

Proudly presented by:
The Medicine Shoppe
PHARMACY

SPOTLIGHT ON SENIORS

CELEBRATING
20 YEARS

SCOA
saskatoon council on aging in partnership

TCU
PLACE



2019

SPONSORSHIP PACKAGE

Saskatchewan's largest showcase
for seniors

***Positive aging for all
in an age-friendly community***

Saskatoon Council on Aging [SCOA]
2020 College Drive
Saskatoon, SK S7N 2W4
PH 306.652.2255
admin@scoa.ca
www.scoa.ca

ABOUT SCOA

Get to know us and discover why you should sign up for this sponsorship opportunity!



The Saskatoon Council on Aging is a non-profit organization that serves older adults in Saskatoon and area. SCOA works to create an age-friendly community where all older adults may age with dignity, health and independence.

CRA: 130735756RR0001

MISSION: Promoting dignity, health and independence of older adults through programs and services and policy advocacy.

VISION: Positive Aging for all in an age-friendly community.

TESTIMONIALS:

“I think the organizers do an excellent job. I look forward to it every year.”

“Excellent event! Thanks for your work on this. Congratulations!”

“It’s well done! Good job.”

Spotlight on Seniors



When: Tuesday, October 1, 2019

9 am to 3 pm

Where: TCU Place, 35—22nd Street East, Saskatoon



1999 was the first ever Spotlight on Seniors hosted by the Saskatoon Council on Aging. In 2003 SCOA partnered with TCU Place to host this showcase for older adults. Designed for the vibrant, engaged and active 55+ crowd, Spotlight on Seniors provides the tools, resources, products and community services to help older adults thrive in health and wellness!



AVERAGE # OF ATTENDEES: 700+

AVERAGE # OF EXHIBITORS: 70+

MAKE GREAT CONNECTIONS

Spotlight exhibitors represent wide variety of providers of services and products for older adults in the areas of:

- Government programs and services
- Recreation
- Health products
- Hobbies
- Leisure activities
- Clubs and organizations for older adults
- Housing resources
- Financial and legal resources
- Travel
- Massage Therapy
- and much more

WHY SPONSOR?

Does your business provide products or services for seniors? Spotlight on Seniors can help you reach this valuable target market. The event attracts between 700 to 1000 in attendance and is promoted widely throughout Saskatoon and area. **If you want seniors to know about your business or try your products, Spotlight on Seniors can showcase your services and give you access to 700+ active seniors.**

REACH

SCOA has 3000+ members and we keep on growing! Our publications, programs and services reach older adults throughout Saskatoon and area.

[approximately 79,000 adults over the age of 50 living in Saskatoon and neighbouring rural communities]

We can provide your business with visibility and brand awareness to connect with this expanding market.

- Coming of Age newsletter 4000+ circulation
- Events & Programs 3500+ attendance
- Resource Centre 20,000+ referrals [web, phone, walk-in, email]

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$3500

- 2 trade show booths
- 10 complimentary tickets
- Logo on Spotlight web page and blog
- Recognition from main stage
- All print advertising related to Spotlight
- Lead position on 100 posters
- Logo in electronic feed
- Lead position on event signage as 'Platinum Sponsor'
- Logo recognition in event program
- 5 minute speaking opportunity
- Logo in Coming of Age newsletter fall issue
- Logo recognition on invitation/event promotions
- Recognition in social media
- Recognition in SCOA eNews and emails related to Spotlight

GOLD SPONSOR \$2500

- 2 trade show booths
- 5 complimentary tickets
- Logo on Spotlight web page and blog
- Recognition from main stage
- All print advertising related to Spotlight
- Lead position on 100 posters
- Logo in electronic feed
- Logo recognition in event program
- Prominent position on event signage
- 5 minute speaking opportunity
- Logo in Coming of Age newsletter fall issue

Additional benefits for Major Sponsors:

Spotlight promoted on TCU Place website, social media, indoor & outdoor digital sign and Showtime

Opportunity to hand out materials to all attendees

Access to 700+ active older adults

Leave an impression on attendees to return to your business or call for services

SILVER SPONSOR \$1500

- 1 trade show booth
- 2 complimentary tickets
- Logo on Spotlight web page and blog
- Recognition from main stage
- Logo on 100 posters
- Logo in electronic feed
- Logo recognition in event program
- Logo on event signage





CONNECT WITH US

Get involved and develop a valuable connection between your brand and the older adult community.

Our sponsorship opportunities promote your business to older adults and wider networks throughout the community.

Sponsorship opportunities can be customized to suit your budget and marketing goals.

CONTACT

If you have any questions about Spotlight on Seniors or any advertising or sponsorship opportunities with us please contact:

Virginia Dakiniewich

Fund Development & Communications
Coordinator

email: admin@scoa.ca

[306] 652-0149

www.scoa.ca

Secure your spot now

Please respond by

June 1, 2019