



CONNECT2015

2015 VIA LINDA SENIOR CENTER
SPONSORSHIP & MEDIA OPPORTUNITIES
Nick Molinari | nmolinari@scottsdaleaz.gov | (480) 312-1733

SCOTTSDALE SENIOR SERVICES & THE VIA LINDA SENIOR CENTER

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 programming, all aimed at improving lives, neighborhoods and community.

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 2013/2014, 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.

2015 SPECIAL EVENT SPONSORSHIP PACKAGE EXECUTIVE SUMMARY

The Via Linda Senior Center has packaged all of the special events held in 2015 into one unique opportunity that provides the business community with unmatched, on-going marketing and branding opportunities throughout an entire year. Over the course of 2015, partners will experience literally millions of impressions through print advertising, web based media and on-site, face-to-face contact. Packaging our events into one opportunity is by far the best bang for your buck. Sponsoring our individual events on an a-la-carte basis would be more expensive, without many of the ongoing perks.



Senior Services

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WHAT'S IT ALL ABOUT?

2015 SPONSORSHIP BENEFIT SUMMARY

PRINT MEDIA

Print media remains a priority in our department's overall marketing strategy and 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, the Valley Times, Scottsdale Airpark News and countless other valley publications. Our ads are bold, eye catching and impactful. Print material includes posters, flyers, banners and 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 MEDIA

Scottsdale Senior Services' website serves as a conduit that connects our senior community with information about our resources, programs and special events. It is accessed both locally and by others throughout the country looking to connect with Scottsdale's vibrant collection of amenities and services. Title sponsorship gets your logo front and center on the Scottsdale Senior Services homepage. Additionally, we maintain separate websites for many of our larger events and they are publicized and accessed heavily during event times. Varying levels of sponsorship include your company's logo on these sites, with a hyperlink directed to your company's website.

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

Seniors 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 2,700 likes, enabling us to engage directly with our citizens very fluidly. Each of our special event sponsors will receive a dedicated post, announcing our partnership to our online community and linking back to your website.



THE AGENDA

THEMED DANCE

“ALL THINGS SENIOR” EXPO

SPRING BARBECUE

ENTERTAINMENT EXTRAVAGANZA

MOTHER’S DAY

FATHER’S DAY PANCAKE BREAKFAST

TABLE TENNIS TOURNAMENT

DOG DAYS

THANKSGIVING LUNCHEON

HOLIDAY FINE ART SHOW

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

OCTOBER

NOVEMBER

DECEMBER



ANNUAL HIGHLIGHTS

ALL THINGS SENIOR EXPO

Scottsdale Senior Services hosts an annual tradeshow that brings together approximately 120 exhibitors who provide services and products to valley seniors. In 2014 over 3,000 people attended the show, making it the most attended event of the year. The “All Things Senior” Expo is highly advertised and your participation in the event will provide a high volume of exposure for your organization.

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 150 people attended the 2014 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.



TITLE SPONSOR

\$15,000

1 awarded

PRINT MEDIA

- Listed as “Title” or “Presenting” sponsor on all special event related print material for 2015 events
- Logo prominently displayed on all special event related print material for 2015 events
- Half page advertisement in each issue of the Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Promotional insert (provided by sponsor) in one edition of the Quarterly
- Logo on all special event banners for 2015 events
- Full page company advertisement in the “All Things Senior” Expo & Tradeshow and Entertainment Extravaganza event brochures

WEB MEDIA

- Logo and link to your business website on the Scottsdale Senior Services homepage (www.ScottsdaleAZ.Gov/Seniors)
- Logo and link to your business on all individual websites for 2015 events
- Logo on all special event email blasts for 2015
- Listed as “Title” or “Presenting” sponsor on all special event email blasts for 2015
- Inclusion in Scottsdale Senior Services’ quarterly e-news as a featured partner
- Facebook post announcing sponsorship, with link to your business website

ON-SITE MEDIA & PERSONAL CONNECTIONS

- On-site space at 10 2015 special events
- Two company sponsored presentations
- Speaking opportunity – 3 minute address at the Thanksgiving Luncheon & Mother’s Day Tea
- Two company advertisements on the Via Linda Senior Center’s digital signage system, to be featured throughout 2015
- Company advertisement on the Via Linda Senior Center’s public computers screensavers, to be featured throughout 2015
- Rights to display promotional material in the Via Linda Senior Center’s lobby
- Logo included in the Entertainment Extravaganza media show
- Two company provided banners displayed on-site throughout 2015
- Two exhibitor spaces at the 2015 “All Things Senior” Expo & Tradeshow



EXECUTIVE SPONSOR

\$6,500

3 awarded

PRINT MEDIA

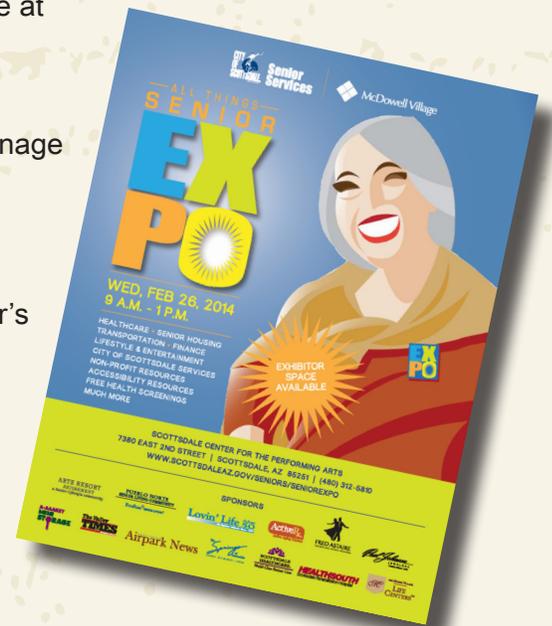
- Logo prominently displayed on all special event related print material for 2015 events
- Logo included in each issue of Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Logo on all special event banners for 2015 events
- Half page company advertisement in the “All Things Senior” Expo & Tradeshow and Entertainment Extravaganza event brochures

WEB MEDIA

- Logo and link to your business on all individual websites for 2015 events
- Logo included in all special event email blasts for 2015
- Facebook post announcing sponsorship, with link to your business website

ON-SITE MEDIA & PERSONAL CONNECTIONS

- On-site space at the 2015 Holiday Art Show and Entertainment Extravaganza
- Exhibitor space at the 2015 “All Things Senior” Expo & Tradeshow
- Speaking opportunity – 3 minute address by company representative at Spring Barbecue
- One company sponsored presentation (Meet & Greet)
- Company advertisement on the Via Linda Senior Center’s digital signage system, to be featured throughout 2015
- Company advertisement on the Via Linda Senior Center’s public computers screensavers, to be featured throughout 2015
- Rights to display promotional material in the Via Linda Senior Center’s lobby
- Logo included in the Entertainment Extravaganza media show



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COMMUNITY SPONSOR

\$3,000

10 awarded

PRINT MEDIA

- Logo prominently displayed on all special event related print material for 2015 events
- Logo included in each issue of Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Logo included in the “All Things Senior” Expo & Tradeshow and Entertainment Extravaganza event brochures

WEB MEDIA

- Logo and link to your business on all individual websites for 2015 events
- Logo on all special event email blasts for 2015
- Facebook post announcing sponsorship, with link to your business website

ON-SITE MEDIA & PERSONAL CONNECTIONS

- Exhibitor space at the 2015 “All Things Senior” Expo & Tradeshow
- Company advertisement on the Via Linda Senior Center’s digital signage system, to be featured throughout 2015
- Company advertisement on the Via Linda Senior Center’s public computers screensavers, to be featured throughout 2015
- Rights to display promotional material in the Via Linda Senior Center’s lobby
- Logo included in the Entertainment Extravaganza media show

ART PROGRAM SPONSOR

\$2,000

Is art your thing? Maybe you own a framing company or an art supply store. Well, we’ve got the perfect opportunity for you to connect directly with your target market.

- Company advertisement in the Via Linda Senior Center’s Lobby, indicating sponsorship of the “Artist of the Month” program.
- Company logo in all the print material for the Granite Reef Senior Center’s Twilight Gallery Art Show, the Via Linda Senior Center’s Holiday Fine Art Show and the Granite Reef Senior Center’s 32nd annual Arts & Crafts Fair



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 year, 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 2015. 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

PRESENTED BY SCOTTSDALE SENIOR SERVICES & MCDOWELL VILLAGE SENIOR LIVING

DESERT DOG WALK

HOWL-OWEEN COSTUME CONTEST

CARICATURE ARTIST & PHOTO BOOTH

POLICE K-9 UNIT

LIVE DEMONSTRATIONS

FREE RESOURCES & GIVEAWAYS

ASK THE VETERINARIAN

PET ADOPTIONS

FREE ADMISSION WITH PET FOOD DONATION
* SUPPORTS VISTA DEL CAMINO'S P.E.T. PANTRY

DOG Days

OCT 25 / 11 A.M.
VIA LINDA SENIOR CENTER
10440 E. VIA LINDA / 480-312-5810
#108505 / RSVP'S REQUIRED

SPONSORS

VIA LINDA SENIOR CENTER
MOVIE
Under the Stars

WED, NOV 5 • 6 P.M.

A BEAUTIFUL FALL EVENING CATCHING THE FLICK UNDER THE STARS. MOVIEGOERS BRING THEIR OWN CHAIRS, BUT WE WILL PROVIDE SEATING.

FREE

Senior Services | McDowell Village
VIA LINDA • SCOTTSDALE, AZ 85258 • (480) 312-5810

Movie Synopsis
Bringing to life the untold true story about the origins of one of the most treasured and surprising backstories behind the making of Mary Poppins. Determined to fulfill his dream, Walt Disney (Hanks) tries for 20 years to obtain the rights to author P.L. Travers (Thompson) who, into his own complicated childhood does Walt discover the truth about the ghosts that haunt her and together they set Mary Poppins free! Rated PG-13. 125 minutes.

SPONSORS

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.



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