

2016

VIA LINDA SENIOR CENTER
SPONSORSHIP
& MEDIA OPPORTUNITIES



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City of Scottsdale | Scottsdale Senior Services





THE VIA LINDA SENIOR CENTER

The City of Scottsdale's Via Linda Senior Center is located in the heart of Scottsdale Ranch, one of Scottsdale's premier master-planned communities. The 20,000 square foot facility, built in 1995, is home to a wide variety of recreation programs, health and wellness opportunities, support and social programs, and is one of the most utilized public facilities in the City of Scottsdale.

In fiscal year 2014/2015, the center welcomed just under 150,000 participants. During our high traffic season, October through April, we see almost 600 seniors per day in classes, recreation, fitness and wellness programs. The Via Linda Senior Center has over 4,000 participants register for art classes alone annually. The population is active and engaged in the community.

Via Linda's surrounding community is home to thousands of seniors who all enjoy the amenities and distinct lifestyle that Scottsdale Ranch is known for. Our customers are looking for services - housing, retail, hospitality and restaurants, technology - and our sponsorship opportunities give you a direct avenue to connect with them.

SCOTTSDALE SENIOR SERVICES

Scottsdale Senior Services makes Scottsdale a better place to live, work and play for Scottsdale's older adult population through a system of programs, resources, events and opportunities. Our city's two senior centers, the Via Linda and Granite Reef Senior Centers, offer a wide variety of recreation programs, classes, support services and other opportunities, all aimed at improving lives, neighborhoods and the community.

EXECUTIVE SUMMARY

2016 SPECIAL EVENT SPONSORSHIP PACKAGE

The Via Linda Senior Center hosts a wide variety of special events every year, attended by between 80 and 5,000 people. Our 2016 sponsorship package combines all of the events held in 2016 into one unique package that gives corporations, local businesses and non-profit organizations an opportunity to connect with our citizens on an on-going basis. Our 2016 package provides an incredible branding opportunity for anyone looking to connect with Scottsdale's rapidly growing senior community. Over the course of the year you will experience hundreds of millions of impressions through print, web and on-site media.

Within this sponsorship presentation, you'll find that we have many unique and dynamic events planned. From live entertainment, to art shows and theater, we have something for everyone. Please keep in mind that there are a wide variety of ways to be involved with these events and the Via Linda Senior Center. All forms of participation and contributions are welcome. The sponsorship levels listed within this presentation serve as a guideline showing the benefits received for specific sponsorship levels. We work with all of our partners to create unique packages that make a difference for you and your business.

Our sponsorships give you an opportunity to engage a key demographic in a unique product branding experience.

Scottsdale, Arizona has more senior citizens than any other large city in the United States, making it a prime target for anyone marketing services or products to the 50+ community.

WHY SPONSOR?

Our unique, year-round sponsorship packages allows you to promote your brand, expand your market and improve your community visibility. We have our finger on the pulse of Scottsdale's 50+ community and our programs, events and communications reflect that. Our events offer a tremendous platform to market your services or products to thousands of prospective customers. Scottsdale Senior Services has a long-standing tradition of excellence that has been nationally recognized.

Community involvement... it's a very good thing and sponsorship is an excellent way to get involved with Scottsdale. It is well documented that community involvement is the best thing you can do for your company's brand, reputation and future. That's why the largest, most successful organizations in the world are heavily invested in sponsorships and community investment.

Finally, if you are interested in face-to-face connections with potential customers, we have opportunities for you. Many of our sponsorship levels include on-site space at our events, where you can make the personal connections that will produce results.

PRINT MEDIA

Print media remains a priority in our department's overall marketing strategy. When it comes to print, we go big! Ads for Via Linda's special events are professionally designed by some of the Valley's most accomplished graphic designers. You can find our work in the Arizona Republic, Phoenix Magazine, Phoenix Home & Garden, Lovin' Life After 50, Nearby News, Scottsdale Airpark News and countless other valley publications. Our ads are bold, eye catching and impactful. Print material includes posters, flyers, banners, postcards and anything that will get our events in front of our customers.

Quarterly is the events and programs brochure produced by Scottsdale Senior Services. Its' print distribution is approximately 5,000 per quarter and it is available throughout the City of Scottsdale at community centers, libraries and various other city facilities.

WEB & SOCIAL MEDIA

Scottsdale Senior Services' website serves as a conduit for Scottsdale's senior community to receive information about our services, programs and events. It is accessed by people both locally and throughout the country looking to connect with Scottsdale's vibrant collection of amenities and services. Additionally, we maintain individual websites for many of our events and they are both publicized and accessed heavily. Varying levels of sponsorship include your company logo and hyperlink on these pages.

They've got mail! The older people get, the more likely they are to see good ol' fashioned email as a tool for accessing information. With that in mind, we conduct a high volume of direct email marketing and our distribution list exceeds 3,000. We produce e-invites for each of our special events and all of our sponsors' logos are prominently displayed.

Senior citizens in the United States are finally jumping on the social media train. Did you know that seniors are the fastest growing demographic on Facebook? Yes, seniors are catching on to this social media thing and Scottsdale Senior Services is ahead of the curve. Our Facebook page has over 4,000 likes, enabling us to engage directly with our citizens. Each of our special event sponsors will receive a dedicated post, announcing our partnership to our online community and linking back to your website.

ON-SITE & OTHER MEDIA

The Via Linda Senior Center offers a wide variety of opportunities for you to personally connect to potential customers. Many of our sponsorship levels include booths, tables and on-site presence at our events, allowing you to make direct contact with scores of participants. Our center utilizes a digital advertising system to promote activities and events. Sponsorships include company ads on our center's digital signage system. With our center's heavy traffic, these advertisements result in a high volume of exposure for our partners. Finally, our sponsors are able to display their print material within our facility - a benefit exclusive to those who connect with us through a sponsorship agreement. This puts your information front and center in high visibility and traffic areas within our facility.





THE AGENDA

WHEN?

EXPECTED ATTENDANCE

Western Dance	January 2016	100
"All Things Senior" Expo	February 2016	3,000
Spring Barbeque	March 2016	115
Entertainment Extravaganza	April 2016	700
Mother's Day	May 2016	80
Father's Day Brunch	June 2016	80
Themed Dance	August 2016	80
Dog Days	October 2016	200
Thanksgiving Luncheon	November 2016	150
Holiday Fine Art Show	December 2016	250



ANNUAL HIGHLIGHTS

"ALL THINGS SENIOR" EXPO

Our annual tradeshow has evolved into a signature event, with over 3,500 local seniors attending to get information about senior programs, services, housing, healthcare and basically, YOUR business. Last year approximately 115 exhibitors participated in this highly publicized event. Each of our sponsorship levels include exhibitor space at our expo.

DOG DAYS

Ruff it up at Dog Days, where Via Linda literally goes to the dogs. You and your best friend will have a doggone good time, with everything from dog adoptions to pet education to a bone bar for your best buddy. Over 200 people attended the 2015 event and a wide variety of partners ensure an opportunity to generate new partnerships and leads.

HOLIDAY FINE ART SHOW

The Via Linda Senior Center is a hub for art. With over 50 art classes and countless talented artists, the facility is a creative outlet for a talented art community. Every December, we celebrate the phenomenal work of our art students with the Via Linda Holiday Fine Art Show. Over 50 artists display their work, with pieces available for sale. The event features live entertainment, raffle prizes, refreshments and some of the most dynamic artwork in the city.

Scottsdale Senior Services' "All Things Senior" Expo has become a signature Scottsdale event, attracting over 3,500 attendees and approximately 115 exhibitors.

TITLE SPONSOR

\$15,000 (1 AWARDED)

The top dog. We only give one of these and there's a reason why. You are everywhere, all over the place and it's awesome! Title sponsorship gets you things that others just don't. Be at all the events, get special perks... hey, you are the Title Sponsor!

PRINT MEDIA

- + Listed as "Title" or "Presenting" sponsor on all print ads produced for 2016 events. Print publications include The Arizona Republic, PHOENIX magazine, Phoenix Home & Garden, Lovin' Life After 50, Scottsdale Airpark News and a variety of other valley publications.
- + Company logo prominently included on all print material for all 2016 events
- + Half page company advertisement included in the *Quarterly*, the Scottsdale Senior Services' events, programs and activities brochure
- + Listed as "Title" or "Presenting" sponsor on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes)
- + Logo will be prominently placed on all special event banners for all 2016 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the city.
- + Full page company advertisement in the event programs for the "All Things Senior" Expo & Tradeshow and the 13th annual Entertainment Extravaganza
- + Company insert (provided by organization) in one issue of *Quarterly*

WEB & ONLINE MEDIA

- + Company logo, and a link to your organization's website, on the Scottsdale Senior Services homepage (www.ScottsdaleAZ.Gov/Seniors) and all individual web pages designed for special events in 2016
- + Listed as "Title" or "Presenting" sponsor on all special event email blasts for 2016 events
- + Facebook post announcing sponsorship with link to your business website
- + Inclusion in Scottsdale Senior Services e-news as "Featured Partner"

ON-SITE & OTHER

- + On-site space at all applicable 2016 special events
- + Company advertisement to be featured on the Via Linda Senior Center's digital signage system for one year
- + Exclusive rights to display company promotional material in the lobby at the Via Linda Senior Center
- + Company logo included in all Scottsdale Video Network advertisements for 2016 special events
- + Four "Meet & Greet" or company sponsored workshops (during normal hours of operation)



Scottsdale Senior Services' Facebook page has over 4,000 likes, making it a critical tool in directly reaching Scottsdale's senior community.

EXECUTIVE SPONSOR

\$6,500 (3 AWARDED)

Being an executive sponsor gets you to the events, out and in front of thousands of potential customers. Want large ads in our newsletter and event programs? Executive gets you there! The executive sponsorship is the next best thing to the Title, and we only give three.

PRINT MEDIA

- + Company logo prominently included on all print material produced for 2016 events
- + Company logo included in each edition of the Quarterly for 2016
- + Company logo prominently included on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes).
- + Company Logo will be prominently placed on all special event banners for 2016 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the City of Scottsdale.
- + Half page company advertisement in the event programs for the "All Things Senior" Expo & Tradeshow and the Entertainment Extravaganza

WEB & ONLINE MEDIA

- + Company logo and a link to your organization's website on the "All Things Senior" Expo and Entertainment Extravaganza websites
- + Company logo included in all special event email blasts for all 2016 events
- + Facebook post announcing sponsorship with link to your business website

ON-SITE & OTHER

- + Company logo included in all Scottsdale Video Network advertisements for 2016 special events.
- + Your organization may establish two on-site (company provided) banners to be placed at all 2016 events
- + Company advertisement to be featured on the Via Linda Senior Center's digital signage system for one year

CREATIVE SPONSOR

\$2,000 (4 AWARDED)

This is a great opportunity for any organization connected to the arts. Maybe you own a frame shop or an art supply store? Well, we have the perfect group of artists to connect you with!

- + Company logo prominently included on all print material produced for the 33rd annual Arts & Crafts Fair, the Via Linda Holiday Fine Art Show and Granite Reef Twilight Gallery
- + Company logo included in each edition of the Quarterly for 2016
- + Company logo included in e-blasts for the 33rd annual Arts & Crafts Fair and the Via Linda Fine Art Show
- + Company logo, plus a link to your website, on the 33rd annual Arts & Crafts Fair website
- + Presenting sponsor of the Via Linda Senior Center's Artist of the Month Program
- + Facebook post announcing sponsorship with link to your business website
- + Booth space at the 33rd annual Arts & Crafts Fair and the Via Linda Fine Art Show



More than 1,000 people take art classes at the Scottsdale Senior Centers annually.

COMMUNITY SPONSOR

\$3,000 (10 AWARDED)

Our most popular package... for a reason. The Community Sponsor package gets your business in front of our huge audience for an affordable price. Community sponsors are included in all of our communication and outreach for all 2016 events.

PRINT MEDIA

- + Company logo prominently included on all print material produced for 2016 events
- + Company logo included in each edition of the Quarterly for 2016
- + Company logo prominently included on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes).
- + Company Logo will be prominently placed on all special event banners for 2016 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the City of Scottsdale.

WEB & ONLINE MEDIA

- + Company logo, and a link to your organization's website, on the "All Things Senior" Expo and Entertainment Extravaganza websites
- + Company logo included in all special event email blasts for all 2016 events
- + Facebook post announcing sponsorship with link to your business website

ON-SITE & OTHER

- + Company logo included in all Scottsdale Video Network advertisements for 2016 special events.
- + Company advertisement slide to be featured on the Via Linda Senior Center's digital signage system for one year

HEALTH & WELLNESS SPONSORSHIP

\$1,500 (4 AWARDED)

Looking to connect with Scottsdale's active senior community? As a nationally recognized senior center in whole-person wellness programming, we've got you covered!

- + Presenting sponsor of the Senior Services Softball League
- + Company logo prominently included on all print material produced for the Senior Softball League and the Table Tennis Tournament
- + Company logo included in e-blast for the Table Tennis Tournament
- + Company logo included in each edition of the Quarterly for 2016
- + Company logo, plus a link to your website, on the Senior Services Recreation & Fitness website
- + Booth space at the Table Tennis Tournament
- + Facebook post announcing sponsorship with link to your business website

IN-KIND OPPORTUNITIES

If you provide a service or product that we can use to develop an in-kind partnership, we want to hear about it. We regularly have raffles, give aways and contests at our events, so gift certificates and in-kind trades work well for us. Golf course green fees, hotel and spa packages, pet food and vet fees are examples of in-kind services we would consider for sponsorship benefits. If you have an idea, we want to hear it.

Over 20% of Scottsdale's population is over 65 years of age.

VIA LINDA + GRANITE REEF = MAXIMUM IMPACT

If you're like many of our past partners, you are interested in connecting with as many potential customers as possible. Over the past few years, our sponsors have asked us to make it easier for them to build sponsorship packages that include both the Granite Reef and Via Linda Senior Centers. Well, we listened. Leverage your sponsorship dollars by connecting with all of Scottsdale's active senior community throughout all of 2016. These packages will include up to 20 special events and millions of impressions.

Scottsdale Senior Services Title Sponsorship (includes both centers) - \$25,000
Scottsdale Senior Services Executive Sponsorship (includes both centers) - \$10,000
Scottsdale Senior Services Community Sponsorship (includes both centers) - \$5,000



INELIGIBLE SPONSORS

The City will not enter into sponsorships with religious or political organizations, business subject to regulation by law enforcement agencies, sponsorships that would promote tobacco products, alcohol, gambling, sexually related products or services, firearms, weapons, or any products and services that are detrimental to public health, safety or welfare. In addition, the City will not enter into a sponsorship if the individual or enterprise has a past, present or pending business agreement or association with the City or if the sponsorship would appear to be made to influence or reward a decision made by the City.

For additional information or to schedule a time to discuss opportunities, contact Kevin McKee at 480-312-1733 or kemckee@scottsdaleaz.gov.

Scottsdale was named the #1 U.S. city for retirees by MSN Money, citing “plenty of play and rays” as reason Scottsdale packs the “heaviest post-65 punch in America.”