

2016 Florida Senior Day *Partnership Packet*



**FLORIDA
Senior Day**

Strength in Numbers,
Strength in Action!



Department of
ELDER AFFAIRS
STATE OF FLORIDA



Florida Senior Day – January 27
www.floridaseniorday.org

Florida Senior Day

Strength in Numbers, Strength in Action!

Join us in celebrating Florida's seniors, and share in the commitment to improve our communities through events and outreach efforts aimed at promoting the health, safety, and well-being of Florida seniors.

Florida Senior Day is a collaborative event designed to bring together thousands of seniors and hundreds of corporate, philanthropic, and non-profit organizations to support the full spectrum of services and needs of Florida seniors and their families.

Private partnerships are essential to the success of Florida Senior Day and ensure that seniors will have the opportunity and the platform to have their voices heard at the State Capitol. Partnerships offer your organization the opportunity to promote your programs and services to decision makers at the State Capitol while supporting our elders..



Join the Florida Department of Elder Affairs, United Way of Florida, 75 statewide partners, and thousands of seniors on Wednesday, January 27, 2016 at the Florida State Capitol.



2016 Schedule of Events

Florida Senior Day Community Events and Activities

(November/December/January)

Florida Senior Day joins together with local and statewide organizations to host free events and activities for Florida's seniors in communities across the state. Local elected officials and seniors come together to participate in local forums, town hall meetings, health fairs, and other fun and free educational events to improve the lives of Florida's seniors.

Florida Senior Day Reception

(Tuesday, January 26)

Florida Senior Day will host a networking reception bringing together senior advocates, elected officials, and statewide leaders to recognize the individuals who dedicate their lives to senior issues and elder affairs.

Florida Senior Day at the State Capitol

(Wednesday, January 27)

The State Capitol Courtyard will be transformed as Florida Senior Day brings together more than 1,500 seniors and advocates from across the state to gather for a day of education and celebration in the Capitol Courtyard.

- Guided Tours and Partnership Exhibitor Booths – Join us for tours of both the new and Old Capitol buildings, to learn about the legislative process, and to meet with your local legislators. Visit dozens of interactive partner booths providing free information, health screenings, activities, and giveaways to Florida's seniors.
- Town Hall Meeting – Join a panel of top policy makers, advocates, and business leaders for an engaging discussion – filmed and broadcast live on *The Florida Channel* and live streamed through www.floridaseniorday.org.
- Noon Program and Media Availability – Join Florida elected officials, policy makers, and senior advocates from across the state to recognize and celebrate Florida's seniors.
- Luncheon – Join us for a complimentary lunch with thousands of seniors, families, advocates, policy makers, and community leaders in the State Capitol Courtyard.

Primary Partner - \$75,000 (Exclusive)

Provides primary and exclusive name/logo recognition on all Florida Senior Day events and activities. Ensures brand recognition with main logo rebranded to “Florida Senior Day presented by (company name/logo).” Provides opportunity to align your image with Florida Senior Day and more than 75 statewide partners. Primary partners receive name/logo recognition on all communications to partners and seniors across the state.

- Primary/exclusive name/logo recognition as “Florida Senior Day Presented by...” on every page of Florida Senior Day website – www.floridaseniorday.org
- Primary/exclusive name/logo recognition as “Florida Senior Day Presented by...” on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, letterhead, press releases, etc.
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business and community leaders, and seniors across the state
- Primary/exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting “Florida Senior Day Presented by...”
- Primary/exclusive name/logo recognition as “Florida Senior Day Presented by...” in television advertisements aired across the state featuring celebrity spokespersons
- Primary/exclusive name/logo recognition as “Florida Senior Day Presented by...” in newspaper and magazine advertisements placed in major media markets across the state
- Primary/exclusive name/logo recognition as “Florida Senior Day Presented by...” in all radio advertisements aired across the state
- Sixteen (16) VIP tickets to the Florida Senior Day Reception
- Exclusive stage/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard for Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors from across the state
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Media Partner - \$50,000 (Exclusive)

Provides major media partners guaranteed statewide media exposure and visibility and the opportunity to align your image with Florida Senior Day and dozens of Florida's top businesses and organizations to improve the lives of Florida's seniors and their families.

- **Exclusive name/logo recognition as Media Partner on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.**
- **Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons**
- **Prominent name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state**
- **Prominent name recognition in all radio advertisements aired across the state**
- **Sixteen (16) VIP tickets to the Florida Senior Day Reception**
- **Exclusive name/logo recognition on front page of Florida Senior Day website – www.floridaseniorday.org**
- **Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors across the state**
- **Exclusive booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors from across the state**
- **Exclusive booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors from across the state**
- **Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday**



Transportation Partner - \$20,000 (Exclusive)

The Florida Senior Day Transportation Partner will be the exclusive provider and sponsor of transportation mini-grants provided to senior groups traveling to Tallahassee. The exclusive Transportation Partner will receive guaranteed statewide media exposure and the opportunity to align your image with Florida Senior Day and more than 75 statewide partners.

- Exclusive name/logo recognition as “Transportation Partner” on all event and vehicle signage.
- Exclusive name/logo recognition as “Florida Senior Day Transportation Partners” on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.
- Exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting “2015 Florida Senior Day Transportation Provided by...”
- Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons
- Prominent name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state
- Prominent name recognition in all radio advertisements aired across the state
- Eight (8) VIP tickets to the Florida Senior Day Reception
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors from across the state.
- Preferred booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors from across the state.
- Preferred booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors from across the state.
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Reception Partner - \$15,000 (Exclusive)

Provides exclusive partnership with United Way of Florida to bring together more than 300 advocates, elected officials, and senior leaders from across the state for an exclusive networking event. Ensures brand recognition with statewide leaders and provides opportunity to align your image with the United Way of Florida and more than 75 statewide partners to improve the lives of Florida seniors and their families.

- Exclusive name/logo recognition as official Florida Senior Day Reception Partner on all signage at the event
- Exclusive opportunity to invite hundreds of policy makers, elected officials, and advocates to enjoy a great evening of networking with national and statewide leaders
- Exclusive name/logo recognition as “Florida Senior Day Reception Presented by...” on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.
- Exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting “Florida Senior Day Reception Presented by...”
- Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons
- Prominent name/logo recognition in newspaper and magazine advertisement placed in major media markets across the state
- Prominent name recognition in all radio advertisements aired across the state
- Eight (8) VIP tickets to the Florida Senior Day Reception
- Exclusive name/logo recognition on front page of Florida Senior Day website – www.floridaseniorday.org
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors from across the state
- Preferred booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors from across the state
- Preferred booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday

State Capitol Luncheon Partner - \$15,000 (Exclusive)

Provides exclusive partnership to provide lunch and refreshments to thousands of seniors traveling to the State Capitol for Florida Senior Day. Ensures brand recognition with policy makers and business leaders, community leaders, and seniors, as well as the opportunity to be recognized as a statewide leader in collaborating with more than 75 statewide partners to improve the lives of Florida's seniors and their families.

- Exclusive name/logo recognition as “State Capitol Luncheon Partner” on all signage during the event
- Exclusive opportunity to invite policy makers, elected officials, and advocates to participate in the “State Capitol Luncheon” during Florida Senior Day
- Exclusive name/logo recognition as “State Capitol Luncheon Partner” on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.
- Exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting the “State Capitol Luncheon” during Florida Senior Day
- Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons
- Prominent name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state
- Prominent name recognition in all radio advertisements aired across the state
- Eight (8) VIP tickets to the Florida Senior Day Reception
- Exclusive name/logo recognition on front page of Florida Senior Day website – www.floridaseniorday.org
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors across the state
- Preferred booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors
- Preferred booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Entertainment and Activities Partner - \$15,000 (Exclusive)

Provides exclusive name/logo recognition as Entertainment and Activities Partner of Florida Senior Day. Exclusive Entertainment and Activities partner for all Florida Senior Day performances and activities taking place at the State Capitol.

- Exclusive opportunity to invite policy makers, community leaders, and seniors to attend Florida Senior Day entertainment and activities at the State Capitol.
- Exclusive name/logo recognition as “Entertainment and Activities Partner” on all signage during the event
- Exclusive name/logo recognition as the official “Entertainment and Activities Partner” of Florida Senior Day on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.
- Exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting your company as the official “Entertainment and Activities Partner” of Florida Senior Day
- Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons
- Prominent name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state
- Prominent name recognition in all radio advertisements aired across the state
- Eight(8) VIP tickets to the Florida Senior Day Reception
- Exclusive name/logo recognition on front page of Florida Senior Day website – www.floridaseniorday.org
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors from across the state
- Preferred booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors across the state
- Preferred booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors across the state
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Town Hall Meeting Partner - \$10,000 (Exclusive)

Provides exclusive name/logo recognition as the exclusive partner of the Florida Senior Day Town Hall Meeting at the State Capitol. Exclusive host of a panel of top policy makers, advocates, and business leaders featuring discussions on senior issues which will be filmed and broadcast live on *The Florida Channel* and streamed live on www.floridaseniorday.org.

- Exclusive opportunity to invite policy makers, community leaders, and seniors to attend
 - Florida Senior Day Town Hall Meeting at the State Capitol.
 - Exclusive name/logo recognition as the official “Florida Senior Day Town Hall Meeting Partner” on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, press releases, etc.
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- Exclusive opportunity for President/CEO to author op/ed article for release to all major daily newspapers across the state promoting your company as the official “Florida Senior Day Town Hall Meeting Partner”
 - Prominent name/logo recognition in television advertisements aired across the state featuring celebrity spokespersons
 - Prominent name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state
 - Prominent name recognition in all radio advertisements aired across the state
 - Eight (8) VIP tickets to the Florida Senior Day Reception
 - Exclusive name/logo recognition on front page of Florida Senior Day website – www.floridaseniorday.org
 - Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors from across the state
 - Preferred booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and senior citizens across the state
 - Preferred booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors across the state
 - Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday

Statewide Partner - \$5,000

Provides opportunity for statewide businesses and organizations to receive increased statewide visibility and be recognized as a statewide leader in collaborating with United Way of Florida and more than 75 statewide partners to improve the lives of Florida's seniors and their families.

- Booth/trailer/tent location and prominent name/logo recognition in State Capitol Courtyard during Florida Senior Day guaranteeing exposure to thousands of policy makers, business leaders, community leaders, and seniors from across the state
- Guaranteed booth location inside the State Capitol Rotunda during Florida Senior Day guaranteeing exposure to policy makers, business leaders, community leaders, and seniors from across the state
- Opportunity to host press events at the State Capitol ensuring brand recognition with policy makers, business leaders, community leaders, and seniors from across the state
- Name/logo recognition as Statewide Partner on all statewide promotional materials including advertisements, flyers, signage, website, programs, t-shirts, etc.
- Name/logo recognition in newspaper and magazine advertisements placed in major media markets across the state
- Name recognition in all radio advertisements aired across the state
- Six (6) VIP tickets to the Florida Senior Day Reception
- Name/logo recognition as Statewide Partner on Florida Senior Day website – www.floridaseniorday.org
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Community Partner - \$2,500

Provides businesses and organizations guaranteed visibility and booth space at the State Capitol, along with additional statewide promotions and advertising and the opportunity to be recognized as a statewide leader in collaborating with more than 75 statewide partners to improve the lives of Florida's seniors and their families.

- Booth location (based on availability) inside the State Capitol Rotunda during Florida Senior Day ensuring exposure to policy makers, business leaders, community leaders, and seniors across the state
- Guaranteed booth location and name/logo recognition in State Capitol Courtyard during Florida Senior Day ensuring exposure to thousands of policy makers, business leaders, community leaders, and seniors across the state
- Exclusive name/logo recognition as Community Partner on all statewide promotional materials including signage, website, programs, t-shirts, etc.
- Four (4) VIP tickets to the Florida Senior Day Reception
- Name/logo recognition as Community Partner on Florida Senior Day website – www.floridaseniorday.org
- Opportunity to promote services and products through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday



Capitol Partner - \$1,000

Provides partners with increased exposure and visibility at the State Capitol, along with the opportunity to work together with United Way of Florida and dozens of Florida's top businesses and organizations to improve the lives of Florida's seniors and their families.

- **Guaranteed booth location in State Capitol Courtyard during Florida Senior Day ensuring exposure to thousands of policy makers, business leaders, community leaders, and seniors across the state**
- **Name recognition as Capitol Partner on all statewide promotional materials including signage, website, programs, t-shirts, etc.**
- **Two (2) VIP tickets to the Florida Senior Day Reception**
- **Name recognition as Capitol Partner on Florida Senior Day website – www.floridaseniorday.org**
- **Opportunity to promote organization's services through social media networking on [www.twitter.com/ flseniorday](https://www.twitter.com/flseniorday) and www.facebook.com/flseniorday**
- **Members of your organization receive subscriptions to United Way of Florida and Florida Senior Day e-newsletters providing updated information and breaking news regarding important issues facing Florida seniors**
- **Opportunity to participate in Florida Senior Day planning committees and to collaborate with hundreds of leading statewide partners**



Non-Profit Partner - \$500

Provides non-profit organizations with increased exposure and visibility at the State Capitol. Non-profit partners work together with United Way of Florida and dozens of Florida's top businesses and organizations to improve the lives of Florida's seniors and their families.

- Booth location (based on availability) in State Capitol Courtyard during Florida Senior Day ensuring exposure to thousands of policy makers, business leaders, community leaders, and seniors across the state
- Name recognition as Non-Profit "One Voice" Partner on all statewide promotional materials including signage, website, programs, t-shirts, etc.
- Exclusive opportunity to purchase VIP tickets to the Florida Senior Day Reception
- Name recognition as Non-Profit "One Voice" Partner on Florida Senior Day website – www.floridaseniorday.org
- Opportunity to promote organization's services through social media networking on www.twitter.com/flseniorday and www.facebook.com/flseniorday
- Members of your organization receive subscriptions to United Way of Florida and Florida Senior Day e-newsletters providing updated information and breaking news regarding important issues facing Florida seniors
- Opportunity to participate in Florida Senior Day planning committees and to collaborate with hundreds of leading statewide partners



Florida Senior Day Partnership Registration Form

Organization Name: _____

Organization Address: _____

Contact Person: _____

Phone Number: _____

E-mail Address: _____

Signature: _____

Partnership Support Levels

<input type="radio"/> Primary Partner	\$75,000
<input type="radio"/> Media Partner	\$50,000
<input type="radio"/> Transportation Partner	\$20,000
<input type="radio"/> Reception Partner	\$15,000
<input type="radio"/> State Capitol Luncheon Partner	\$15,000
<input type="radio"/> Entertainment and Activities Partner	\$15,000
<input type="radio"/> Town Hall Meeting Partner	\$10,000
<input type="radio"/> Statewide Partner	\$5,000
<input type="radio"/> Community Partner	\$2,500
<input type="radio"/> Capitol Partner	\$1,000
<input type="radio"/> Non-Profit Partner	\$500

Total \$ _____

Please note:

- Please return Partnership Registration Form as soon as possible to ensure maximum exposure on all advertisements and promotions.
- All contributions to the United Way of Florida are tax deductible to the fullest extent of the law.
- In-kind donations (advertising, supplies, etc.) can substitute for cash in every sponsor level.
- Benefits and levels can be customized to suit individual partner needs.
- All promotions are based on space and availability; please contact Statewide Coordinator for details.
- Please register online at www.FloridaSeniorDay.org/Registration or send partnership form and check payable to:

United Way of Florida c/o Florida Senior Day
307-B E. 7th Ave., Tallahassee, FL 32303
Phone: (850) 222-3868 • Fax: (850) 588-1006
e-mail: info@floridaseniorday.org



FLORIDA Senior Day

www.floridaseniorday.org

 [@FLSeniorDay](https://twitter.com/FLSeniorDay)



For more information contact:

JASON ZABORSKE

Florida Senior Day Statewide Coordinator

UNITED WAY OF FLORIDA

307-B E. 7th Ave.

Tallahassee, FL 32303

Ph: 850-222-3868 | Cell: 850-251-7274 | Fax: 850-588-1006

info@floridaseniorday.org

Department of

ELDER AFFAIRS

STATE OF FLORIDA



United Way of Florida is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the fullest extent of the law.

A COPY OF THE OFFICIAL REGISTRATION (#CH13689) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE OF FLORIDA OR THROUGH THEIR WEBSITE www.800helpfla.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

STRENGTH IN NUMBERS, STRENGTH IN ACTION!