

# 2015 GRANITE REEF SENIOR CENTER SPONSORSHIP & MEDIA OPPORTUNITIES



Nick Molinari | [nmolinari@scottsdaleaz.gov](mailto:nmolinari@scottsdaleaz.gov) | (480) 312-1733  
City of Scottsdale | Scottsdale Senior Services





## The Granite Reef Senior Center

The City of Scottsdale's 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 2012/2013 the Granite Reef Senior Center realized over 900,000 customer contacts through recreation programming, fitness opportunities, special events, partner activities 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.

## 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 Granite Reef and Via Linda 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 2015 Special Event Sponsorship Package

The Granite Reef Senior Center hosts a wide variety of special events per year, attended by between 80 and 5,000 people. Our 2015 sponsorship package combines all of the events held in 2015 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 2015 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, the Granite Reef Senior Center and 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 package 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 physically shake hands, kiss babies and make the personal connections that will produce results.



## Print Media

Impactful. Bold. Eye catching. Those are just some of the adjectives used to describe the print media developed to market our center's special events. Many say this is where our marketing campaigns have made their mark. We utilize professionally designed flyers, posters, banners, newsletters, postcards, door hangers, brochures and a host of other eye catching material designed to connect with our customers.

## Web & Social Media

Scottsdale Senior Services' website ([www.ScottsdaleAZ.Gov/Seniors](http://www.ScottsdaleAZ.Gov/Seniors)) 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. Certain sponsorship levels include an announcement in our Scottsdale Senior Services E-Newsletter, which has a 2,500 member distribution list.

## Onsite & Other Media

The Granite Reef 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 with dozens of advertising monitors throughout our entire facility. 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.

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."



## The Events

## When?

## Expected Attendance

"All Things Senior" Expo	February 2015	3,000
Spring Fling	March 2015	100
Entertainment Extravaganza	April 2015	700
Mother's Day Tea	May 2015	125
Father's Day Bash	June 2015	90
Independence Day Show	July 2015	80
Dog Days	October 2015	100
32nd annual Arts & Crafts Fair	November 2015	5,000
Twilight Gallery Art Show	December 2015	150

## Annual Highlights

### "All Things Senior" Expo

Our annual tradeshow has evolved into a signature event, with over 3,000 local seniors attending to get information about senior programs, services, housing, healthcare and, basically, YOUR business. Last year approximately 100 exhibitors participated in this highly publicized event. Each of our sponsorship levels include exhibitor space at our expo.

### Dog Days

The Scottsdale Senior Centers are going to the dogs, literally. Dog Days features any and everything for you and your four legged friend. Ruff it up with a dog walk, a Howl-o-ween costume contest, educational presentation from vets and other professionals. Looking for a new best friend? Adopt one at Dog Days. The event rotates annually between the Granite Reef and Via Linda Senior Centers and has quickly become one of our most highly anticipated annual events.

### Arts & Crafts Fair

This event has been a tradition for longer than many of our staff have been alive. Each November for the past 31 years, over 150 local art vendors sell their crafts, photography, original artwork, paintings and much more. The event features art demonstrations, live entertainment, food, activities for the kiddos and a whole lot more. The Neighborhood Trolley helps bring thousands of people to this great fall tradition, where you're sure to find one-of-a-kind treasures, gifts for the holiday season and fabulous original artwork.

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

Scottsdale Senior Services' Facebook page has over 2,700 likes, making it a critical tool in directly reaching Scottsdale's senior community.

## 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

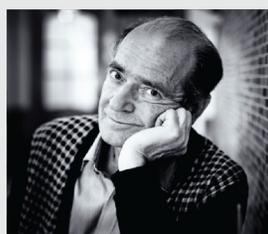
- + Listed as "Title" or "Presenting" sponsor on all print ads produced for 2015 events. Print publications include The Arizona Republic, PHOENIX magazine, Phoenix Home & Garden, Lovin' Life After 50, Scottsdale Airpark News and a variety of other valley publications.
- + Company logo prominently included on all print material for all 2015 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 2015 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 12th 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](http://www.ScottsdaleAZ.Gov/Seniors)) and all individual web pages designed for special events in 2015
- + Listed as "Title" or "Presenting" sponsor on all special event email blasts for 2015 events
- + Facebook announcement
- + Inclusion in Scottsdale Senior Services e-news as "Featured Partner"

## On-site & Other

- + On-site space at all applicable 2015 special events
- + Company advertisement to be featured on the Granite Reef Senior Center's digital signage system for one year
- + Exclusive rights to display company promotional material in the lobby at the Granite Reef Senior Center.
- + Company logo included in all City Cable Channel 11 advertisements for 2015 special events
- + Four "Meet & Greet" or company sponsored workshops (during normal hours of operation)



## Gold Sponsor

**\$6,500 (3 awarded)**

The gold standard. Being a gold sponsor gets you to the events, out and in front of thousands of potential customers. Want large ads in our newsletter and event programs? Gold gets you there! The gold 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 2015 events
- + Company logo included in each edition of the Quarterly for 2015
- + 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 2015 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 Arts & Crafts Fair, the "All Things Senior" Expo, the Dog Days and the Entertainment Extravaganza websites
- + Company logo included in all special event email blasts for all 2015 events
- + Facebook announcement

### On-site & Other

- + Company logo included in all City Cable Channel 11 advertisements for 2015 special events.
- + Your organization may establish two on-site (company provided) banners to be placed at all 2015 events
- + Company advertisement to be featured on the Granite Reef 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 32nd annual Arts & Crafts Fair, the Via Linda Holiday Fine Art Show and Twilight Gallery
- + Company logo included in each edition of the Quarterly for 2015
- + Company logo included in e-blasts for the 32nd annual Arts & Crafts Fair and the Via Linda Fine Art Show
- + Company logo, plus a link to your website, on the 32nd annual Arts & Crafts Fair website
- + Presenting sponsor of the Via Linda Senior Center's Artist of the Month Program
- + Facebook announcement
- + Booth space at the 32nd 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 2015 events.

### Print Media

- + Company logo prominently included on all print material produced for 2015 events
- + Company logo included in each edition of the Quarterly for 2015
- + 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 2015 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 Arts & Crafts Fair, the "All Things Senior" Expo, the Dog Days and the Entertainment Extravaganza websites
- + Company logo included in all special event email blasts for all 2015 events

### On-site & Other

- + Company logo included in all City Cable Channel 11 advertisements for 2015 special events.
- + Company advertisement slide to be featured on the Granite Reef Senior Center's internal broadcast system for one year

---

## Top Dog Sponsorship

**\$1,000** (8 awarded)

Ruff it up with two doggone amazing events designed just for you and your four legged friend.

- + Company logo prominently included on all print material produced for Dog Days and Paws in the Park
- + Company logo included in each edition of the Quarterly for 2015
- + Company logo, plus a link to your website, on Dog Days and Paws in the Park websites
- + Booth space at Dog Days and Paws in the Park
- + Facebook announcement on the Scottsdale Senior Services and Scottsdale Parks & Recreation Facebook pages

---

## 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.

# Granite Reef + Via Linda = MAXIMUM IMPACT

The City of Scottsdale's Via Linda Senior Center is located in the heart of the Scottsdale Ranch community. The facility offers a similar collection of programs and services and serves a very diverse community with a higher average household income. If senior citizens are your target, connecting with both the Granite Reef and Via Linda Senior Centers through a special event sponsorship agreement could be a great benefit. We are the only two senior centers in a city with the highest percentage of seniors in the country. When you partner with us, you get noticed. Each sponsorship level has an indication of what the pricing would be to sponsor both center's 2015 special event packages. Leverage your dollars by sponsoring both the Granite Reef and Via Linda Senior Centers.

"Our sponsorship with Granite Reef is a tremendous value, giving us great exposure and marketing in a perfect price point."

Julie Rowlette, Manager  
A-AAKey Mini Storage

"Our special event sponsorship with Scottsdale Senior Services has been our number one marketing tool over the past five years."

Jay Beard, Marketing Director,  
McDowell Village

"What a great two way partnership! We love the exposure we receive through our partnership with Scottsdale Senior Services"

Steve Strickbine, Publisher  
Times Media Group

## Past & Present Sponsors

McDowell Village Senior Living  
Home Instead Senior Care  
Harper's Nursery  
Dunkin Donuts  
Tile Art Mosaic  
Cheyenne L. Rouse Photography  
Visiting Angels  
Paul Johnson Jewelers  
Caremore  
Affordable Home Care Solutions

HealthSouth  
Scottsdale Memory Care  
Dutch Bros. Coffee  
United Healthcare  
Andara Senior Living  
Synergy Homecare  
The Valley Times  
Lovin' Life After 50  
Scottsdale Airpark News  
Synergy Homecare

The Springs of Scottsdale  
Comerica Bank  
Heritage Home Healthcare  
Silverado Senior Living  
Fred Astaire Dance Studio  
A-AAKey Mini Storage  
Westminster Village  
Sustainable Seniors  
Sears  
TeamSimplify

### 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 sponsorships 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 Nick Molinari at (480) 312-1733 or nmolinari@scottsdaleaz.gov.

In 2011 the Granite Reef Senior Center received the prestigious Pinnacle Award, which recognizes the most outstanding senior center in the United States for whole-person wellness programming