

# collaboration PROPOSAL | 2021

## SPONSORSHIP OPPORTUNITIES FOR PHILADELPHIA CORPORATION FOR AGING VIRTUAL EVENTS

**AS OF MAY 2021**

**\*(DATES AND VENUES SUBJECT TO CHANGE)**



PHILADELPHIA CORPORATION FOR AGING

*Enriching lives, preserving dignity.™*

# EXECUTIVE SUMMARY

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.

# TABLE OF CONTENTS

## Sponsorship Opportunities:

Celebrate Arts & Aging .....	1
Hindi Indian Community Event .....	2
Emergency Fund Luncheon .....	3
Spring & Fall Clergy & Seniors' Day .....	4
Clergy Interfaith Meetings .....	5
African and Caribbean Elders Meeting .....	6
PCA's Virtual Gala .....	7
Regional Conference on Aging .....	8
Latino Elders Conference .....	9
Winter Resources Training .....	10
Joint Advisory Council Meeting .....	11
Information and Referral Council Meeting .....	12



## 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](http://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](http://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](mailto:Teresa.Heavens@pcacares.org) or [Amanda.buonomo@pcacares.org](mailto:Amanda.buonomo@pcacares.org)



## HINDI INDIAN COMMUNITY EVENT

**Saturday, May 15**

**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](mailto: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](mailto:Roger.Moore@pcaCares.org)





## SPRING & FALL CLERGY & SENIORS' DAY

**Thursday, May 13 & Thursday, October 28**

**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](mailto:Roger.Moore@pcaCares.org)





## CLERGY INTERFAITH MEETINGS

**Thursday, June 3**

**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](mailto:Roger.Moore@pcaCares.org)





## AFRICAN AND CARIBBEAN ELDERS MEETING

Fall, Date TBD

**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](mailto:Roger.Moore@pcaCares.org)



## PCA'S VIRTUAL GALA

September TBD

**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](mailto:Teresa.Heavens@pcacares.org) or [Amanda.Buonomo@pcacares.org](mailto: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](mailto:Teresa.Heavens@pcacares.org) or [Amanda.Buonomo@pcacares.org](mailto: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](mailto:Roger.Moore@pcaCares.org)



## WINTER RESOURCES TRAINING

**Tuesday, November 9**

**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](mailto:Roger.Moore@pcaCares.org)





## INFORMATION AND REFERRAL COUNCIL MEETING

September, TBD

**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](mailto:Roger.Moore@pcaCares.org)





## JOINT ADVISORY COUNCIL MEETING (African and Caribbean, Asian, Interfaith, Latino)

**Thursday, December 9**

**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](mailto:Roger.Moore@pcaCares.org)



PHILADELPHIA CORPORATION FOR AGING

*Enriching lives, preserving dignity.™*

**642 North Broad Street | Philadelphia, PA 19130-3409**

**Administration:** 215-765-9000 | **Fax:** 215-765-9066

**PCA Helpline: 215-765-9040**

215-765-9041 (for hearing impaired)

Toll free 888-482-9060 (outside Philadelphia)

**[www.pcaCares.org](http://www.pcaCares.org)**

Visit us on Facebook: [www.facebook.com/pcaCares.org](http://www.facebook.com/pcaCares.org)

Follow us on Twitter: [www.twitter.com/pcaCares\\_org](http://www.twitter.com/pcaCares_org)

Philadelphia Corporation for Aging has been recognized as a tax-exempt organization under Section 501(c)(3) of The Internal Revenue Code. The official registration and financial information of Philadelphia Corporation for Aging may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.