

GRANITE REEF SENIOR CENTER

2011 SPECIAL EVENT SPONSORSHIP PACKET

LEED® CERTIFIED GREEN BUILDING





OVERVIEW

THE CITY OF SCOTTSDALE'S GRANITE REEF SENIOR CENTER OPENED IN 2006, BECOMING OUR ORGANIZATION'S FIRST LEED® CERTIFIED GREEN BUILDING. SINCE THEN, THE CENTER HAS BEEN THE MOST UTILIZED INDOOR FACILITY IN THE CITY OF SCOTTSDALE, WITH OVER 850,000 CUSTOMER CONTACTS IN FISCAL YEAR 2009/2010. THE GRANITE REEF SENIOR CENTER'S 2011 SPECIAL EVENT SPONSORSHIP IS AN ANNUAL AGREEMENT THAT COMBINES THE 14 SPECIAL EVENTS CONDUCTED BY THE CENTER INTO ONE DYNAMIC PACKAGE, ALLOWING CORPORATIONS AND LOCAL BUSINESSES TO CONNECT WITH THEIR TARGET MARKET FOR AN ENTIRE YEAR, MAXIMIZING MARKETING AND BRANDING EXPOSURE.

THE LATEST CENSUS DATA INDICATES THAT OVER 37% OF SCOTTSDALE'S POPULATION IS OVER 50 YEARS OLD. AS THAT PERCENTAGE INCREASES, THE VALUE OF CONNECTING WITH THE SENIOR POPULATION INCREASES SUBSTANTIALLY. ALTHOUGH THE BULK OF OUR CITIZEN CONTACTS ARE SENIOR ADULTS, THE GRANITE REEF SENIOR CENTER IS A GATHERING SPACE THAT IS HOME TO MULTIPLE OTHER GROUPS INCLUDING THE HUMAN SERVICES, PARKS & RECREATION, MCDOWELL SONORAN PRESERVE AND CITY CABLE CHANNEL 11 COMMISSIONS, THE CITY OF SCOTTSDALE'S GREEN BUILDING PROGRAM AND SOLAR LECTURE SERIES AND MANY OTHER GROUPS. DURING THE PAST FISCAL YEAR, OUR CENTER HAD OVER 475 PRIVATE RESERVATIONS, WHICH RESULTED IN A HIGH VOLUME OF DIVERSE TRAFFIC THROUGH OUR FACILITY.

THE GRANITE REEF SENIOR CENTER UTILIZES AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR OUR SPECIAL EVENTS THAT ENCOMPASSES DIRECT MARKETING, PUBLIC/MEDIA RELATIONS, EMAIL MARKETING, PRINT AND TELEVISION MARKETING. EACH SPECIAL EVENT HELD IN 2010 ECLIPSED THE PREVIOUS YEAR'S IN ATTENDANCE, MARKETING AND OUTREACH. THE 2010 ENTERTAINMENT EXTRAVAGANZA IS A GREAT EXAMPLE OF HOW OUR SPECIAL EVENTS HAVE EVOLVED INTO LARGE SCALE COMMUNITY GATHERINGS, COORDINATED WITH PROFESSIONALISM AND ADVERTISED THROUGH A COMPREHENSIVE SYSTEM OF RESOURCES. WHETHER IT'S THE MAYOR UTILIZING THE CENTER FOR HIS MCDOWELL ROAD SUMMIT, SCOTTSDALE EMPLOYEES MEETING FOR MONTHLY SAFETY AND EXECUTIVE TEAM MEETINGS OR AN INTERNATIONAL DANCE TEAM PERFORMING FOR THE PUBLIC, THE GRANITE REEF SENIOR CENTER REMAINS A HUB OF ACTIVITY IN OUR COMMUNITY.

TO OUR VALUED PAST & PROSPECTIVE SPONSORS

IN THE FOLLOWING PAGES OF THIS PACKET YOU WILL FIND DETAILED INFORMATION ABOUT OUR EVENTS AND MARKETING STRATEGY AND HOW YOU, AS A SPONSOR, CAN RECEIVE MAXIMUM EXPOSURE THROUGH A PARTNERSHIP WITH THE GRANITE REEF SENIOR CENTER. TO EACH OF OUR PAST SPECIAL EVENT SPONSORS, WE SINCERELY VALUE OUR RELATIONSHIP WITH YOU AND WE THANK YOU FOR HELPING US PROVIDE OUTSTANDING SPECIAL EVENTS TO SCOTTSDALE'S SENIOR COMMUNITY.

THANK YOU!

Nick Molinari

GRANITE REEF SENIOR CENTER
(480) 312-1733 | NMOLINARI@SCOTTSDALEAZ.GOV | WWW.SCOTTSDALEAZ.GOV/SENIORS



WHAT CAN A SPONSORSHIP DO FOR MY BUSINESS? QUITE A LOT!

PRINT MEDIA

PROFESSIONALLY DESIGNED POSTERS, FLYERS, DOOR HANGERS, BANNERS, POSTCARDS AND BROCHURES ARE CRITICAL TOOLS IN CONNECTING WITH OUR TARGET POPULATION. THERE IS EXTREME VALUE IN PRINT MATERIAL WITH THE SENIOR ADULT POPULATION AND THESE RESOURCES ARE DESIGNED TO ACHIEVE MAXIMUM IMPACT. ALL SPONSORSHIP LEVELS INCLUDE YOUR LOGO ON ALL OF THE PRINT MATERIAL GENERATED BY THE SENIOR CENTER FOR SPECIAL EVENTS IN 2011. WE DISTRIBUTE HUNDREDS OF THOUSANDS OF PRINT IMPRESSIONS THROUGHOUT THE YEAR, CREATING AN EFFECTIVE BRANDING IMPACT FOR SPONSOR OF ALL LEVELS.

THE GAZETTE IS THE CENTER'S MONTHLY NEWSLETTER. IT IS DISTRIBUTED IN PRINT TO APPROXIMATELY 2,000 MONTHLY. ADDITIONALLY, THE PUBLICATION IS ACCESSED ONLINE BY ANOTHER 4,000 MONTHLY. BASED ON MONTHLY STATISTICS, THE GAZETTE ALONE GENERATES 80,000 IMPRESSIONS ANNUALLY. LOGO PLACEMENT IN THE GAZETTE IS BASED ON SPONSORSHIP LEVEL, WITH "TITLE" SPONSORS RECEIVING A 1/4 PAGE TAG LINE AD ON THE FRONT OF THE PUBLICATION FOR ONE FULL YEAR. THE CENTER DOES NOT SELL ADVERTISEMENT SPACE IN THE NEWSLETTER, SO SPONSOR LOGO PLACEMENT PROVIDES A POWERFUL TOOL.

THE SCOTTSDALE PARKS AND RECREATION CLASSES & PROGRAMS BROCHURE IS OUR DIVISION'S PRIMARY ADVERTISING TOOL. IT IS DISTRIBUTED TO APPROXIMATELY 50,000 HOMES THREE TIMES PER YEAR. ADDITIONALLY, THE PUBLICATION IS AVAILABLE THROUGHOUT THE CITY IN PARKS, COMMUNITY CENTERS, SENIOR CENTERS, LIBRARIES AND OTHER CITY FACILITIES. WE ADVERTISE OUR EVENTS AND PROGRAMS IN THE BROCHURE AND LOGO PLACEMENT IN THE BROCHURE PROVIDES CLOSE TO 200,000 ANNUAL IMPRESSIONS TO SCOTTSDALE RESIDENTS.

WEB-BASED MEDIA

SCOTTSDALE SENIOR SERVICES' WEBSITE (WWW.SCOTTSDALEAZ.GOV/SENIORS) IS ACCESSED DAILY BY HUNDREDS OF SENIORS, ADULT CHILDREN OF OLDER ADULTS AND OTHERS INQUIRING ABOUT SERVICES, RESOURCES AND PROGRAMS IN SCOTTSDALE. ADDITIONALLY, WE MAINTAIN INDIVIDUAL WEBSITES FOR LARGE EVENTS LIKE THE "ALL THINGS SENIOR" EXPO, THE ARTS & CRAFTS FAIR AND THE ENTERTAINMENT EXTRAVAGANZA. BASED ON SPONSORSHIP LEVEL, YOUR COMPANY LOGO, ALONG WITH A LINK TO YOUR ORGANIZATION'S WEBSITE, WILL APPEAR IN THESE AREAS.

IN ADDITION TO OUR WEBSITE, SCOTTSDALE SENIOR SERVICES UTILIZES AN EMAIL DISTRIBUTION LIST TO SEND REGULAR EMAIL BLASTS TO OUR ONLINE COMMUNITY. FOR SPECIAL EVENTS WE SEND AN EVENT SPECIFIC E-INVITATION THAT INCLUDES COMPANY LOGOS AND EVENT INFORMATION. THE GRANITE REEF SENIOR CENTER MAINTAINS A FACEBOOK PAGE THAT WE UTILIZE TO PROMOTE EVENTS, PROGRAMS AND SPONSORSHIP RELATIONSHIPS AS WELL.

ON-SITE & OTHER MEDIA

VARYING SPONSORSHIP LEVELS INCLUDE ON-SITE BOOTH OR TABLE SPACE AT MANY OF OUR ANNUAL EVENTS. THIS SERVES AS A POWERFUL TOOL IN CONNECTING DIRECTLY WITH THE SENIOR POPULATION.

CITY CABLE CHANNEL 11 SERVES AS THE CENTER'S MEDIA PARTNER AND ASSISTS IN DELIVERING EVENT ADVERTISING TO SCOTTSDALE RESIDENTS. SPONSORS ARE INCLUDED IN ALL EVENT PROMOTIONS, WITH LOGO PLACEMENT AND VERBAL RECOGNITION. ADDITIONALLY, WE UTILIZE REGULAR PROGRAMMING LIKE "SENIOR SPOTLIGHT", "A TIME TO RECREATE" AND "JUST FOR YOU" TO MARKET UPCOMING EVENTS. CITY CABLE CHANNEL 11 HAS BEEN A GREAT RESOURCE IN HELPING US MAXIMIZE BOTH EVENT AND SPONSOR EXPOSURE.

LARGER EVENTS LIKE THE ARTS & CRAFTS FAIR ARE MARKETED VERY HEAVILY AND INCLUDE MAGAZINE, NEWSPAPER AND OTHER ADVERTISING THAT CONNECTS WITH HUNDREDS OF THOUSANDS OF CITIZENS. BASED ON SPONSORSHIP LEVEL, COMPANY LOGOS ARE INCLUDED IN THOSE ADS, WHICH CAN HELP COMPANIES REACH NEW MARKETS AND POTENTIAL CUSTOMERS.

EXTRAS? YOU MEAN WE GET MORE?

THROUGHOUT THE YEAR THE SENIOR CENTER HAS MULTIPLE OPPORTUNITIES TO THAT ARISE TO PROMOTE EVENTS THAT ARE NOT LISTED IN THIS PACKET. DURING 2010, SPONSORS BENEFITTED FROM AN ADDITIONAL EVENT (DRIVING MISS DAIZY... CRAZY!), A PHOENIX MAGAZINE AD, EXPOSURE THROUGH SCOTTSDALE CENTER FOR THE PERFORMING ARTS, BANNERS AT SCOTTSDALE STADIUM AND THE CHAPARRAL PARK OFF LEASH AREA, PROMOTIONAL BOOTHS AT SPRING TRAINING, SOCIAL MEDIA UPDATES AND MULTIPLE OTHER PROMOTIONS THAT RESULTED IN THOUSANDS OF ADDITIONAL IMPRESSIONS NOT INCLUDED IN THE SPONSORSHIP AGREEMENTS.



THE EVENTS

- "ALL THINGS SENIOR EXPO" | FEBRUARY 16, 2011 | NEW EVENT
- 9TH ANNUAL ENTERTAINMENT EXTRAVAGANZA | APRIL 20, 2011 | 2010 ATTENDANCE · 750
- SENIOR SERVICES VOLUNTEER APPRECIATION EVENT | TBA | 2010 ATTENDANCE · 150
- SENIOR PROM | FRIDAY, APRIL 22, 2011 | 2010 ATTENDANCE · 91
- MOTHER'S DAY TEA PARTY | FRIDAY, MAY 6, 2011 | 2010 ATTENDANCE · 106
- FATHER'S DAY RECOGNITION EVENT | FRIDAY, JUNE 17, 2011 | 2010 ATTENDANCE · 90
- ICE CREAM SOCIAL | THURSDAY, JULY 21, 2011 | 2010 ATTENDANCE · 350
- OLYMPALOOZA | TBA | 2010 ATTENDANCE · 36
- HAWAIIAN LUAU | FRIDAY, AUGUST 26, 2011 | 2010 ATTENDANCE · 270
- MAKE A DIFFERENCE DAY | SATURDAY, OCTOBER 23, 2011 | 2010 ATTENDANCE / PARTICIPATION · 150
- THANKSGIVING LUNCHEON | FRIDAY, NOVEMBER 18, 2011 | 2010 ATTENDANCE · 345
- 28TH ANNUAL ARTS & CRAFTS FAIR | SATURDAY, NOVEMBER 19, 2011 | 2010 ATTENDANCE · 4500
- STUDENT ART SHOW | TBA | NEW EVENT
- NATIONAL YOUTH SERVICE DAY | TBA | 2010 ATTENDANCE · 175

EACH EVENT WE HAVE HELD TO-DATE IN 2010 HAS SURPASSED THE PREVIOUS YEAR'S ATTENDANCE. 2010 HAS BEEN A TERRIFIC YEAR AND OUR CURRENT SPONSORS HAVE BEEN EXTREMELY PLEASED WITH INCREASED EXPOSURE, RECOGNITION AND FOOT TRAFFIC ASSOCIATED WITH THEIR AGREEMENTS.

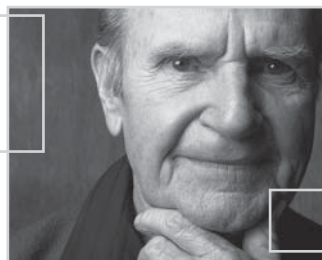
“OUR SPONSORSHIP HAS ALLOWED US TO EXPAND OUR VISIBILITY BEYOND THE TRADITIONAL AVENUES NORMALLY AVAILABLE FOR OUR HOME CARE INDUSTRY. EACH AND EVERY TIME I HAVE THE PRIVILEGE TO ATTEND A GRANITE REEF SENIOR CENTER EVENT, I JUMP AT THE CHANCE.” DEBBIE SEPLOW, PRESIDENT, HOME INSTEAD SENIOR CARE

PREVIOUS SPONSORS

MCDOWELL VILLAGE
SILVERADO
THE BARTON HOUSE

HOME INSTEAD SENIOR CARE
THE SPRINGS OF SCOTTSDALE

DUTCH BROS. COFFEE
PAUL JOHNSON'S JEWELRY





SPONSORSHIPS AWARDED - 1

TITLE SPONSORSHIP - \$15,000

PRINT MATERIAL

- LISTED AS "TITLE OR PRESENTING SPONSOR", WITH YOUR COMPANY LOGO PROMINENTLY DISPLAYED ON ALL PRINT MATERIAL FOR 14 EVENTS. PRINT MATERIAL INCLUDES FLYERS, POSTERS, BANNERS, DOOR HANGERS, POST CARDS AND BROCHURES.
- ¼ PAGE ADVERTISEMENT (FRONT PAGE) IN 12 CONSECUTIVE MONTHS OF THE "GAZETTE", THE GRANITE REEF SENIOR CENTER'S MONTHLY NEWSLETTER.
- LISTED AS "TITLE OR PRESENTING SPONSOR", WITH YOUR COMPANY LOGO, IN THE 28TH ANNUAL ARTS & CRAFTS FAIR ADVERTISEMENT IN THE SCOTTSDALE RECREATION CLASSES & PROGRAMS BROCHURE, WHICH IS DELIVERED TO OVER 50,000 HOMES.
- LOGO WILL BE PROMINENTLY DISPLAYED IN EACH OF THE 28TH ANNUAL ARTS & CRAFTS FAIR BANNERS, WHICH ARE DISPLAYED AT VARIOUS, HIGH VOLUME LOCATIONS THROUGHOUT THE CITY OF SCOTTSDALE
- 1/2 PAGE COMPANY ADVERTISEMENT IN THE ARTS & CRAFTS FAIR, ENTERTAINMENT EXTRAVAGANZA AND "ALL THINGS SENIOR" EXPO EVENT PROGRAMS.
- RIGHTS TO USE THE CITY OF SCOTTSDALE, THE GRANITE REEF SENIOR CENTER AND THE INDIVIDUAL EVENTS IN YOUR ORGANIZATION'S MARKETING MATERIAL AND CAMPAIGNS.

WEB & MEDIA

- COMPANY LOGO AND LINK TO YOUR ORGANIZATION'S WEBSITE ON THE SCOTTSDALE SENIOR SERVICES HOMEPAGE (12 CONSECUTIVE MONTHS) AND ON ALL RESPECTIVE EVENT WEB PAGES (ARTS & CRAFTS FAIR, ENTERTAINMENT EXTRAVAGANZA, SENIOR EXPO)
- LISTED AS "TITLE SPONSOR", WITH YOUR COMPANY LOGO PROMINENTLY DISPLAYED, ON ALL SPECIAL EVENT EMAIL BLASTS.
- INCLUDED AS "TITLE SPONSOR" ON ALL SPECIAL EVENT SOCIAL MEDIA UPDATES.
- COMPANY LOGO INCLUDED IN ALL CITY CABLE CHANNEL 11 PROMOTIONS FOR 2011 SPECIAL EVENTS.

ONSITE ADVERTISING & MISC MEDIA

- YOUR ORGANIZATION WILL BE PROVIDED WITH A BOOTH AT THE 28TH ANNUAL ARTS & CRAFTS FAIR, THE ENTERTAINMENT EXTRAVAGANZA, THE "ALL THINGS SENIOR" EXPO, THE ICE CREAM SOCIAL, HAWAIIAN LUAU, THE MOTHER'S DAY TEA PARTY AND THE FATHER'S DAY RECOGNITION.
- YOUR ORGANIZATION MAY ESTABLISH UP TO FOUR ON-SITE BANNERS TO BE PLACED AT EVENT LOCATION FOR ALL 2011 EVENTS.
- RECOGNIZED AS "TITLE SPONSOR" IN THE 28TH ANNUAL ARTS & CRAFTS FAIR CITY CABLE CHANNEL 11 PROMO.
- RECOGNIZED AS "TITLE SPONSOR" IN ALL CITY CABLE CHANNEL 11 ADS FOR 2011 SPECIAL EVENTS.
- YOUR ORGANIZATION WILL RECEIVE 10 SPOTS/TICKETS TO ALL 2011 PAID SPECIAL EVENTS.
- CUSTOMIZED COMPANY ADVERTISEMENT TO BE FEATURED ON THE CENTER'S BROADCAST SYSTEM FOR 12 MONTHS.





SPONSORSHIPS AWARDED - 3

GOLD SPONSORSHIP - \$7,500

PRINT MATERIAL

- COMPANY LOGO PROMINENTLY PLACED ON ALL EVENT PRINT MATERIAL, WHICH INCLUDES POSTERS, FLYERS DOOR HANGERS, POSTCARDS AND BROCHURES.
- COMPANY LOGO INCLUDED IN 12 CONSECUTIVE MONTHS OF THE "GAZETTE", THE GRANITE REEF SENIOR CENTER'S MONTHLY NEWSLETTER
- COMPANY LOGO INCLUDED IN THE 28TH ANNUAL ARTS & CRAFTS FAIR ADVERTISEMENT IN THE SCOTTSDALE RECREATION CLASSES & PROGRAMS BROCHURE, WHICH IS DELIVERED TO OVER 50,000 HOMES.
* BASED ON PUBLISHING SCHEDULE, LOGO MAY APPEAR IN OTHER EVENT ADS IN THIS BROCHURE
- LOGO WILL BE PROMINENTLY DISPLAYED IN EACH OF THE 28TH ANNUAL ARTS & CRAFTS FAIR BANNERS, WHICH ARE DISPLAYED AT VARIOUS, HIGH VOLUME LOCATIONS THROUGHOUT THE CITY OF SCOTTSDALE
- 1/4 PAGE COMPANY ADVERTISEMENT IN THE ARTS & CRAFTS FAIR, ENTERTAINMENT EXTRAVAGANZA AND "ALL THINGS SENIOR" EXPO EVENT PROGRAMS.
- RIGHTS TO USE THE CITY OF SCOTTSDALE, THE GRANITE REEF SENIOR CENTER AND THE INDIVIDUAL EVENTS IN YOUR ORGANIZATION'S MARKETING MATERIAL AND CAMPAIGNS.

WEB & MEDIA

- COMPANY LOGO INCLUDED IN ALL CITY CABLE CHANNEL 11 PROMOTIONS FOR 2011 SPECIAL EVENTS
- COMPANY LOGO INCLUDED IN ALL SPECIAL EVENT EMAIL BLASTS
- COMPANY LOGO + LINK TO YOUR ORGANIZATION'S WEBSITE ON ALL EVENT SPECIFIC WEB PAGES
- COMPANY LOGO + LINK TO YOUR ORGANIZATION'S WEBSITE ON SCOTTSDALE SENIOR SERVICES' SPONSOR WEBPAGE

ONSITE ADVERTISING & MISC MEDIA

- YOUR ORGANIZATION WILL BE PROVIDED WITH A BOOTH AT THE 28TH ANNUAL ARTS & CRAFTS FAIR, THE "ALL THINGS SENIOR" EXPO AND THE ENTERTAINMENT EXTRAVAGANZA
- YOUR ORGANIZATION MAY ESTABLISH TWO ON-SITE BANNERS TO BE PLACED AT EVENT LOCATION FOR ALL 2011 SPECIAL EVENTS.
- CUSTOMIZED COMPANY ADVERTISEMENT SLIDE TO BE FEATURED ON THE GRANITE REEF SENIOR CENTER'S INTERNAL BROADCAST SYSTEM FOR 12 CONSECUTIVE MONTHS.
- YOUR ORGANIZATION WILL RECEIVE FIVE SPOTS/TICKETS TO ALL 2011 PAID SPECIAL EVENTS.



SILVER SPONSORSHIP - \$5,000



SPONSORSHIPS AWARDED - 4

PRINT MATERIAL

- COMPANY LOGO PROMINENTLY PLACED ON ALL EVENT PRINT MATERIAL, WHICH INCLUDES POSTERS, FLYERS DOOR HANGERS, POSTCARDS AND BROCHURES.
- COMPANY LOGO INCLUDED IN SIX CONSECUTIVE MONTHS OF THE "GAZETTE", THE GRANITE REEF SENIOR CENTER'S MONTHLY NEWSLETTER
- COMPANY LOGO INCLUDED IN THE 28TH ANNUAL ARTS & CRAFTS FAIR ADVERTISEMENT IN THE SCOTTSDALE RECREATION CLASSES & PROGRAMS BROCHURE, WHICH IS DELIVERED TO OVER 50,000 HOMES.
* BASED ON PUBLISHING SCHEDULE, LOGO MAY APPEAR IN OTHER EVENT ADS IN THIS BROCHURE
- LOGO WILL BE PROMINENTLY DISPLAYED IN EACH OF THE 28TH ANNUAL ARTS & CRAFTS FAIR BANNERS, WHICH ARE DISPLAYED AT VARIOUS, HIGH VOLUME LOCATIONS THROUGHOUT THE CITY OF SCOTTSDALE
- COMPANY LOGO INCLUDED IN THE ARTS & CRAFTS FAIR, ENTERTAINMENT EXTRAVAGANZA AND "ALL THINGS SENIOR" EXPO EVENT PROGRAMS.

WEB & MEDIA

- COMPANY LOGO INCLUDED IN ALL CITY CABLE CHANNEL 11 PROMOTIONS FOR 2011 SPECIAL EVENTS
- COMPANY LOGO INCLUDED IN ALL SPECIAL EVENT EMAIL BLASTS
- COMPANY LOGO INCLUDED ON ALL EVENT SPECIFIC WEB PAGES
- COMPANY LOGO INCLUDED ON SCOTTSDALE SENIOR SERVICES' SPONSOR WEBPAGE

ONSITE ADVERTISING & MISC MEDIA

- YOUR ORGANIZATION MAY ESTABLISH TWO ON-SITE BANNERS TO BE PLACED AT EVENT LOCATION FOR ALL 2011 SPECIAL EVENTS.
- CUSTOMIZED COMPANY ADVERTISEMENT SLIDE TO BE FEATURED ON THE GRANITE REEF SENIOR CENTER'S INTERNAL BROADCAST SYSTEM FOR SIX CONSECUTIVE MONTHS.

BRONZE SPONSORSHIP - \$2,500

PRINT MATERIAL

SPONSORSHIPS AWARDED - 6

- COMPANY LOGO PROMINENTLY PLACED ON ALL EVENT PRINT MATERIAL, WHICH INCLUDES POSTERS, FLYERS DOOR HANGERS, POSTCARDS AND BROCHURES.
- COMPANY LOGO INCLUDED IN SIX CONSECUTIVE MONTHS OF THE GAZETTE, THE GRANITE REEF SENIOR CENTER'S MONTHLY NEWSLETTER
- COMPANY LOGO INCLUDED IN THE 28TH ANNUAL ARTS & CRAFTS FAIR ADVERTISEMENT IN THE SCOTTSDALE RECREATION CLASSES & PROGRAMS BROCHURE, WHICH IS DELIVERED TO OVER 50,000 HOMES.
* BASED ON PUBLISHING SCHEDULE, LOGO MAY APPEAR IN OTHER EVENT ADS IN THIS BROCHURE
- LOGO WILL BE PROMINENTLY DISPLAYED IN EACH OF THE 28TH ANNUAL ARTS & CRAFTS FAIR BANNERS, WHICH ARE DISPLAYED AT VARIOUS, HIGH VOLUME LOCATIONS THROUGHOUT THE CITY OF SCOTTSDALE

WEB & MEDIA

- COMPANY LOGO INCLUDED IN ALL CITY CABLE CHANNEL 11 PROMOTIONS FOR 2011 SPECIAL EVENTS
- COMPANY LOGO INCLUDED ON ALL EVENT SPECIFIC WEB PAGES
- COMPANY LOGO INCLUDED ON SCOTTSDALE SENIOR SERVICES' SPONSOR WEBPAGE

2011 SPONSORSHIP BENEFIT OVERVIEW

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 NICK MOLINARI | RECREATION COORDINATOR | (480) 312-1733

	TITLE	GOLD	SILVER	BRONZE
BENEFIT				
PRINT	1/4 PAGE COMPANY AD IN "GAZETTE"	X (12 MONTHS)		
	COMPANY LOGO IN "GAZETTE"		X	X
	LISTED AS "TITLE" OR "PRESENTING" SPONSOR ON MATERIAL	X		
	COMPANY LOGO INCLUDED IN ALL PRINT ADVERTISING	X	X	X
	1/2 PAGE COMPANY AD IN EVENT PROGRAMS	X		
	1/4 PAGE COMPANY AD IN EVENT PROGRAMS		X	
	COMPANY LOGO INCLUDED IN EVENT PROGRAMS			X
	COMPANY LOGO INCLUDED IN RECREATION BROCHURE	X	X	X
	LISTED AS "TITLE" SPONSOR IN RECREATION BROCHURE	X		
	LISTED AS "TITLE" SPONSOR IN SPECIAL EVENT BANNERS	X		
COMPANY LOGO INCLUDED IN SPECIAL EVENT BANNERS	X	X	X	
ONLINE & MISC MEDIA	COMPANY LOGO INCLUDED ON ALL EVENT PAGES	X	X	X
	COMPANY LOGO + LINK ON ALL EVENT WEB PAGES	X	X	X
	COMPANY LOGO + LINK ON SCOTTSDALE SENIOR SERVICES SITE	X		
	COMPANY LOGO INCLUDED ON ALL EVENT E-INVITATIONS	X	X	X
	COMPANY LOGO + LINK ON ALL EVENT E-INVITATIONS	X		
	LISTED AS TITLE SPONSOR ON ALL SOCIAL MEDIA UPDATES	X		
	COMPANY LOGO INCLUDED IN ALL CITY CABLE CHANNEL 11 PROMOS	X	X	X
	LISTED AS "TITLE SPONSOR ON ALL CITY CABLE CHANNEL 11 PROMOS	X		
ON-SITE	TABLE / BOOTH AT ALL APPLICABLE 2011 EVENTS	X		
	TABLE / BOOTH AT ARTS & CRAFTS FAIR, SENIOR EXPO & EE	X	X	
	ON-SCREEN AD DURING 2011 ENTERTAINMENT EXTRAVAGANZA	X	X	X
	COMPANY AD ON CENTER BROADCAST SYSTEM	X (12 MONTHS)	X (12 MONTHS)	X (SIX MONTHS)
	10 TICKETS TO ALL 2011 PAID SPECIAL EVENTS	X		
	5 TICKETS TO ALL 2011 PAID SPECIAL EVENTS		X	
	RIGHTS TO USE CENTER EVENTS IN COMPANY ADVERTISING	X	X	
	ABILITY TO DISPLAY COMPANY PROMOTIONAL MATERIAL AT CENTER	X	X	
	PERMANENT COMPANY BANNER DISPLAYED AT CENTER	X		
	COMPANY BANNER AT 2011 EVENTS (PROVIDED BY ORGANIZATION)	X (UP TO FOUR)	X (UP TO TWO)	X (ONE)

* THE 9TH ANNUAL ENTERTAINMENT EXTRAVAGANZA AND THE "ALL THINGS SENIOR" EXPO ARE COLLABORATIVE EVENTS COORDINATED BY BOTH THE GRANITE REEF AND VIA LINDA SENIOR CENTERS. THESE TWO EVENTS MAY HAVE TWO "TITLE" SPONSORS, BASED ON THE VIA LINDA SENIOR CENTER'S SPONSORSHIP ACTIVITY.





SCOTTSDALE CARES OPEN YOUR HEART FOR A NEIGHBOR

SCOTTSDALE CARES IS THE CITY OF SCOTTSDALE'S VOLUNTARY UTILITY BILL DONATION PROGRAM. INITIATED IN MAY 1995, SCOTTSDALE CARES HAS RECEIVED OVER \$1 MILLION FROM SCOTTSDALE RESIDENTS - DONATED ONE DOLLAR AT A TIME. SCOTTSDALE CARES IS AN EASY WAY TO HELP NEIGHBORS IN NEED BY ADDING \$1.00 TO YOUR MONTHLY WATER BILL TO SUPPORT A VARIETY OF HUMAN SERVICE PROGRAMS. SIMPLY PAY THE GRAND TOTAL AND \$1.00 WILL BE AUTOMATICALLY DONATED TO THE PROGRAM. 100% OF YOUR DONATION GOES TO OUR NEIGHBORS IN NEED AND IS COMPLETELY TAX DEDUCTIBLE.

YOUR GENEROUS DONATIONS ASSIST NON-PROFIT AGENCIES WHO PROVIDE PROGRAMS FOR THOUSANDS OF INDIVIDUALS FACING TOUGH TIMES IN OUR COMMUNITY. THE DOLLARS COLLECTED THROUGH SCOTTSDALE CARES ARE GRANTED TO NON-PROFIT AGENCIES THAT:

PROMOTE THE POSITIVE DEVELOPMENT OF YOUTH, ADULTS AND SENIORS, STRENGTHEN THE CAPABILITY OF FAMILIES AND THE SELF-SUFFICIENCY OF ADULTS AND ASSIST SCOTTSDALE CITIZENS OF ALL AGES IN ADDRESSING CRISIS NEEDS. SOME OF THE PROGRAMS THAT YOUR CONTRIBUTIONS SUPPORT INCLUDE SERVICES FOR SEVERELY DISABLED ADULTS, SUICIDE HOTLINES, EMERGENCY CRISIS SUPPORT AND HOME DELIVERED MEALS FOR THE ELDERLY.

IF YOUR ORGANIZATION IS INTERESTED IN MAKING A CONTRIBUTION TO SCOTTSDALE CARES, YOU DON'T NEED TO RECEIVE A WATER BILL. YOU CAN MAKE A TAX DEDUCTIBLE DONATION IN ANY AMOUNT AT ANY TIME TO:

SCOTTSDALE CARES
CITY OF SCOTTSDALE HUMAN SERVICES
3939 NORTH DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251
(480) 312-2646

PLEASE CONTACT US FOR ADDITIONAL INFORMATION ABOUT HOW YOU CAN GET INVOLVED WITH THIS DIFFERENCE MAKING ORGANIZATION.

