

# Scottsdale Senior Services **SPONSORSHIP**

and  
Media  
Opportunities

**20  
23**

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**City of Scottsdale**

**Scottsdale Senior Services**







## Granite Reef Senior Center

Granite Reef Senior Center is a 37,500 square foot facility that houses an extensive combination of services and programs for Scottsdale's growing 50-plus population. The center opened in 2006 as the City of Scottsdale's first LEED © Certified Green Building and has quickly become one of the most utilized facilities in Scottsdale. In fiscal year 2018-19, the Granite Reef Senior Center welcomed just under 370,000 participants for recreation programs, fitness activities, special events, and social services.

The Granite Reef Senior Center has been recognized with a variety of awards, including NuStep Corporation's prestigious Pinnacle Award, which annually recognizes the most outstanding senior center in the United States for creative programming and whole-person wellness. We have been recognized for our design and architecture, in addition to our marketing and communication initiatives.

## Via Linda Senior Center

Via Linda Senior Center is located in the heart of Scottsdale Ranch, one of Scottsdale's premier masters-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.

In fiscal year 2018-19, the center welcomed over 130,000 participants for recreation programs, fitness activities, special events, and social services. During our high traffic season, October through April, we see almost 600 seniors per day in classes, recreation, fitness, and wellness programs. Via Linda Senior Center has over 5,000 participants registered for recreations classes alone annually. The population is active and engaged in the community.

## WHY SPONSOR?

Our unique, year-round sponsorship packages allow 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.



# THE NUMBERS

## PRINT ADS – Over 3.7 million readers reached

You can find our special event advertisements in the Arizona Republic, Phoenix Magazine, Phoenix Home & Garden, Lovin' Life After 50, Nearby News, Scottsdale Progress, and countless other valley publications.



## CITY PRINT MEDIA – Over 980,000 patrons reached

Our ads are bold, eye catching, and impactful. Print material includes the Scottsdale Life magazine, posters, flyers, banners, postcards, and anything that will get our events in front of our customers. Our ads are displayed throughout the City of Scottsdale's community centers, fitness facilities, libraries, parks, and more.

## EMAIL BLASTS – Over 48,000 subscribers reached

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.

## SOCIAL MEDIA – Almost 5,000 Facebook followers

Did you know seniors are the fastest growing demographic on Facebook? Seniors are catching on to the social media thing and Scottsdale Senior Services is ahead of the curve. Our Facebook page is just shy of 5,000 followers enabling us to engage directly with our seniors. Each of our special event sponsors will receive a dedicated post, announcing our partnership to our online community, linking them back to your website.

## ON-SITE ADVERTISING – 600 to 1,000 center visitors per day

Our centers utilize digital advertising systems to promote activities and events, as well as company ads for our sponsors. With our centers' heavy traffic, these advertisements result in a high volume of exposure for our partners. Our sponsors are also 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.

## SPECIAL EVENT BOOTHS – Between 150 to 2000 attendees per event

Scottsdale Senior Services 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.





## Granite Reef Events

## When?

## Expected Attendance

Valentine's Day Luncheon	Feb. 2023	150
St. Patrick's Day Luncheon	Mar. 2023	150
Mother's Day Event*	May 2023	150
Ice Cream Social*	July 2023	150
Fall Event*	Oct. 2023	150
Arts & Crafts Fair	Nov. 2023	2000
Thanksgiving Luncheon*	Nov. 2023	200
Holiday Luncheon	Dec. 2023	200



## Via Linda Events

## When?

## Expected Attendance

Spring Barbeque	March 2023	150
Mother's Day event*	May 2023	150
Ice Cream Social*	July 2023	150
Fall Event*	Oct. 2023	150
Thanksgiving Luncheon*	Nov. 2023	200
Holiday Art Show	Dec. 2023	200



*\*Joint events hosted by both Senior Centers*

# ANNUAL HIGHLIGHTS

## **“All Things Senior” Expo | March 1, 2023**

Our annual tradeshow has evolved into a signature event, with over 1,500 local seniors attending to get information about senior programs, services, housing, healthcare, and basically YOUR business. Held at the Scottsdale Center for the Performing Arts. Previous years, over 100 exhibitors participated in this highly publicized event. Each of our sponsorship levels include exhibitor space at our expo.

## **Entertainment Extravaganza | April 13, 2023**

This Scottsdale Senior Services variety talent show is held in the Virginia G. Piper Theater at Scottsdale Center for the Performing Arts. Over 300 seniors form around the community attend this annual senior talent show featuring singing, dancing, and comedy.



# SPONSORSHIP PACKAGES

Packages Features	Promotional Sponsor	Media Sponsor	Community Sponsor	Executive Sponsor	Title Sponsor
Exhibitor Space at the “All Things Senior” Expo & Tradeshow	X	X	X	X	X
Exhibitor space at the Arts & Crafts Fair event	X	X	X	X	X
Right to display company publications in the senior center	X	X	X	X	X
Company logo and information included in the Senior Services section of Scottsdale Life magazine		X	X	X	X
Company logo included on all special event print material (ads, flyers, posters, banners)		X	X	X	X
Company logo and web link included on Senior Services event web pages		X	X	X	X
Company logo included on special event email blasts		X	X	X	X
Facebook post with company web link announcing sponsorship			X	X	X
Company advertisement featured on senior center digital signage system			X	X	X
Company advertisement included in two special event programs				X	X
“Meet & Greet” or company sponsored workshop(s) at the senior center				X	X
Listed as title or presenting sponsor on all print and web special event ads					X
Onsite space at all special events					X
Video advertisement featured during the Entertainment Extravaganza					X
<b>Single Sponsorship Fee</b> (One Senior Center)	<b>\$2,000</b>	<b>\$4,000</b>	<b>\$6,000</b>	<b>\$8,000</b>	<b>\$15,000</b>
<b>Dual Sponsorship</b> (Both Senior Centers)	<b>\$2,500</b>	<b>\$6,500</b>	<b>\$10,000</b>	<b>\$12,000</b>	<b>\$25,000</b>





For additional information or schedule a time  
to discuss opportunities, contact  
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## **Ineligible Sponsors**

The City of Scottsdale 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