



2023 Sponsorship Opportunities

Meals on Wheels Program

SourcePoint provides more than just a meal! SourcePoint's dedicated nutrition team produces over 1,000 meals a day for local older adults. These meals not only provide vital nutrition to homebound seniors, but also afford a daily visit from a friendly volunteer and a safety check.

In addition to offering good nutrition, our team likes to go even further! We provide our home-delivered meal recipients with quarterly treats to show our care and appreciation, and host themed activities in community cafes for our diners to enjoy.

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March for Meals Campaign Donor

Throughout the month of March, SourcePoint invites the community to celebrate and give to our Meals on Wheels program. You can make a gift, too! Companies that participate in our March for Meals campaign receive additional opportunities:

- ✓ Opportunity to volunteer as a Community Champion in our Meals on Wheels kitchen, delivery, or in a cafe
- ✓ Social media coverage, reaching 5,000+ followers across platforms

\$3,000 Monthly Meal Sponsor

- ✓ Opportunity to include sticker with logo on every meal produced the first full week of the month, 5,000+ meals
- ✓ Recognition in My Communicator, circulation of 40,000 issues
- ✓ Social media coverage, reaching 5,000+ followers across platforms
- ✓ Logo with link on Meals on Wheels web page
- ✓ Recognition in press release
- ✓ Opportunity to publish educational blog article on SourcePoint website, average of 4,300+ unique users/month

\$1,000 Quarterly Treat Sponsor

- ✓ Opportunity to include sticker with logo on each treat to 600+ meal recipients
- ✓ Recognition in My Communicator, circulation of 40,000 issues
- ✓ Social media coverage, reaching 5,000+ followers across platforms

\$500 Monthly Cafe Sponsor

- ✓ Engagement opportunity for display table once a month, reaching 120+ diners
- ✓ Social media coverage, reaching 5,000+ followers across platforms
- ✓ Recognition on signage at SourcePoint, electronic or banner



Questions? Contact the development team at 740-363-6677 or give@MySourcePoint.org.



Retirement Ready Drive-Thru

Saturday, April 29, 10 a.m.–noon

SourcePoint's Retirement Ready event is designed to benefit adults 55 and better who are planning now for a better retirement—and this year it's presented as a drive-thru! This free event provides a variety of information on lifelong learning, personal planning, home improvement, recreation, and more. A sponsorship goes above and beyond to support aging services and programs and includes a variety of promotional benefits.

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\$2,000 Presenting Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Feb. 27 deadline)
 - Paid advertisements (March 27)
 - Press release (March 27)
 - Event flyer (March 27)
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (April 3)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ Engagement opportunity at drive-thru event
- ✓ Event signage at SourcePoint, electronic or banner
- ✓ Opportunity to publish educational blog article on SourcePoint website, average of 4,300+ users/month

\$500 Fan Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event flyer (March 27)
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (April 3)
 - Logo on event web page
- ✓ Engagement opportunity at drive-thru event
- ✓ Event signage at SourcePoint, electronic or banner

Vendor Opportunity

Other vendors are selected by an internal committee based on the resources proposed and the need within the community.

\$1,000 Friend Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Feb. 27)
 - Event flyer (March 27)
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (April 3)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ Engagement opportunity at drive-thru event
- ✓ Event signage at SourcePoint, electronic or banner



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2023 Sponsorship Opportunity

Health & Wellness Expo

Saturday, June 3, 9–11:30 a.m.

For the past several years, SourcePoint's Health & Wellness Expo has grown in scope and popularity. About 50 exhibitors provide free health screenings, wellness education, and interactive demonstrations to about 200 attendees. Your sponsorship supports healthy aging and includes a table at the expo, as well as promotional benefits.

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\$2,000 Champion Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Feb. 27 deadline)
 - Paid advertisements (May 8)
 - Press release (May 8)
 - Event flyer (May 8)
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (May 4)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ Engagement opportunity with prime placement
- ✓ Event signage at SourcePoint, electronic or banner
- ✓ Opportunity to include promotional piece in direct mail to 3,000+ members (Feb. 27)
- ✓ Opportunity to publish educational blog article on SourcePoint website, average of 4,300+ users/month

\$1,000 Partner Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Feb. 27)
 - Event flyer (May 8)
 - Event program
- ✓ Recognition in digital campaigns, including:
 - Email reaching 8,000+ subscribers (May 4)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ Engagement opportunity with exhibit table

\$500 Neighbor Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Logo with link on event web page
- ✓ Engagement opportunity with exhibit table

Exhibitor Opportunity

Other exhibitors are selected by an internal and external committee based on the health screening proposed and the need within the community.



Questions? Contact the development team at 740-363-6677 or give@MySourcePoint.org.



2023 Sponsorship Opportunities
Community Music Festivals
June 29, July 19, and Aug. 24

In the summer, SourcePoint periodically takes its fun outdoors with a music festival open to the community at large. Featuring live music from two bands and a food truck, this is a great opportunity to engage with our 55+ guests, as well as local families.



\$300 Music Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event flyer and poster
- ✓ Recognition in event's digital campaigns, including:
 - Social media promotion, reaching 5,000+ followers across platforms
- ✓ Two tickets to event
- ✓ Engagement opportunity to be on-site to meet and greet guests
- ✓ Event signage at SourcePoint, electronic or banner



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2023 Sponsorship Opportunities

Quarterly Movies

Winter, Spring, Summer, and Fall

Every week, SourcePoint offers screenings of a variety of movies, ranging from classics to current box office favorites. Your quarterly sponsorship supports yet another opportunity in which our community comes together to share in friendship and entertainment.



\$150 Director Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event flyer
- ✓ Recognition on screen before and after each movie



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2023 Sponsorship Opportunity

Fall Fundraiser: Dancing thru the Decades!

Thursday, Sept. 14, 5:30–9 p.m.



SourcePoint's annual fall fundraiser is the organization's premier event, bringing together our most loyal advocates and community partners, and raising money to support the programs and services that promote healthy aging in Delaware County. This year's fundraiser, Dancing thru the Decades, features lively music from the '50s, '60s, '70s, and '80s, dance performances, delicious hors d'oeuvre and drinks, and more!

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\$3,000 Mission Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 5,000 (May 30)
 - Recognition in direct-mail invitation (July 17)
 - Paid advertisements (Aug. 1)
 - Press release (Aug. 1)
 - Event flyer and poster (Aug. 1)
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Email invitation reaching 8,000+ subscribers (Aug. 1)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
 - Thank-you email post-event
- ✓ Four tickets to event
- ✓ Event signage at SourcePoint, electronic or banner
- ✓ Opportunity to provide welcome at event
- ✓ Opportunity to provide gift to attendees

\$2,000 Vision Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 5,000 (May 30)
 - Press release (Aug. 1)
 - Event flyer and poster (Aug. 1)
 - Event program
- ✓ Recognition in event's digital campaigns, including:

- Email reaching 8,000+ subscribers (Aug. 1)
- Social media promotion, reaching 5,000+ followers across platforms
- Logo with link on event web page
- Thank-you email post-event
- ✓ Two tickets to event
- ✓ Event signage at SourcePoint, electronic or banner
- ✓ Opportunity to provide gift to attendees

\$1,000 Values Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 5,000 (May 30)
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Email reaching 8,000+ subscribers (Aug. 1)
 - Logo with link on event web page
 - Thank-you email post-event
- ✓ One ticket to event

\$500 Community Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Logo with link on event web page
 - Thank-you email post-event
- ✓ One ticket to event



Veterans Day Breakfast & Ceremony

Saturday, Nov. 11

Your sponsorship dollars help honor Delaware County veterans and their loved ones with a breakfast and heartwarming ceremony. Veterans and active military personnel are invited to a free breakfast as we recognize and thank the individuals who have protected and served our country over the years.

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\$2,000 Red Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Aug. 28 deadline)
 - Paid advertisements (Oct. 2)
 - Press release (Oct. 2)
 - Event flyer (Oct. 2)
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (Oct. 2)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ Two tickets to event
- ✓ Event signage at venue, electronic or banner
- ✓ Opportunity to provide gift to attendees

\$500 Blue Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Logo with link on event web page
- ✓ One ticket to event

\$1,000 White Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - My Communicator, distribution of 40,000 (Aug. 28)
 - Event flyer (Oct. 2)
 - Event program
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (Oct. 2)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page
- ✓ One ticket to event



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2023 Sponsorship Opportunity
Caregiver Appreciation Week
November 2022

National Family Caregiver Month in November is dedicated to supporting caregivers as they care for others. During one special week in November, SourcePoint celebrates our community's caregivers with programs designed to inspire relaxation, such as a home-delivered meal to the caregiver and their loved one, a chair massage, and more.

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\$500 Family Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event flyer (Oct. 2)
- ✓ Recognition in event's digital campaigns, including:
 - Email promotion reaching 8,000+ subscribers (Oct. 2)
 - Social media promotion, reaching 5,000+ followers across platforms
 - Logo with link on event web page

\$250 Friend Sponsor

- ✓ Recognition in event, public relations, and advertising initiatives, and event print collateral, including:
 - Event flyer (Oct. 2)
- ✓ Recognition in event's digital campaigns, including:
 - Social media promotion, reaching 5,000+ followers across platforms



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