



## SENIOR SERVICES SPONSORSHIP PACKAGES

### WHY SPONSOR?

Our unique, year-round sponsorship packages allow you to promote your brand, expand your market, and improve your community visibility. We have our finger on the pulse of **Scottsdale's 50+** community and our programs, events, and communications reflect that. Our events offer a tremendous platform to market your services or products to thousands of prospective customers. Scottsdale Senior Services has a long-standing tradition of excellence that has been nationally recognized.

Sponsorship supports our Special Events, held monthly, January-December 2024 at the Granite Reef Senior Center or the Via Linda Senior Center. This also includes our **SIGNATURE EVENTS.**

#### Ineligible Sponsors

The City of Scottsdale will not enter into sponsorships with religious or political organizations, business subject to regulation by law enforcement agencies, sponsorships that would promote tobacco products, alcohol, gambling, sexually related products or services, firearms, weapons, or any products and services that are detrimental to public health, safety, or welfare. In addition, the City will not enter into a sponsorship if the individual or enterprise has a past, present, or pending business agreement or association with the City or if the sponsorship would appear to be made to influence or reward a decision made by the City.

**For additional information or to schedule a meeting, please contact:**

**Jessica Rapp**  
480-312-1735 | [jerapp@ScottsdaleAZ.gov](mailto:jerapp@ScottsdaleAZ.gov)

## SIGNATURE EVENTS

### ALL THINGS SENIOR EXPO & TRADESHOW

FEB. 2024

Our annual tradeshow has evolved into a signature event, with over 1,500 local seniors attending to get information about senior programs, services, housing, healthcare, and basically YOUR business. Held at the Scottsdale Center for Performing Arts. Previous years, over 100 exhibitors participated in this highly publicized event. Each of our sponsorship levels include exhibitor space at our expo.

### ENTERTAINMENT EXTRAVAGANZA/ SCOTTSDALE'S GOT TALENT

APRIL 2024

The Scottsdale Senior Services variety talent show is held in the Virginia G. Piper Theater at Scottsdale Center for the Performing Arts. Over 300 seniors from around the community attend this annual senior talent show featuring singing, dancing, and various other acts. This year, we will be expanding participation to the local Scottsdale community in hopes to bring higher attendance and awareness to senior services.

### THE 39TH ANNUAL ARTS AND CRAFTS FAIR

Nov. 2024

The tradition began in 1983 at the Civic Center Senior Center, which was the City of Scottsdale's original senior center in downtown Scottsdale. At the time, the purpose of the event was to provide an opportunity for local seniors who were taking art classes at the relatively new facility to showcase their artwork. Over the past 35 years the fair has evolved into a large community event, with over 150 art vendors who sell a wide range of original artwork, jewelry, photography, glass and iron work, clothing and much more. The combination of high quality original art and hand-made crafts make the Arts & Crafts Fair a terrific shopping experience where gems await around every corner. The event features artwork for any budget, with treasures available for as little as \$1.

Although the focus of our fair continues to be great, well priced art, a variety of other activities and entertainment make the event a phenomenal family affair. This year's event will feature a terrific line-up of local acoustic jazz entertainment, art demonstrations, food and free children's art activities. Past Arts & Crafts Fair have drawn over 3,500 attendees.

# SPONSORSHIP PACKAGES

## EDUCATIONAL SPONSORSHIP

**\$1,000**

- Provide two Meet & Greet or company sponsored workshops at one or both senior centers
- Exhibitor Space at the "All things Senior" Expo & Tradeshow

## PROMOTIONAL SPONSORSHIP

**\$3,000**

- Provide two Meet & Greet or company sponsored workshops at one or both senior centers
- Exhibitor Space at the "All things Senior" Expo & Tradeshow
- Exhibitor Space at the Arts and Crafts Fair event
- Right to display company publications in the senior center

## MEDIA SPONSOR

**\$6,500**

- Exhibitor Space at the "All Things Senior" Expo & Tradeshow
- Exhibitor Space at the Arts and Crafts Fair event
- Right to display company publications in the senior center
- Company Logo included in the Senior services section of the Scottsdale Life magazine
- Company logo included on all special event print materials (ads, flyers, posters, banners)
- Company logo and web link included on Senior Services event web pages
- Company logo included on special event emails blasts

## COMMUNITY SPONSOR

**\$10,000**

- Exhibitor Space at the "All Things Senior" Expo & Tradeshow
- Exhibitor Space at the Arts and Crafts Fair event
- Right to display company publications in the senior center
- Company Logo included in the Senior services section of the Scottsdale Life magazine
- Company logo included on all special event print materials (ads, flyers, posters, banners)
- Company logo and web link included on Senior Services event web pages
- Company logo included on special event emails blasts
- Monthly Facebook Post with company web link announcing sponsorship

## EXECUTIVE SPONSOR

**\$12,000**

- Exhibitor Space at the "All Things Senior" Expo & Tradeshow
- Exhibitor Space at the Arts and Crafts Fair event
- Right to display company publications in the senior center
- Company Logo included in the Senior services section of the Scottsdale Life magazine
- Company logo included on all special event print materials (ads, flyers, posters, banners)
- Company logo and web link included on Senior Services event web pages
- Company logo included on special event emails blasts
- Monthly Facebook Post with company web link announcing sponsorship
- Company advertisement featured on senior center digital signage system
- Provide two Meet & Greet or company sponsored workshops at one or both senior centers

## TITLE SPONSOR

**\$25,000**

- Exhibitor Space at the "All Things Senior" Expo & Tradeshow
- Exhibitor Space at the Arts and Crafts Fair event
- Right to display company publications in the senior center
- Company Logo included in the Senior services section of the Scottsdale Life magazine
- Company logo included on all special event print materials (ads, flyers, posters, banners)
- Company logo and web link included on Senior Services event web pages
- Company logo included on special event emails blasts
- Monthly Facebook Post with company web link announcing sponsorship
- Company advertisement featured on senior center digital signage system
- Provide two Meet & Greet or company sponsored workshops at one or both senior centers.
- Listed as title or presenting sponsor on all print and web special event ads
- Onsite space at all special events
- Video advertisement featured during the Entertainment Extravaganza