



SPONSORSHIP GUIDE



We aim to serve in partnership with our stakeholders to support a healthy quality of life for seniors and people of all ages, because aging is all of us, empowering everyone to live safely with dignity and independence.

022026

Their Needs Are Growing. Your Impact Is Life-Changing.

Your generosity fuels essential programs that help seniors stay nourished, connected, and independent.

PRESENTING - \$75,000

7,653 meals delivered to homebound seniors, providing nutrition and connection and supporting **over 10 weeks of food.**

ESSENTIAL - \$50,000

1,500 Silver Key Transportation rides covering about **10 days of service**, based on an average of **150 rides daily.**

INSPIRE - \$25,000

1,020 pantry visits, 1,224 home-delivered meals, 60 rides, and 280 meals served at Connections Café for elders.



300 Silver Key Transportation rides and **85 food pantry visits** helping older adults stay connected and food secure.

HOPE - \$15,000



60 rides to vital appointments, **85 food pantry visits**, and **306 meals delivered** to homebound elders in our community.

COMFORT - \$10,000

384 Meals on Wheels deliveries and **56 food pantry visits** supporting low-income seniors facing hunger and isolation.

WELLNESS - \$7,500

COMPANION - \$5,000

133 ADA-accessible rides helping older adults safely reach medical appointments, daily errands, and essential services.

SAFETY - \$2,500

256 Meals on Wheels deliveries with friendly visits, providing homebound elders essential nutrition and meaningful connection.

TOGETHER - \$1,500

17 food pantry visits and **15 Silver Key Transportation rides** supporting low-income older adults with nourishment and independence.



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+
Silver Key Engagement									
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	—
Silver Key Senior Summit									
Senior Summit Social Media Promotion	Custom	Custom	12x	12x	—	—	—	—	—
Senior Summit Speaker - 45min Session	Yes	Yes	Yes	Yes	Yes	Yes	—	—	—
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
Donor Impact Event									
Donor Impact - Business Logo on Program & Invite	Custom	Header	1st Position	2nd Position	3rd Position	Yes	—	—	—
Donor Impact - Resource Table at Event	Full Table	Full Table	Full Table	Full Table	Half Table	Half Table	—	—	—

Opt in for benefits



1

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

You can send a completed copy via email to 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 @[SilverKeySeniorServices](#) 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!

NEXT STEPS

Questions? Contact the Events & Donor Relations Manager at 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+)

Opt in for benefits

Sponsorship Amount: \$ _____

Start Date (Annual Term)

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 (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
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.