & link in Caregiver Communique e-news (over 1,000 caregivers)	✓	✓	✓	✓	✓	✓
Mention/link in AGE's social media	✓	✓	✓	✓	✓	✓
Logo projection at conference	✓	✓	✓	✓	✓	✓
Guest article on AGE's blog	✓	✓	✓	✓		
Logo on AGE's homepage (at least one month prior to event)	✓	✓				
Logo & link on AGE's Caregiver Info & Resources webpage for one year	✓					
Three (3) minute welcome at lunch	✓					
Logo on attendee bags (est. 180)			✓			

Striking a Balance Caregiver Conference At-a-Glance

What: The *largest, longest run caregiver conference* in Central Texas

Where: Norris Conference Center, 2525 W. Anderson Ln, Austin, TX 78757

When: Saturday November 9, 2013 from 9:00 AM to 2:00 PM

Who attends the conference?

- 180 unpaid, family caregivers
- adult children caring for aging parents or mature adults caring for a spouse
- ¾ of attendees are female
- most work full- or part-time
- people who are actively seeking information and resources to ease the challenges of caring for an aging family member

Attendance is free and restricted to unpaid caregivers.

Why: Ease the burdens of caring for an aging family member by providing unpaid caregivers with relevant information and vital resources

Keynote Speaker: **Dr. Barry J. Jacobs, Psy.D.**

Dr. Jacobs is a clinical psychologist and author of the widely celebrated book, "The Emotional Survival Guide for Caregivers." For every 20 years, Jacobs has helped individuals and family members deal with the emotional and medical traps associated with serious illness and gives practical advice and in-depth support to caregivers. For more information on the speaker and the topic of caregiver emotional survival, visit <http://www.emotionalsurvivalguide.com>.

What Your Sponsorship Achieves

Directly Market to Target Audiences

Your name and company information are in front of informal, family caregivers in the greater Austin area.

Generate Leads and Open Doors

Interface directly with caregivers at your vendor table throughout the day and during lunch at the conference.

Build Your Brand and Foster Loyalty

Network with Co-Sponsors

Leverage your investment when you share your connection to and support of AGE in or on your company information, website, and advertising.

Striking a BALANCE

Sponsor Commitment Form

Yes! I would like to participate in the caregiver conference as a sponsor and market to a target audience of family caregivers.

- | | |
|--|---|
| <input type="checkbox"/> Caregiver Resources Sponsor - \$5,000 | <input type="checkbox"/> Patience Sponsor - \$1,000 |
| <input type="checkbox"/> Presenting Sponsor - \$2,500 | <input type="checkbox"/> Confidence Sponsor - \$500 |
| <input type="checkbox"/> Conference Bag Sponsor - \$2,500 | <input type="checkbox"/> Care Sponsor - \$300 |
| <input type="checkbox"/> Courage Sponsor - \$1,500 | |

Sponsor Name: _____

Name as you would like it recognized (if different): _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

- I am enclosing a check made payable to AGE.
- Please invoice me.
- Please charge my credit card.

Card Holder Name: _____

Credit Card Type: Visa Mastercard American Express Discover

Credit Card Number: _____

Expiration Date: _____ CCV: _____

Signature: _____

Please submit completed Commitment Form by October 9, 2013
AGE of Central Texas | 3710 Cedar Street, Box 2 | Austin, TX 78705
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