

2018 Active Senior Fair
Saturday, March 3, 2018
Westminster Chapel of Bellevue

Background

Overlake Medical Center presents the 22nd annual *Active Senior Fair*. The event offers a unique opportunity for sponsors/vendors to reach a targeted audience of active, involved seniors. Last year the event drew 1,800 to 2,000 seniors seeking information about enhancing their healthy and active lifestyles. Businesses and organizations whose products or services appeal to seniors can participate, upon approval as a sponsor or vendor. Examples of fair vendors and sponsors range from entertainment, travel, housing, self-improvement and education, health and fitness, financial and legal services.

Sponsorship Opportunities – Pricing

Event Sponsor: *Platinum: \$2,750 Gold: \$1,550 Silver: \$850*

Program Sponsor: *Entertainment: \$350 Lecture: \$200 Workshop: \$150*

- *Refer to Vendor Level rate sheet for Vendor participation only*

General Key Rights and Benefits

- Visibility with senior attendees whose active healthy status allows them to have a larger portion of their income available for discretionary spending.
- Sponsor benefits from Overlake's reputation as an objective and reliable source of information.
- Sponsor benefits from Overlake Medical Center's 58-year reputation as the premier healthcare provider to Eastside residents

Distribution Exposure - Event Sponsor

- Refer to Sponsorship Opportunities for distribution exposure.

Promotional Consideration

As a sponsor at the Overlake's *Active Senior Fair*, you will provide the following:

- ◆ Sponsor will provide payment based on level of participation (refer to Sponsorship sheet). Payment schedule is worked out on an individual basis.
- ◆ Sponsor will provide Fair Coordinator with a black/white (EPS or PDF formatted) company/cooperation logo – in both vertical and horizontal versions.
- ◆ Sponsor will provide their own materials to maintain a table display and provide staff to man their table for the entire event.

Sponsorship Opportunities

Platinum Sponsor

\$2,750

- Prominent placement of logo on promotional advertisements in the local newspapers prior to event. Circulation is nearly 103,000.*
- Logo on the promotional flyer which is distributed to Eastside senior agencies, businesses and physician's offices.*
- Name exposure on promotional advertisements appearing in radio ad reaching 150,000 consumers weekly.
- Logo placement on promotional advertisements appearing in print in the *Seattle Times*, readership of 575,500.*
- Logo identification as Premium Sponsor on event promotional e-blast sent to 150,000 community members in our database
- Logo placement identifying as Premium Sponsor on Overlake Active Senior Fair web page.
- Logo placed on the event program, identified as a Premium Sponsor and listed in the vendor section.
- Full-size table at the event in premium exhibit space, with the ability to interact with approximately 1,800 fair attendees.
- Identifying sponsor sign for vendor table.

Gold Sponsor

\$1,550

- Name listing as Supporting Sponsor on promotional advertisements in the local newspapers. Circulation is nearly 103,000.*
- Name listing as Supporting Sponsor on the promotional flyer distributed to Eastside senior agencies, businesses and physician offices.*
- Name listing as Supporting Sponsor on event promotional e-blast sent to 150,000 community members in our database.
- Name listing as Supporting Sponsor on Overlake Active Senior Fair web page.
- Logo placement on the event program and listed in the vendor section.
- Full-size table at the event in premium exhibit space, with the ability to interact with approximately 1,800 fair attendees.
- Identifying sponsor sign for vendor table.

Silver Sponsor **\$850**

- Name listing as Supporting Sponsor on the promotional flyer distributed to Eastside senior agencies, businesses and physician offices.*
- Name listing as Supporting Sponsor on Overlake Active Senior Fair web page.
- Logo on the event program and listed in the vendor section.
- Full-size table at the event in sponsor row, with the ability to interact with approximately 1,800 fair attendees.
- Identifying sponsor sign for vendor table.

Entertainment Sponsor **\$350**

- Each entertainment event can draw an attendance of 50 to 200 people.
- Name on the promotional flyer as Entertainment Sponsor; distributed to Eastside senior agencies, businesses and physician offices.*
- Listed in the event program as the Entertainment Sponsor.
- Name listed as Entertainment Sponsor on way finding signs displayed at entrance of the room during entertainment event.
- Sponsorship display table with identifying sponsor sign by the Entertainment Room before and after presentation (**does not include a table in the vendor area**).
- If also a vendor, a table sign identifying as a Sponsor displayed at the vendor table.

Lecture Sponsor **\$200**

- Each lecture event can draw an attendance of 50 to 100 people.
- Name on the promotional flyer as Lecture Sponsor; distributed to Eastside senior agencies, businesses and physician offices.*
- Listed in the event program as the Lecture Sponsor.
- Name listed as Lecture Sponsor on way finding signs displayed at entrance of the room during sponsored lecture.
- Sponsorship display table with identifying sponsor sign outside the Lecture Room before and after the presentation (**does not include a table in the vendor area**).
- If also a vendor, a table sign identifying as a Sponsor displayed at the vendor table.

Workshop Sponsor **\$150**

- Each workshop can draw an attendance of 35 to 75 people.
- Name on the promotional flyer as Workshop Sponsor; distributed to Eastside senior agencies, businesses and physician offices.*
- Listed in the event program as the Workshop Sponsor.
- Name listed as Workshop Sponsor on way finding signs displayed at entrance of the room during the sponsored workshop.
- Sponsorship display table with identifying sponsor sign outside Workshop Room before and after the presentation (**does not include a table in the vendor area**).
- If also a vendor, a table sign identifying as a Sponsor displayed at the vendor table.

** Dependent upon receiving sponsorship commitment prior to promotional print deadlines*