



SPONSORSHIP  
MENUS  
2021-2022



## WHY SPONSOR?

Sponsorship offers companies an array of benefits that fall into 5 distinct categories: 1) Client Exposure, 2) Web Based Advertising, 3) Print Based Advertising, 4) Unique Advertising, and 5) Extras. These benefits give you value-added marketing opportunities and increased exposure to members of our large and diverse community. Our sponsorship model is built on an annual basis, so you enjoy all the benefits for a full 12 month duration! You can feel confident in the convenience and efficiency of a year-long sponsorship term. Spend more time sharing your brand and message, and less on chasing down new revenue streams.

## WHY SILVER KEY?

Silver Key serves a critical role in the community of supporting a healthy quality of life for seniors, allowing them to age safely with dignity and independence. With a 50 year legacy of serving seniors in the Pikes Peak region, Silver Key is a trusted, respected, and well-known organization. When you choose to become a sponsor of Silver Key, you declare your commitment to acknowledging and upholding the worth, value, and needs of seniors in our community. As a sponsor, you join an elite group of forward-thinking agencies that exude wisdom, resiliency, and adaptability--just like the aging adults Silver Key serves.

**11,421+**

annual clients served

**588+**

active volunteers

**6,500+**

distribution list

## CONTACT

Silver Key Resource Development

[development@silverkey.org](mailto:development@silverkey.org)

719-884-2300

[www.silverkey.org/corporate-sponsorship/](http://www.silverkey.org/corporate-sponsorship/)



# Bronze

\$1,500

## Client Exposure

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (1 time)
- Opportunity to provide an educational workshop for VIP guests\* (1 time)

## Unique Advertising

- Logo displayed on Sponsor Wall-cycled on a display screen

## Extras

- Tickets to annual event | 6 tickets
- No charge use of conference rooms \*

## Web Based Advertising

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum 1 time)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 1 time)

## Print Based Advertising

- Mention in our printed newsletter (Minimum 1 time)
- Placement of company name and/or logo in event program.
- Company logo on signage at the event
- Guaranteed placement of your agency's literature on Silver Key information racks



# Silver

\$3,500

## Client Exposure

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (2 times)
- Opportunity to provide an educational workshop for VIP guests\* (2 times)

## Unique Advertising

- Logo displayed on Sponsor Wall-cycled on a display screen

## Extras

- Tickets to annual event | 10 tickets
- No charge use of conference rooms\*

## Web Based Advertising

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum one time)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 1 time)
- Company logo included in our Volunteer E-Newsletter (Minimum 1 time)

## Print Based Advertising

- Mention in our printed newsletter (Minimum 1 time)
- Placement of company name and/or logo in event program
- Company logo on signage at the event
- Guaranteed placement of your agency's literature on Silver Key information racks



**Gold**  
\$5,000

### **Client Exposure**

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (Quarterly)
- Opportunity to provide an educational workshop for VIP guests\* (Quarterly)
- Opportunity to be included in 5 Wishes info sessions

### **Unique Advertising**

- Logo displayed on Sponsor Wall-cycled on a display screen
- Company logo on grocery bags given out to food pantry clients
- Company logo included on Bountiful Bags

### **Extras**

- Tickets to annual event | 10 tickets
- No charge use of conference rooms \*

### **Web Based Advertising**

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum 2 times)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 1 time)
- Company logo included in our Volunteer E-Newsletter (Minimum 1 time)

### **Print Based Advertising**

- Mention in our printed newsletter (Minimum 1 time)
- Placement of company name and/or logo in event program
- Company logo on signage at the event
- Guaranteed placement of your agency's literature on Silver Key information racks
- Placement of company name and/or logo on event invitations



# Platinum

\$7,500

## Client Exposure

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (Monthly)
- Opportunity to provide an educational workshop for VIP guests\* (Quarterly)
- Opportunity to be included in Five Wishes info sessions

## Unique Advertising

- Logo displayed on Sponsor Wall-cycled on a display screen
- Company logo on grocery bags given out to food pantry clients
- Company logo included on Bountiful Bags

## Extras

- Tickets to annual event | 10 tickets
- No charge use of conference rooms\*
- Verbal recognition at the event
- Private lunch with Silver Key CEO and Chief Strategy Officer

## Web Based Advertising

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum 3 times)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 2 times)
- Company logo included in our Volunteer E-Newsletter (Minimum 2 times)

## Print Based Advertising

- Mention in our printed newsletter (Minimum 1 time)
- Preferred placement of company name and/or logo in event program
- Company logo on signage at the event
- Guaranteed placement of your agency's literature on Silver Key information racks
- Preferred placement of company name and/or logo on event invitations
- Placement of ad in event program (quarter page)



# Diamond

\$10,000

## Client Exposure

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (Monthly)
- Opportunity to provide an educational workshop for VIP guests\* (Monthly)
- Opportunity to be included in Five Wishes info sessions

## Unique Advertising

- Logo displayed on Sponsor Wall- cycled on a display screen
- Company logo on grocery bags given out to food pantry clients
- Company logo included on Bountiful Bags
- Your company signage inside a Silver Key Reserve & Ride transportation vehicle

## Extras

- Tickets to annual event | 20 tickets
- No charge use of conference rooms\*
- Verbal recognition at the event
- Private lunch with Silver Key CEO and Chief Strategy Officer
- A token of acknowledgement to be displayed in your place of business and ours

## Web Based Advertising

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum 3 times)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 3 times)
- Company logo included in our Volunteer E-Newsletter (Minimum 3 times)
- Ad on Silver Key VIP Facebook page

## Print Based Advertising

- Mention in our printed newsletter (Minimum 4 times)
- Preferred placement of company name and/or logo in event program
- Company logo on signage at the event- preferred placement
- Guaranteed placement of your agency's literature on Silver Key information racks
- Preferred placement of company name and/or logo on event invitations
- Placement of ad in event program (half page)
- Placement of company logo in select news releases and ads for the event

*\*Certain restrictions may apply*



# Presenting

This sponsorship level is exclusive and customized to your organization's specific needs and requests.

## Client Exposure

- Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.
- Opportunity to meet with Silver Key Case Management Team
- Opportunity to have an information table during a VIP event\* (Monthly)
- Opportunity to provide an educational workshop for VIP guests\* (Monthly)
- Opportunity to be included in Five Wishes info sessions

## Unique Advertising

- Logo displayed on Sponsor Wall- cycled on a display screen
- Company logo on grocery bags given out to food pantry clients
- Company logo included on Bountiful Bags
- Your company signage inside a Silver Key Reserve & Ride transportation vehicle

## Extras

- Tickets to annual event | 20 tickets
- No charge use of conference rooms\*
- Verbal recognition at the event
- Private lunch with Silver Key CEO and Chief Strategy Officer
- A token of acknowledgement to be displayed in your place of business and ours
- 2-3 minute speaking opportunity at event

## Web Based Advertising

- Company name and logo on our website
- Featured on all of our social media platforms. Includes Facebook, Instagram, LinkedIn and Twitter. (Minimum 5 times)
- Approval to list Silver Key logo on your corporate website for the duration of sponsorship
- Company logo included in our General E-Newsletter (Minimum 4 times)
- Company logo included in our Volunteer E-Newsletter (Minimum 4 times)
- Ad on Silver Key VIP Facebook page

## Print Based Advertising

- Mention in our printed newsletter (Every newsletter)
- Premier placement of company name and/or logo in event program
- Company logo on signage at the event- premier placement
- Guaranteed placement of your agency's literature on Silver Key information racks
- Premier placement of company name and/or logo on event invitations
- Placement of ad in event program (full page)
- Placement of company logo in select news releases and ads for the event
- Company name and/or logo in any advertising or publicity efforts for the event

*\*Certain restrictions may apply*



## 2021-2022 Silver Key Sponsorship Packages

Category	Sponsorship Benefit	Bronze	Silver	Gold	Platinum	Diamond	Presenting
Client Exposure	Opportunity to have an information table during a VIP event	1 Time	2 Times	Quarterly	Monthly	Monthly	Monthly
Client Exposure	Opportunity for individuals or groups to directly impact seniors by volunteering at Silver Key. Social shout out included.	x	x	x	x	x	x
Client Exposure	Opportunity to meet with Silver Key Case Management Team	x	x	x	x	x	x
Client Exposure	Opportunity to provide an educational workshop for VIP guests	1 Time	2 Times	Quarterly	Quarterly	Monthly	Monthly
Client Exposure	Opportunity to be included in 5 Wishes info sessions			x	x	x	x
Other	Tickets to event	6	10	10	10	20	20
Other	No charge use of conference rooms (w/ prior notice)	x	x	x	x	x	x
Other	Verbal recognition at the event				x	x	x
Other	Private lunch with Silver Key CEO and Chief Strategy Officer				x	x	x
Other	A token of acknowledgement to be displayed in your place of business and ours					x	x
Other	2-3 Minute Speaking Opportunity at event						x
Print Based Advertising	Guaranteed placement of your agency's literature on Silver Key information racks	x	x	x	x	x	x
Print Based Advertising	Mention in our printed newsletter (audience of roughly 2,500 people and growing)	1 Time Minimum	1 Time Minimum	1 Time Minimum	1 Time Minimum Preferred Placement	4 Times Minimum Preferred Placement	Every Newsletter
Print Based Advertising	Placement of company name and/or logo in event program.	x	x	x	x	Preferred Placement	Premier Placement
Print Based Advertising	Company logo on signage at the event	x	x	x	x	Preferred Placement	Premier Placement
Print Based Advertising	Placement of company name and/or logo on event invitations					Preferred Placement	Premier Placement
Print Based Advertising	Company logo on grocery bags given out to food pantry clients			x	x	x	x
Print Based Advertising	Company logo included on Bountiful Bags			x	x	x	x
Print Based Advertising	Placement of ad in event program				Quarter Page	Half Page	Full Page
Print Based Advertising	Placement of company logo in select news releases and ads for the event					x	x
Unique Advertising	Logo displayed on Sponsor Wall- cycled on a display screen	x	x	x	x	x	x
Unique Advertising	Your company signage inside a Silver Key Reserve and Ride transportation vehicle for duration of sponsorship					x	x
Unique Advertising	Name and/or logo used in any advertising efforts for the event						x
Web Based Advertising	Your company name and logo on our website	x	x	x	x	x	x
Web Based Advertising	A feature on all of our social media platforms (includes Facebook, Instagram, LinkedIn and Twitter)	1 Minimum	1 Minimum	2 Minimum	3 Minimum	3 Minimum	5 Minimum
Web Based Advertising	Approval to list Silver Key logo on your corporate website for the duration of the sponsorship	x	x	x	x	x	x
Web Based Advertising	Company logo included in our E-Newsletter (distribution list of 4,000 and growing)	1 Minimum	1 Minimum	1 Minimum	2 Minimum	3 Minimum	4 Minimum
Web Based Advertising	Company name and logo included in Volunteer E-Newsletter		x		x	x	x
Web Based Advertising	Ad on Silver Key VIP Facebook page (target audience: active volunteers)					x	x



# Next Steps!

Becoming a Silver Key sponsor is a quick and simple process! Here are 5 easy steps you should complete to get the most out of your sponsorship:

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**1) Complete and return the Sponsorship Commitment form.**

The Sponsorship Commitment form is found at the very back of our sponsorship menu packet. You can send a completed copy via email to [development@silverkey.org](mailto:development@silverkey.org), or mail it to:

Silver Key Senior Services  
Attn: Resource Development  
1625 S Murray Blvd  
Colorado Springs, CO 80916

**2) Email us your logo and website URL.**

To properly display and promote your brand, we'll need a digital copy of your logo in a PNG format (transparent background preferred!) as well as your organization's website link. **\*Please note:** Any logos received less than 30 days prior to the event cannot be guaranteed to be included on event signage.

**3) Follow and "like" Silver Key Senior Services on social media.**

Our social media handle is **@SilverKeyCOS** on Facebook, Instagram, Twitter, and LinkedIn. Following Silver Key on social media will ensure you can see every time your business gets promoted via our social channels, and keeps you informed of what's happening at Silver Key.

**4) Connect with the Events & Donor Relations Manager.**

Open communication is key to fully capitalizing on all your sponsorship benefits! The Donor Relations Manager can help you brainstorm and coordinate different activities and opportunities to participate in that can help you achieve your goals.

**5) Mark your calendar.**

Make a note in your calendar of when your sponsorship is up for renewal-- with an annual sponsorship, we'll only need to have that discussion once a year!

**Questions?**

Contact the Events and Donor Relations Manager at [development@silverkey.org](mailto:development@silverkey.org) or call (719) 884-2300.



# Sponsorship Commitment

Please select a sponsorship level:

- Presenting     Diamond     Platinum     Gold     Silver     Bronze

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Term of Annual Sponsorship

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Representative's Contact Name

\_\_\_\_\_  
Representative's Phone Number

\_\_\_\_\_  
Representative's Email Address

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Today's Date

## Payment Options: Please select one:

- Enclose a check made payable to: Silver Key Senior Services  
 Online at [www.silverky.org/donate](http://www.silverky.org/donate)  
 Please send an invoice

## Completed Form and Payment

Please send your completed commitment form to Silver Key:

- via Email: [development@silverkey.org](mailto:development@silverkey.org)
- via Mail : 1625 S. Murray Blvd. Colorado Springs, CO 80916

## Questions?

Contact the Events and Donor Relations Manager at [development@silverkey.org](mailto:development@silverkey.org) or call (719) 884-2300

*\*All benefits are subject to change without prior notice. Silver Key will do its best to communicate any changes to you.\**

**Silver Key Senior services is a non-profit organization recognized by the Internal Revenue Services as a 501(c)(3). There were no tangible goods received in return for this gift and the entire amount is tax deductible. Federal EIN #23-7109922**