



# WALK, RUN & ROLL 2018 SPONSORSHIP PACKET



**Council on Aging**  
Southern California  
Helping Seniors Remain Healthy, Connected & Protected

2 EXECUTIVE CIRCLE SUITE 175  
IRVINE CA 92614

PHONE: 714.479.0107 FAX 714.479.0234

REGISTER: [WRR2018.EVENTBRITE.COM](http://WRR2018.EVENTBRITE.COM)

501(C)(3) NON-PROFIT

# DEAR FRIEND,

One Mile. One Mission. One Step.

The Walk, Run & Roll has one goal: to provide protection and support to at-risk, frail older and disabled adults. We want to make sure no senior is left behind – and we can't wait for you to join us!

We serve over 290,000 older adults with free programs and services to help them remain healthy, connected and protected. Navigating the often confusing maze of services can be daunting and disheartening for seniors, especially those within underserved populations.

**Join us to support local seniors in a big way with our inaugural WALK RUN & ROLL 2018 event. This inter-generational, fun, family-oriented fundraising event benefiting Council on Aging - Southern California (COASC) will take place on Saturday, May 5th, 2018 at the UCI campus in Irvine, CA. This event is designed to be fun for every member of your family, your friends and co-workers. You can walk, you can run or you can bring a stroller, baby jogger, scooter or wheelchair to enjoy the roll! Each sponsor for the WALK RUN & ROLL 2018 is valued and appreciated by us.**

This marketing opportunity provides you with promotional exposure to one of the most affluent audiences in Southern California. Depending on the chosen level of support, sponsors receive their own exhibitor space at the walk, and can have their logo appear on the event website, walker t-shirts, weekly email and social media blasts, event signage, and more!

The following pages outline our available sponsorship levels and benefits. The Council on Aging - Southern California also accepts in-kind donations such as gift cards and product giveaways. Please contact me at 714.479.0107 ext. 268 or at [jcansler@coasc.org](mailto:jcansler@coasc.org) with any questions you may have.

Thank you joining us in helping seniors remain healthy, connected & protected.

Jamie Cansler



Director of Development & Community Relations



# OUR MISSION

For over 45 years the Council on Aging - Southern California has focused on providing services to at-risk older and disabled adults who lack support systems and resources, and who need an advocate to help them access services to meet their basic needs.

# FACTS

- Serving **290,000 seniors** and disabled adults
- Supported by over **400 volunteers**
- **Doubled** in size over the last 5 years
- Operating from **93** locations, including senior centers
- Providing free community programs and services **since 1973**
- **88%** of every dollar we spend supports our programs and services



# SPONSORSHIP LEVELS & BENEFITS

BENEFITS	TITLE \$50,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	TABLE \$500
COMPANY NAME ON HOMEPAGE COASC WEBSITE	✓					
OPPORTUNITY TO SPEAK AT OPENING CEREMONY AND RECOGNITION ON STAGE DURING PROGRAM	✓					
COMPANY NAME INCLUDED IN COASC ANNUAL REPORT	✓					
LOGO ON START/FINISH BANNER	✓					
COMPANY PROMOTED ON FACEBOOK, TWITTER, INSTAGRAM AND COASC WEBSITE	✓	✓	✓			
LOGO PLACED ON WALK PROMOTIONAL MATERIALS. LOGO SIZE SCALABLE TO SPONSOR LEVEL	✓	✓	✓	✓		
COMPANY LOGO ON T-SHIRTS, PROMOTIONAL POSTERS, AND WALK WEBSITE	✓	✓	✓	✓	✓	
EXHIBITOR BOOTH INCLUDING TABLE, 2 CHAIRS & TENT	✓	✓	✓	✓	✓	
EXHIBITOR TABLE WITH 2 CHAIRS						✓

\*Commitment and logos must be received by February 19th to ensure full promotional benefits

# WALK, RUN & ROLL SPONSORSHIP FORM

- SPONSORSHIP LEVELS:**  \$50,000 **TITLE**  \$2,500 **SILVER**  
 \$10,000 **PLATINUM**  \$1,500 **BRONZE**  
 \$5,000 **GOLD**  \$500 **TABLE**

## SPONSOR INFORMATION:

Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_ Company/Organization: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Phone: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Preferred Name Recognition on Marketing Materials: \_\_\_\_\_

**\* Commitment & Logo due by February 19th for full inclusion**

## PAYMENT METHOD:

Enclosed is my check made payable to Council on Aging - Southern California

Mastercard  Visa  American Express

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ Name on Card: \_\_\_\_\_

CVV# \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**Mail this form and your payment to:** **Council on Aging - Southern California**  
**2 Executive Circle, Suite 175**  
**Irvine, CA 92614**

**Or scan & send this form with payment information to Special Events Manager : [rhussin@coasc.org](mailto:rhussin@coasc.org)**

\*Please note that in the event of unforeseen consequences, COASC Walk, Run & Roll Sponsorships are nonrefundable.\*The Council on Aging - Southern California is a 501(c)(3) not-for-profit organization - Federal Tax ID#: 95-2874089. Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publications to verify deductibility.