



2022 EVENTS

Fundraiser:

Thursday, September 15 - Williamsburg: Cocktails for a Cause, Brookdale Chambrel, 2800 Treyburn Dr., 4:30 - 6:30PM. (To Benefit Senior-Focused Non-Profit Organizations)

Seminars:

Thursday, September 22 - Yorktown: St. Mark Lutheran Church, 118 Old York Hampton Hwy., 1:00 - 4:00PM

Tuesday, October 4 - Norfolk: Gethsemane Community Fellowship Baptist Church, 1317 E. Brambleton Ave., 8:00AM - 12:20PM

Friday, October 28 - Chesapeake: River Crest Community Center, 1001 River Walk Parkway, 1:00 - 4:00PM

Thursday, November 10 - Hampton: Liberty Live Church, 1021 Big Bethel Rd., 1:00 - 4:00PM

Thursday, December 8 - Williamsburg: King of Glory, 4897 Longhill Rd., 8:00AM - 12:30PM

Physicians' Series:

The 1st and last Wednesday of each month, September - November, Greenbrier Country Club, 1301 Volvo Parkway, Chesapeake, 1:30 - 3:30PM

Scandals in History Series:

The 2nd Tuesday of each month, July - December, The Chamberlin, 2 Fenwick Rd., Hampton, 9:30 - 11:30AM

SEMINARS - Senior Advocate Seminars are half-day events hosting approximately 100 seniors. The format of these events includes 5-6 short educational presentations, scheduled time for the attendees to visit the exhibitors after registration and during the break, and door prizes given away at the end of each Seminar. An added benefit of these Seminars for our sponsors is the location, as we choose host sites with existing senior groups, residents, and congregation members which will allow exposure to many new seniors.

SEMINAR SPONSORSHIPS:

Presenter (\$1,500.00)

- 20-minute presentation
- Logo on all invitations
- Exhibit table in prominent location
- Receive contact information for all attendees (estimated 100 attendees)
- Promotion of Event and sponsors on Senior Advocate website and all Senior Advocate social media outlets
- Opportunity to place marketing flyer in attendee packets

Exhibitor (\$350.00/\$175.00 non-profit)

- Listing on all invitations
- Exhibit table
- Promotion of Event and sponsors on Senior Advocate website and all Senior Advocate social media outlets
- Estimated 100 attendees

Flyer Sponsor (\$25.00 for each event)

- Provide us with 125 (8 ½" x 11") flyers and we will place them in the attendee packets

SERIES - Physicians' Series and Scandals in History Series. Senior Advocate Series includes one theme with different presenters each month. We expect 50 attendees monthly at these Series. As an added benefit to our sponsors, Senior Advocate will send direct-mail invitations to those age and income qualified, allowing exposure to many new seniors.

Physicians' Series: 1st and last Tuesday, September - November: Greenbrier Country Club, 1301 Volvo Pkwy., Chesapeake, 1:00 - 3:30PM.

AND

Scandals in History Series: 2nd Tuesday, July - December: The Chamberlin, 2 Fenwick Rd., Hampton, 9:30 - 11:30AM

SERIES SPONSORSHIP:

Exhibitor (\$350.00/\$175.00 non-profit)

- Listing on all invitations
- Exhibit table at one meeting
- Promotion of Series and Sponsors on Senior Advocate website and all Senior Advocate social media outlets
- Estimated 50 attendees

E-BLASTS - A Senior Advocate E-blast is a great way to send your message out to our target audience of 5,000 Hampton Roads residents, two-thirds of whom are seniors, and the remainder of whom are professionals who offer senior services. Once we send your e-blast, we will also add the information to our website blog and share it with our 3,000+ social media followers. We recommend the e-blast option for promoting upcoming events, advertising specials or discounts, and/or offering new information such as a change to your services.

Fee: \$1,500.00/\$750.00 non-profit

Benefits:

- Scheduled e-blast to our target audience of 5,000 contacts
- E-blast promoted on all Senior Advocate social media sites (3,000+ followers)
- E-blast highlighted on www.SeniorAdvocate.Live
- Customized creation of e-blast
- E-blast flyer to be included in attendee packets at the following 4 Seminars after your e-blast is sent

E-NEWSLETTER ARTICLES - Create an educational article about your services and we will include it in our monthly e-newsletter that reaches over 5,000 Hampton Roads residents. The article must be 400 words or less and must be submitted by the 25th of the month.

Fee: \$500.00/\$250.00 non-profit

Benefits:

- Reach our target audience of 5,000 contacts
- E-newsletter promoted on all Senior Advocate social media sites (3,000+ followers)
- E-newsletter highlighted on www.SeniorAdvocate.Live

CHARITY EVENT - This fun event will be an opportunity for the community to support their favorite non-profit organizations who serve seniors. The event is free and will include adult beverages and hors d'oeuvres prepared by the Brookdale Chambrel culinary staff. Three lucky charities will win \$1,500.00, \$1,000.00 or \$500.00 and we will also have many other prizes that will be given out to the non-profit organizations, the sponsors and the attendees. We expect 150 attendees.

Cocktails for a Cause: To Benefit Senior-Focused Non-Profit Organizations

Thursday, September 15, 4:30 - 6:30PM - Williamsburg: Brookdale Chambrel, 2800 Treyburn Dr.

(Pre-luncheon for non-profits and sponsors will take place August 24, 11:30AM - 1:30PM at Chambrel.)

CHARITY EVENTS SPONSORSHIP:

Title Sponsorship (\$3,500.00)

- 5-minute presentation to all attendees at the event
- Logo on all invitations
- Exhibit table in prominent location
- Receive contact information for all attendees (estimated 150 attendees)
- Promotion of Event and Sponsors on Senior Advocate website and all Senior Advocate social media outlets
- Opportunity to place marketing flyer in attendee and non-profit packets
- Opportunity to do a 5-minute presentation at the pre-event luncheon
- Opportunity to bring lunch and present to each non-profit's entire staff at their office location after the event. Senior Advocate will schedule the meeting.

Bar Sponsor (\$2,000.00)

- Logo on all invitations
- Exhibit table in prominent location next to the bar. This prime location carries enhanced visibility as each attendee will be directed to your table for a chance to win one of 4 (\$50.00) Visa gift cards. The gift cards will be provided by Senior Advocate.
- To receive contact information for all attendees (estimated 150 attendees)
- Promotion of Event and Sponsors on Senior Advocate website and all Senior Advocate social media outlets
- Opportunity to place marketing flyer in attendee and non-profit packets
- Opportunity to do a 5-minute presentation at the pre-event luncheon

Exhibitor (\$350.00)

- Logo on all invitations
- Exhibit table in prominent location
- Promotion of Event and Sponsors on Senior Advocate website and all Senior Advocate social media outlets

Flyer Sponsor (\$25.00 for each event)

- Provide us with 125 (8 ½" x 11") flyers and we will place them in the attendee and non-profit organization packets