



20th Annual Founders' Celebration
Thursday, October 28, 2021

5:30 – 8:00 pm

The Lakeview Room in The Beltrone Living Center



Sponsorship Opportunities

Celebrating 40 years of CSSC providing service to the senior community of the Capital Region

Presenting Sponsor *(one available)*

\$5,000

- A prominently placed complimentary reserved table for six
- Premiere placement of your company logo on the event invitation, table signage, in Times Union event ad (as secured), as well as radio and TV advertising (as secured)
- Premiere placement of your company logo on CSSC's Founders' Celebration webpage with a hyperlink to your website
- Your company logo included and hyperlinked in Founders' Celebration posts on CSSC's social media platforms (Facebook, Instagram, Twitter and LinkedIn)
- Premier placement of your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video networks
- A full page, back outside cover ad in the Founders' Celebration program book
- Special mention in remarks throughout the event
- Opportunity for remarks during the event
- A feature article in CSSC's Senior Connections newsletter

Benefactor Sponsor

\$2,500

- A complimentary reserved table for six
- Prominent placement of your company logo on the event invitation, table signage, in Times Union event ad (as secured), as well as radio and TV advertising (as secured)
- Prominent placement of your company logo on CSSC's Founders' Celebration webpage with a hyperlink to your website
- Your company logo included and hyperlinked in Founders' Celebration posts on CSSC's social media platforms (Facebook, Instagram, Twitter and LinkedIn)
- Prominent placement of your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video networks
- A full-page ad, prominently placed, in the Founders' Celebration program book

Leader Sponsor

\$1,000

- Four reserved tickets to the Founders' Celebration
- Your company logo on the event invitation, table signage, in Times Union event ad (as secured), as well as radio and TV advertising (as secured)
- Your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video networks
- Your logo included on CSSC's Founders' Celebration webpage with link to your website
- A full page ad in the Founders' Celebration program book

Patron Sponsor

\$ 750

- Two reservations to the Founders' Celebration
- Your company logo on the event invitation, table signage, in Times Union event ad, and all electronic media (as secured)
- Your company name included on CSSC's Founders' Celebration webpage with link to your website
- A half page ad in the Founders' Celebration program book

Friends Sponsor

\$ 500

- Two reservations to the Founders' Celebration
- Your company name on the event invitation, table signage, in Times Union event ad, and all electronic media (as secured)
- A quarter page ad in the Founders' Celebration program book

Program Advertising included with sponsorship

Please format ads to orientations as indicated by W(idth) and H(eight).

<i>Program Ad</i>	<i>Size</i>	<i>Included with:</i>
Back Outside Cover	5"W x 8"H	Presenting Sponsor
Full Page	5"W x 8"H	Benefactor and Leader Sponsors
Half Page	5"W x 3.875"H	Patron Sponsor
Quarter Page	2.5"W x 3.875"H	Friend Sponsor

Camera Ready Program Ads (black and white) due by Thursday, September 28, 2021

Acceptable formats are JPEG, PNG, or PDF with embedded fonts and graphics. For best quality reproduction resolution should be 300 dpi or greater.



20th Annual Founders' Celebration Corporate Response Form



Company Name: _____

Contact Name: _____

Title: _____

Address _____

City: _____ State: _____ Zip: _____

Phone _____ Email _____

- Presenting Sponsor** **\$5,000**
- Benefactor Sponsor:** **\$1,000**
- Leader Sponsor** **\$1,000**
- Patron Sponsor** **\$750**
- Friend Sponsor** **\$500**

Yes, I/we plan on attending the 20th Annual Founders' Celebration

No, I/we are unable to attend but would like to assist CSSC in supporting senior in the amount of:

- \$100
 \$250
 \$500
 Other \$ _____

Please make checks payable to *Colonie Senior Service Centers, Inc.*

Credit Card: Visa MC AMEX Discover

Name (as it appears on credit card): _____

Account #: _____

Exp. Date: _____ / _____ Security Code: _____ Zip Code: _____

We kindly ask that you return your form by Friday, September 3, 2021 to:

Colonie Senior Service Centers Founders' Celebration, 6 Winners Circle, Albany, NY 12205
or email Laurie Miedema, CSSC Development Director Lmiedema@colonieseniors.org

You may also purchase your sponsorship at www.colonieseniors.org