

2022



## Community Partnership Opportunity

Engage with an audience that is actively looking for information and resources related to wellness, housing, and community supports for older adults.

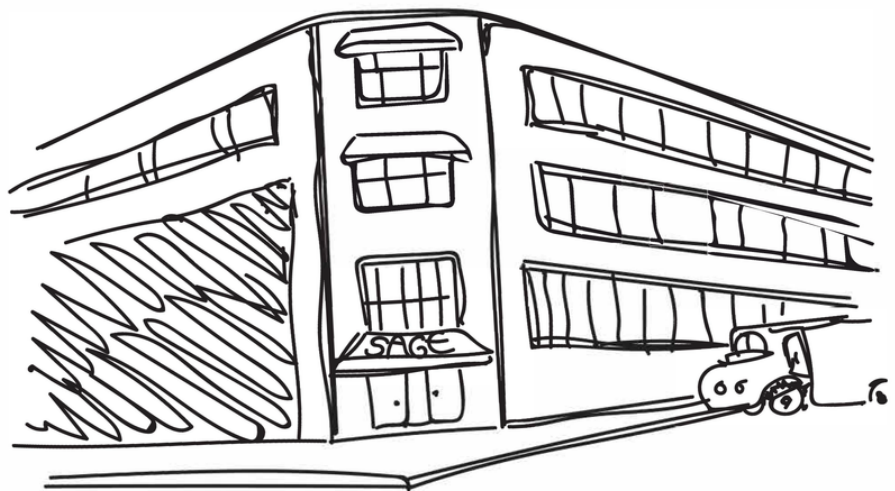
Join the 2022 **Seniors Saturday** and **The Virtual Seniors Forum** as a community sponsor!



## WHO WE ARE

Sage Seniors Association (Sage) is a community-based senior-serving organization that works from and with the strengths and needs of individuals and communities in the greater Edmonton area and across the province.

Underwriting a holistic spectrum of services and programs is a vision of a community where all seniors are valued and have the opportunity to live according to their beliefs, abilities, and aspirations.



# Seniors Saturday

## October 1, 2022

On Saturday, October 1, 2022, five concurrent community events, free and open to the public, will connect seniors to opportunities, information, resources, and each other.

Community Hosts for the inaugural Seniors Saturday include:

- Alberta Avenue Community League
- Calder Community League
- Malmo Plains Community League
- Sherbrooke Community League
- South East Edmonton Seniors Association (SEESA)

For more information, please visit:

[www.mysage.ca/events/seniors-saturday.](http://www.mysage.ca/events/seniors-saturday)





# The Virtual Seniors Forum

## November 15 and 16, 2022

The Virtual Seniors Forum connects seniors, their families, professionals, and caregivers to vital information and resources pertaining to housing, health, wellness, and social supports for older adults through two days of scheduled live information sessions hosted through Zoom. Registration is free!

The Virtual Seniors Forum, presented by Age Friendly Edmonton, is organized by Sage Seniors Association, and supported by an advisory committee comprised of key stakeholders from the seniors sector.

### ATTENDANCE AND DEMOGRAPHICS

- Year 1 in 2020: 300 attendees.
- Year 2 in 2021: 400 attendees.
- 90% seniors, 79% said they would attend virtually again.

For more information, please visit:

[www.seniorsforum.ca](http://www.seniorsforum.ca).



## THE OPPORTUNITY

Put your organization in front of community members who are actively seeking information, services, and resources.



Increase awareness and **brand visibility** by leveraging the accessibility of a virtual community and in-person events.



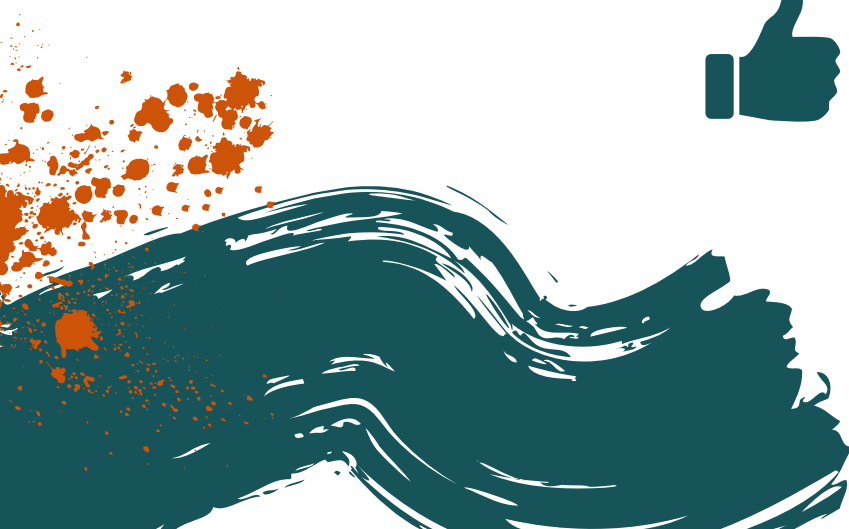
Attract **new customers** by engaging with individuals actively seeking information, services, and resources!



Invest in **positive public relations** by aligning with an event involving key stakeholders from the seniors' sector.



Be **recognized** for your generosity by taking advantage of various sponsorship incentives listed on the next page.



# Sponsor Benefits and Recognition Options

☐

## Presenting Sponsor

EXCLUSIVE 1 FOR EACH EVENT

Virtual Seniors Forum: Age Friendly Edmonton  
Seniors Saturday: *Pending*

Select any/all benefits below

- Exclusive Presented by logo recognition.

☐

## Champion Sponsor

**\$5000**

LIMITED TO 3 SPOTS

Select any/all benefits below

- **CHOOSE 1:** Opportunity to deliver greetings in the Virtual Seniors Forum program **OR** post a recorded greeting on the seniorsforum.ca website **OR** delivered "live."
- Special sponsor shout-out on social media.

☐

## Community Sponsor

**\$3000**

LIMITED TO 4 SPOTS

Select any/all benefits below

- Logo on Seniors Saturday poster template (distributed by host communities for their unique event.)
- Logo on ads.

☐

## Supporting Sponsor

**\$1500+**

LIMITED TO 8 SPOTS

Select any 6 benefits below

- Linked logo on seniorsforum.ca homepage.
- Linked logo on Seniors Saturday webpage.
- Logo recognition on Virtual Seniors Forum program and slideshow.
- Option for employee volunteer engagement.

☐

## Advocate Sponsor

**\$500+**

UNLIMITED SPOTS

Select 1 of the benefits below

- Digital ad in the seniorsforum.ca marketplace.
- Inclusion in verbal sponsor recognition during the Virtual Seniors Forum.
- Opportunity to contribute and present 'door prize'/draw item.
- Recognition in thank you messaging to all Seniors Saturday and Virtual Seniors Forum participants and presenters.

All sponsors will be acknowledged by name in Sage's annual Community Impact Report.

# Sponsor Registration

Organization/Company:

Mailing Address:

City:  Province:

Postal Code:  Website:

Contact Person:

Title/Role:

Phone:  Email:

## Yes, I want to be involved as a sponsor!

- |   |  |
|---|--|
| <input type="checkbox"/> Champion Sponsor \$5000  | <input type="checkbox"/> Supporting Sponsor \$1500 |
| <input type="checkbox"/> Community Sponsor \$3000 | <input type="checkbox"/> Advocate Sponsor \$500    |

## Payment

- ☐ Pay by cheque payable to Sage Seniors Association and mail to  
15 Sir Winston Churchill Square  
NW Edmonton, AB T5J 2E5
- ☐ Payment by credit card online or by phone
- ☐ I have selected benefits entitled to the sponsorship level on the list of recognition options and understand the deadlines for sending logos, etc.\*

## Contact

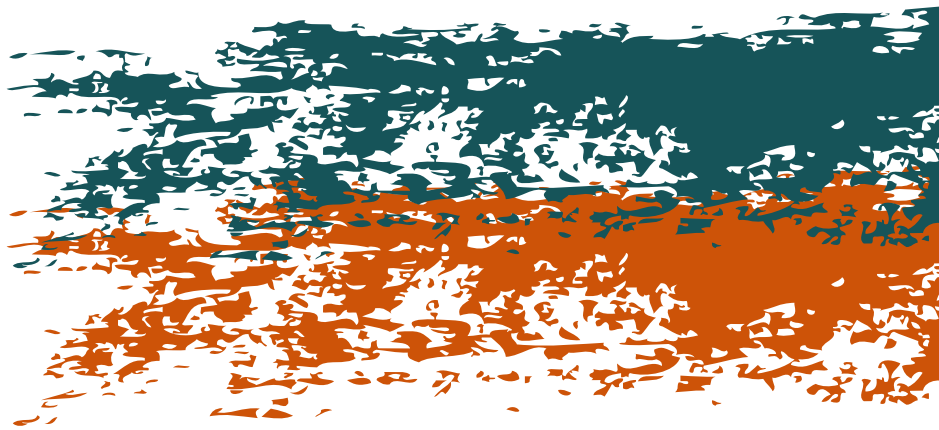
For more information about sponsorship or payment, please contact:

Shelaine Sparrow  
ssparrow@mySage.ca  
780-701-9006

If you prefer to receive a charitable tax receipt instead of sponsor recognition benefits, donations are welcome and appreciated.

**\*Please note, the deadline for payment and to send in sponsorship materials (i.e., logos, ads, etc.) is August 1, 2022.**





## **BACKGROUND**

Each year in Edmonton, the Seniors Housing Forum and Seniors Health and Wellness Forum have been flagship seniors' information events. In 2020, the forums were combined and presented through Zoom as the Virtual Seniors Forum. The response was unexpectedly positive - 300 people (90% seniors) attended the first year, and over 400 joined in 2021.

For some, the virtual format provided access they hadn't had before, and became the preferred format for many. As a result, what started as a way to keep seniors safe during the pandemic, has now become a staple of Sage's information programming and the Virtual Seniors Forum will be hosted online again November 15 and 16, 2022.

However, while some gained access through the virtual venue, we know many others were cut off by the pandemic and isolation deepened and valuable connections were lost. In response, a new initiative, Seniors Saturday, will offer seniors neighbourhood-level events on the first Saturday of October to connect with resources and information that support healthy aging.





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