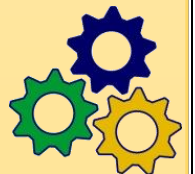
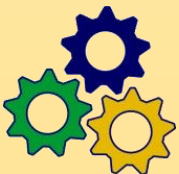




Sponsorship Packet





Welcome to the Golden Connections Community Center

• Our center is a multi-service facility for 60 or older adults. The center can fulfill many social, emotional, and intellectual needs. Center activities are designed to overcome loneliness, enhance self-esteem, encourage personal growth, and to facilitate independence through involvement.

We believe that:

- Every person is valuable
- Older adults want to be self-sufficient
- Self-sufficiency is better than dependency
- Survival needs must be met for personal growth and stability
- Everyone deserves respect, opportunities, and fair treatment
- Agency resources should effectively benefit the people served
- Responsible organizations use resources appropriately, effectively, and efficiently
- Committed staff and volunteers are valuable assets
- A strong community is responsible for supporting all its members
- Success is dependent on teamwork
- Empowered people enrich their own lives and that of their communities
- Community involvement is "People Helping People"

MUNICIPAL DEMOGRAPHIC



- York Township - 39%
- Windsor Township - 20%
- Red Lion Borough - 13%
- Dallastown Borough - 7%
- Springettsbury Township - 3%
- Other - 18%

Statistics

- ▣ We served approximately 20,815 congregate lunches in a year.
- ▣ We serve 33,786 meals through our meals on wheels program each year.
- ▣ Averages of 95 seniors walk through our center doors every day.

Normal Operating Budget

Income

- 54% York County Area Agency on Aging
- 12% Fundraisers
- 10% Municipal Support
- 9% Community Donations
- 7% Building Rentals
- 6% Grants
- 2% Programming

Expenses

- 43% Personnel Costs
- 26% Occupancy Costs
- 20% Programming Expenses
- 7% Supplies
- 4% Legal



Programs & Services

- Meal Programs
 - Congregate Meals, Home Delivered Meals, Senior Food Boxes, and Pet Food Program
- Exercise Programs
 - Step Aerobics, CBS Class (cardio, balance, strength), Walk Away the Pounds, Line Dancing, and Yoga
- Wellness Programs
 - Matter of Balance, Nutrition and Wellness Speakers, Blood Pressure Checks, Chronic Disease Self-Management, Diabetic Support and Mind Matters
- Lifelong Learning Programs
 - Technology classes, Support Groups, Book Clubs, Arts & Culture Programs
- Assistance Programs
 - Rent and Property Rebates, Energy Assistance, Tax Assistance, Insurance Help, Unemployment Support, Veterans Support, and Notarization Services
- Information and Referral Library



Center Rentals

Our mission expands beyond the older adults that attend our center each day. Various community organizations use our facility to hold meetings and workshops. Groups include:

- Community Progress Council –Women Infant Children Program
- Weight Watchers
- Welcome Wagon
- York Co. Board of Elections
- Individual Community Members for family functions
- York Kennel Club

If you are interested in renting the building, please contact the Director of Social Services at 244-7229



Why do we need sponsors?

Our mission is to make a positive difference in the lives of older adults living in our community. We accomplish this by offering interesting programs in a warm and welcoming setting. However, our membership is out growing our existing facility. This has led to the center to actively pursuing new building offers in our area.

To continue to offer vital services to everyone, we must expand the way we raise funds. Sponsorships will allow us to continue to provide the services our members have come to rely upon along with the ability to pursue building expansion opportunities, without asking for any out of pocket funds from them.



How your organization will benefit?

Various Sponsorship levels are available for your business.

Depending on your level of sponsorship, you will be entitled to:

- Place advertisements in the monthly newsletter that is read by hundreds of older adults in York County.
- Place advertisements on the center's website and Facebook page.
- Place advertisements on the daily television presentation.
- Onsite marketing opportunities with center members.
- Ability to place promotional flyers, business cards, and brochures in the main community room.
- An invitation to have a promotional table at all community events.



Rules for Sponsorship

- All organizations must sign up for a sponsorship package or they will not be able to present information to center members.
- All materials and advertisements must be proof-read/approved by the Director of Social Services prior to publication.



Platinum Sponsorship - \$1,000 annual contribution

- Company logo will be prominently placed on all community event material's, monthly newsletters, website, Facebook page, Copilot, & daily television presentation for the duration on your sponsorship.
- Advertisement space is available in each newsletter for a full year.
- 1 Advertisement displayed daily on the daily television presentation and Copilot.
- 1 Advertisement displayed monthly on the centers Facebook page.
- Your company events and a link to your organization's website will be placed on the Golden Connections Community Center website.
- 6 Presentations where lunch is provided to those in attendance.
- Invitation to have promotional table at all community events.
- Display company brochures in the information/referral library in addition to company information in the main community room.
- 1 educational series offered during the calendar year – not to exceed 6 weeks.
- Golden Connections Community Center will provide services of a mass mailing twice a year.
- Host 1 Birthday Party.



Gold Sponsorship - \$500 annual contribution

- Your company logo will be prominently placed on all community event material's, monthly newsletters, website, Facebook page, Copilot, & daily television presentation for duration on your sponsorship.
- Advertisement space in each newsletter for a full year.
- 1 Advertisement displayed daily on the daily television presentation and Copilot.
- 1 Advertisement displayed monthly on the centers Facebook page.
- Company events and a link to your organization's website will be placed on the Golden Connections Community Center website.
- 3 Presentations where lunch is provided to those in attendance.
- Display company brochures in our information/referral library in addition to company information in our main community room.
- Hosting of 1 Birthday Party.



Silver Sponsorship - \$250 6 month Sponsorship contribution

- Your company logo will be prominently placed on all community event material's, monthly newsletters, website, Facebook page, Copilot, & daily television presentation for duration on your sponsorship.
- Advertisement space in each newsletter for 6 months.
- 1 Advertisement displayed daily on the daily television presentation and Copilot.
- Company events and a link to your organization's website will be placed on the Golden Connections Community Center website.
- Display company brochures in the information/referral library in addition to company information in the main community room.
- 2 Presentations where lunch is provided to those in attendance.



Bronze Sponsorship - \$100 3 month Sponsorship contribution

- Your company logo will be prominently placed on all community event material's, monthly newsletters, website, Facebook page, Copilot, & daily television presentation for duration on your sponsorship.
- Advertisement space in each newsletter for 3 months.
- Display company brochures in the information/referral library in addition to company information in the main community room.
- 1 Presentations were lunch is provided to those in attendance.