SPONSORSHIP OPPORTUNITIES FOR

PHILADELPHIA CORPORATION FOR AGING
VIRTUAL EVENTS

AS OF MAY 2021
*(DATES AND VENUES SUBJECT TO CHANGE)
Philadelphia Corporation for Aging (PCA) is the largest provider of aging services, and one of the largest private nonprofit organizations, in the region. PCA was established in 1973 to serve as the Area Agency on Aging for Philadelphia. Its mission is to improve the quality of life for Philadelphians who are older or who have disabilities and to assist them in achieving their optimum levels of health, independence and productivity. PCA contracts with more than 200 service providers to deliver a variety of social support and health care services to more than 140,000 older Philadelphians each year.

Currently, due to the pandemic, PCA’s goals are achieved, in part, through a wide range of outreach, community education and special events activities held throughout the year that target older adults, clergy, social workers, aging network professionals and Philadelphia’s business community and donors. This proposal identifies collaborative opportunities that would be mutually beneficial and supportive of helping your organization and PCA build brand awareness, increase recognition of the resources you offer to older Philadelphians, and reinforce your organization’s position as a community leader in the field of aging.

**Virtual sponsorship opportunities include:**

- Celebrate Arts & Aging
- Hindi Indian Community Event
- Emergency Fund Luncheon
- Spring & Fall Clergy & Seniors’ Day
- Clergy Interfaith Meetings
- African and Caribbean Elders Meeting
- PCA’s Virtual Gala
- Regional Conference on Aging
- Latino Elders Conference
- Winter Resources Training
- Information and Referral Council Meeting
- Joint Advisory Council Meeting

**Note:** Dates and venues are subject to change.

**Advertising in Milestones Newspaper (published by PCA)**
Milestones is the premier newspaper targeting Philadelphia’s senior market and is published monthly. With a readership of more than 168,000 each month, Milestones is the most cost-effective way to reach the mature markets of Philadelphia, eastern Montgomery and Bucks counties.

**Supporting PCA’s Annual Gala**
This annual event is a fundraiser to benefit The Rodney D. Williams Philadelphia Fund For Seniors. The fund’s goal is to help older adult, especially those with the greatest social, economic and health needs, receive the vital care and services they need.
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CELEBRATE ARTS & AGING

May (Older Americans Month)

Location: This will be a virtual event which will be posted on PCA’s website, senior center and donor/sponsor websites, and social media platforms including Facebook, Instagram, and others. A digital link will be provided to all donors/sponsors which can be posted and shared on their own websites/social media platforms.

Time: a month-long event in May

Description: PCA’s Celebrate Arts and Aging is a month-long citywide event that connects older adults with arts-related programming and promotes the importance of creativity among older artists. It is proven that there is a relationship between participation in the arts and cultural programming, and healthy aging. We also want to raise public awareness to the importance of the arts for older adults and capture that they, too, are productive members of society. Approx. 130-150 artists participate.

Individual artists will submit a photo of their artwork along with a submission form by the deadline. PCA will create a digital power point slide show, which will display all the artwork. The showcase of original art in digital form will be displayed on pcaCares.org/Art and will be shared with all PCA donors and artists.

Sponsorship: $2000 - Sponsorship Opportunities: Recognition in the following materials:

- Logo in a digital power point slide highlighting all artwork will be provided to the sponsor to showcase on its own website and shared with sponsor’s staff, as well as pcaCares.org/Art
- Email blasts
- *Milestones (May issue)*, PCA’s monthly newspaper
- UPDATE, PCA’s quarterly newsletter
- PCA’s News Bulletin, an electronic newsletter
- Milestones e-news, PCA’s monthly electronic newsletter
- Press releases

Please contact: Teresa.Heavens@pcacares.org or Amanda.buonomo@pcacares.org
Projected attendees: 100 Hindi community Elders

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 3 to 5 p.m.

Description: Presentations on topics that will train and assist attendees to better serve older adults in the Hindi community.

Sponsorship Opportunities:

- $100: Your company logo on materials, in networking chat box.
- $300: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- $500: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@pcaCares.org
EMERGENCY FUND LUNCHEON

June, TBD

Projected attendees: Aging network professionals and seniors

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 11:30 a.m to 2 p.m.

Description: PCA has coordinated the Emergency Fund Luncheon since 1989. The event is conducted in coordination with the Emergency Fund Coalition for Older Philadelphians, an alliance of more than 20 organizations that raises funds and distributes emergency aid to low income older adults living on marginal, incomes who are in crisis situations. The event includes, “Bright Stars of Aging” awards and virtual networking opportunities.

PCA administers the Emergency Fund for free. Funds raised are directed to meet basic human needs including home heating bill assistance, food, clothing, and medical supplies.

Sponsorship Opportunities are Available

Benefits: Networking, logo and mention of sponsors at event by the moderator.

Please contact: Roger.Moore@ pcaCares.org
Projected attendees: 100 clergy leaders, volunteers, and social workers

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m

Description: Informational topics to assist attendees to better support their congregants with aging issues. Topics to be determined. Open to clergy interfaith coalition members.

Sponsorship Opportunities:

- **$100**: Your company logo on materials; in networking chat box.

- **$300**: Your company logo on materials; in networking chat box, and company mention from moderator at event.

- **$500**: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@pcaCares.org
Projected attendees: 100 clergy leaders, volunteers, and social workers

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m to noon

Description: Informational topics for attendees to better assist their congregants with aging issues. Open to Interfaith advisory coalition members. Topics to be determined.

Sponsorship Opportunities:

- **$100**: Your company logo on materials; in networking chat box.
- **$300**: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- **$500**: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@ pcaCares.org
AFRICAN AND CARIBBEAN ELDERS MEETING

Projected attendees: 100 African and Caribbean Elders

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m. to 12:30 p.m.

Description: Presentations on topics that will train and assist attendees to better serve older adults in the African and Caribbean communities.

Sponsorship Opportunities:

- **$100**: Your company logo on materials; in networking chat box.
- **$300**: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- **$500**: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@ pcaCares.org
PCA’S VIRTUAL GALA

Projected attendees: 250 top donors and supporters

Locations: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 5:30 to 6:30 p.m.

Description: This one-hour virtual event will benefit The Rodney D. Williams’ Philadelphia Fund for Seniors. This fund’s goal is to help older Philadelphians, especially those with the greatest social economic and health needs, receive the vital care and services that they need. The event will include sponsorship recognition along with entertainment.

Sponsorship Levels & Benefits:

- **$10,000**: 15 digital tickets, remarks from the podium, special recognition from Najja R. Orr, President & CEO, full page ad in digital program book
- **$7,500**: 10 digital tickets, special recognition from Najja R. Orr, President & CEO, full page ad in digital program book
- **$5,000**: 8 digital tickets, special recognition from Najja R. Orr, President & CEO, full page ad in digital program book
- **$2,500**: 5 digital tickets, half page ad in digital program book
- **$2,000**: 2 digital tickets, quarter page ad in digital program book, logo on auction website
- **$1,000**: 2 digital tickets, quarter page ad in digital program book

Please contact: Teresa.Heavens@pcacares.org or Amanda.Buonomo@pcacares.org
REGIONAL CONFERENCE ON AGING

September 29, 30 & October 1

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: TBD

Cost: $40 per session

Description: This year’s conference will feature online sessions over three days, offering best practices, resources, and guidance from regional and national thought leaders in the field of aging services. Attendees will also have access to bonus content. More details to come!

Sponsorship Benefits:

- $100: Your company logo on materials; in networking chat box.
- $300: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- $500: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Teresa.Heavens@pcacares.org or Amanda.Buonomo@pcacares.org
LATINO ELDERS CONFERENCE

Saturday, October 16

Projected attendees: 100 Latino Elders

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m to 12:20 p.m.

Description: Presentations on topics that will educate and inform Latino elders to promote healthy living.

Sponsorship Opportunities:

- $100: Your company logo on materials; in networking chat box.
- $300: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- $500: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@ pcaCares.org
Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m. to 12:30 p.m.

Description: Panel discussions on energy resources and winter legal protections for older adults. Source information provided for fuel/energy resources, conservation, food, and financial assistance.

Sponsorship Opportunities:

- $100: Your company logo on materials; in networking chat box.
- $300: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- $500: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@pcaCares.org
Projected attendees: 100 aging network social workers

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 12 to 2:30 p.m.

Description: Presentations on topics that build skills for those serving older adults.

Sponsorship Opportunities:

- $100: Your company logo on materials; in networking chat box.
- $300: Your company logo on materials; in networking chat box, and company mention from moderator at event.
- $500: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@pcaCares.org
Projected attendees: 100 advisory committee members

Location: This year’s event will be virtual and take place on a digital platform such as Zoom. Registration information is coming soon.

Time: 10 a.m. to 12:30 p.m.

Description: Topics of common interest to all four advisory committees, TBD.

Sponsorship Opportunities:

- **$100**: Your company logo on materials; in networking chat box.

- **$300**: Your company logo on materials; in networking chat box, and company mention from moderator at event.

- **$500**: Your company logo on materials; in networking chat box; company mention from moderator at event, and an audience address about your company for two minutes.

Please contact: Roger.Moore@pcaCares.org