

# SPONSORSHIP GUIDE

We aim to serve in partnership with our stakeholders to support a healthy quality of life for seniors, allowing them to age safely with dignity and independence.



JAN. 2024

# SERVICES



## NUTRITION

- Connections Cafés
- Food Pantry
- Meals on Wheels
- Home Delivered Meals

## HEALTH & WELLNESS

- Calls of Reassurance
- Companionship
- Durable Medical Equipment
- Resource Navigation
- Behavioral Health Case Management
- Five Wishes Advanced Care Planning

## SOCIAL

- Connections Cafés
- Thrift Stores
- Volunteer Opportunities
- Tri-Lakes Senior Center
- Clubhouse

## TRANSPORT

- Reserve & Ride (Medical trips, Grocery Store runs, and more!)

## EDUCATION

- Senior Tailored Educational Workshops and Fitness Classes

# OUR IMPACT



3,755 hours of client service provided.



28,679 rides, including 945 home deliveries of food commodities.



135,956 meals and 1,248,644lbs of food provided to El Paso and Teller counties and surrounding areas to seniors.



More than 8,000 unique clients served.



Up to 7,886 Senior Center visits.

With your support, here's what we can accomplish in a year.

# Sponsorship Options



## PRESENTING

The Presenting Sponsor will be featured at all Silver Key events for 12 months with the introduction of "Presented By".

Example: Silver Key Senior Summit Presented by [YOUR COMPANY]. This sponsor is placed second to the Title Sponsor, Silver Key.

Feature will include 3 Silver Key Events: The Senior Summit, Senior Sunrise (signature fundraising breakfast) and a collaborative event, TBD.

Receive significant advertising branded with Silver Key.

Plus, add all the Sponsorship Benefits outlined in the Sponsorship Package for Presenting Sponsor level.

# \$75,000

## ESSENTIAL

Third placement in Silver Key promotions headlining after Title (Silver Key) and Presenting sponsor on 3 Silver Key Events: The Senior Summit, Senior Sunrise (signature fundraising breakfast) and a collaborative event, TBD.

Plus, add all the Sponsorship Benefits outlined in the Sponsorship Package for Essential Sponsor level.

# \$50,000

# Corporate Sponsorship Options

Receive all the perks outlined in the Sponsorship Package under the relevant sponsor level on the next page.

**INSPIRE** \$25K

**HOPE** \$15k

**COMFORT** \$10k

**WELLNESS** \$7.5k

**COMPANION** \$5K

**SAFETY** \$2.5K

**TOGETHER** \$1.5K





# SPONSORSHIP PACKAGES



Sponsorship Benefits	Presenting \$75,000+	Essential \$50,000+	Inspire \$25,000+	Hope \$15,000+	Comfort \$10,000+	Wellness \$7,500+	Companion \$5,000+	Safety \$2,500+	Together \$1,500+
<b>Silver Key Engagement</b>									
Presenting Sponsor for Senior Summit, Impact Event, TBD	Yes	—	—	—	—	—	—	—	—
Silver Key Email Marketing - Business Logo/Link (1 year)	Custom	Yes	Yes	Yes	—	—	—	—	—
Silver Key Social Media Marketing (1 year)	Custom	Spotlight 4x/month	Spotlight 3x/month	Spotlight 2x/month	Post 1x/month	Post 1x/qtr	—	—	—
Silver Key Client Facing Opportunities (1 year)	Custom	Custom	10x/month	5x/month	2x/month	1x/qtr	—	—	—
Silver Key Custom Engagement Plan	Custom	Yes	Yes	Yes	Yes	Yes	Yes	—	—
Silver Key Website - Business Logo/Link (1 year)	Custom	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—
<b>Silver Key Senior Summit</b>									
Senior Summit Social Media Promotion	Custom	Custom	12x	12x	—	—	—	—	—
Senior Summit Presentation Sponsor	Custom	Yes	Yes	Yes	—	—	—	—	—
Senior Summit Exhibitor Reserved	Custom	Feature	Feature	Feature	Table 1	Table 2	Table 3	Table	Table
Senior Summit - Business Logo on Signage/Program	Custom	Header	1st Position	2nd Position	3rd Position	4th Position	Yes	Yes	Yes
<b>Donor Impact Event</b>									
Donor Impact - Business Logo on Signage/Presentation	Custom	Header	1st Position	2nd Position	3rd Position	—	—	—	—
Donor Impact Event Table	Full Table	Full Table	Full Table	Full Table	Half Table	Half Table	—	—	—

# NEXT STEPS

1

## **Complete & return the Sponsorship Commitment form on the next page.**

You can send a completed copy via email to [development@silverkey.org](mailto:development@silverkey.org), or mail it to Resource Development at:  
**1625 S. Murray Blvd**  
**Colorado Springs, CO 80916**

2

## **Email us your logo & website URL.**

To properly display & promote your brand, we'll need a digital copy of your logo as a high-quality PNG file with a transparent background as well as your organization's website link & any social media handles you want us to tag.

**Please note:** Any logos received less than 30 days prior to the event cannot be guaranteed to be included on event signage.

3

## **Follow Silver Key Senior Services on social media.**

Follow us @[SilverKeySeiorServices](#) on Facebook and @[SilverKeyCOS](#) on Instagram, Twitter, and LinkedIn. Following us will ensure you can see when your business gets promoted via our social channels & keeps you informed of what's happening at Silver Key.

4

## **Connect with the Events & Donor Relations Manager**

Open communications is key to fully capitalizing on all your sponsorship benefits. The Events & Donor Relations Manager can help brainstorm & coordinate different activities & opportunities that help you achieve your goals.

5

## **Mark your calender.**

Make a note in your calender 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 & Donor Relations Manager at [development@silverkey.org](mailto:development@silverkey.org) or (719) 884-2300**

# SPONSORSHIP COMMITMENT FORM

- Presenting (\$75,000+)     Hope (\$15,000+)     Companion (\$5,000+)  
 Essential (\$50,000+)     Comfort (\$10,000+)     Safety (\$2,500+)  
 Inspire (\$25,000+)     Wellness (\$7,500+)     Together (\$1,500+)

\_\_\_\_\_  
Start Date (Annual Term)

**Sponsorship Amount: \$** \_\_\_\_\_

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

\_\_\_\_\_  
Address

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

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

\_\_\_\_\_  
Rep.'s Phone Number

\_\_\_\_\_  
Rep.'s Email Address

## Payment Options, Select One:

- I will send a check made payable to: Silver Key Senior Services
- I will pay online at [silverkey.org/donate](https://silverkey.org/donate) (please notate "Sponsorship" in donation notes field)
- I will pay by credit card
- Please send me an invoice

\_\_\_\_\_  
Authorized Name

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

\_\_\_\_\_  
Date

## Completed Form and Payment

Send your completed commitment form to Silver Key:  
Email: [development@silverkey.org](mailto:development@silverkey.org)  
Mail: 1625 S. Murray Blvd. Colorado Springs, CO 80916



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