



1 March 2018

Dear Newberry County Area Vendors,

Please find attached Sponsorship Opportunities available for the 3rd Annual Newberry Senior Expo to be held Wednesday, April 4, 2018 at Newberry Academy. Due to our overwhelming response from vendors and seniors, we realized the need to find a larger venue and are grateful to Headmaster Brian Fitzgerald's overwhelming support of hosting the Expo at the Newberry Academy campus this year.

The resource vendor fair, open to the public from 9-12, will be held in the Academy's gymnasium while concurrently there will be several interactive activities seniors can participate. Light refreshments will be available in the cafeteria (as well as a place to rest weary bodies) and we welcome a sponsor of our "Senior Cafe" along with other sponsorship opportunities.

With your financial support, all of this will be free for attendees and any **net proceeds will be donated to our local senior programs through a grants program.** We have the full support of our Newberry County Council on Aging. This year they are part of our planning group and are participating as one of our hosts.

The main feedback we heard from seniors, their caregivers and vendors was how nice it was to have an event like this right here in Newberry County. Our Newberry seniors are lucky to have folks right here with great services that will cater to all of their needs. Let's come together to put on a great event just for them!

This year, we will have vendor registration available online as well as the ability to pay online through the Chamber's website. Details can be found on www.NewberrySeniorExpo.com.

Feel free to contact me if you have any questions.

Yours truly,
Christine Milling
MSA Home Health & Hospice
803.767.5165

cmilling@msa.corp-com

Hosted by
The Newberry County Chamber of Commerce
MSA Home Health and Hospice
Brook Health Care
The Newberry County Council on Aging

Due to time constraints, if you'd like your name on T-shirt we need to know by Friday, March 16th (Presenting thru Silver)



Presenting Sponsorship Package \$5,000

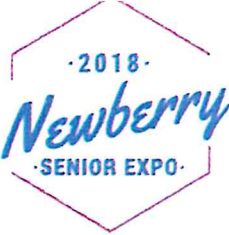
As a Presenting Sponsor of the Newberry Senior Expo, your organization will be included in all facets of the event's marketing plan. Your organization's logo or name will appear the most prominently on all publicity for the event and your name will be included within the NSE18 logo. To include:

- Press releases
- Newspaper articles
- Posters and flyers
- Websites, Facebook, Twitter, Instagram and public calendars
- News channels
- T-shirts
- Event bags
- Registration forms
- Other publicity efforts
- Two (2) complimentary T-shirts
- Table, table cloths and skirts are not provided.
- Your organization may provide a door prize that will be given out during the event.
- Additional marketing opportunities as requested and approved.
- You will have the most prominent vendor space in the vendor hall: a 20x20 space

Platinum Sponsorship Package \$1,500

As a Platinum Sponsor of the Newberry Senior Expo, your organization will be included in all facets of the event's marketing plan. Your organization's logo or name will appear the most prominently on all publicity for the event. To include:

- Press releases
- Newspaper articles
- Posters and flyers
- Websites, Facebook, Twitter, Instagram and public calendars
- News channels
- T-shirts
- Event bags
- Registration forms
- Other publicity efforts
- Two (2) complimentary T-shirts
- Table, table cloths and skirts are not provided.
- Your organization may provide a door prize that will be given out during the event.
- Additional marketing opportunities as requested and approved.
- You will have your choice of vendor hall placement with 2 tables provided.



April 4, 2018 - 9-12 - Newberry Academy

Gold Sponsorship Package \$1000

As a Gold Sponsor of the Newberry Senior Expo, your organization will be included in all facets of the event's marketing plan. Your organization's logo or name will appear the second most prominently on all publicity for the event. To include:

- Press releases
- Newspaper articles
- Posters and flyers
- Websites, Facebook, Twitter, Instagram and public calendars
- News channels
- T-shirts
- Event bags
- Registration forms
- Other publicity efforts
- One (1) complimentary T-shirt

Table, table cloths and skirts are not provided.

Your organization may provide a door prize that will be given out during the event.

Additional marketing opportunities as requested and approved.

Silver Sponsorship Package \$750

As a Silver Sponsor of the Newberry Senior Expo, your organization will be included in nearly all facets of the event's marketing plan to include:

- Press releases
- Newspaper articles
- Posters and flyers
- T-shirts
- Registration forms
- Other publicity efforts
- One (1) complimentary T-shirt

Table, table cloths and skirts are not provided.

Your organization may provide a door prize that will be given out during the event.

Additional marketing opportunities as requested and approved.

Bronze Sponsorship Package \$250

The Bronze Sponsorship is a great way to support the Newberry Senior Expo and make contacts with the community you serve. Your organization's name will appear in:

- Press releases
- Newspaper articles
- Registration forms
- Other publicity efforts
- One (1) complimentary T-shirt

Table, table cloths and skirts are not provided.

Your organization may provide a door prize that will be given out during the event.

Additional marketing opportunities as requested and approved.



April 4, 2018 · 9-12 · Newberry Academy

Vendor Booth Rental \$75

The Booth Rental package is a great way to support the Newberry Senior Expo and make contacts with the community you serve.

Your organization's name will be listed as a Senior Expo Participant.

Table, table cloths and skirts are not provided.

Your organization may provide a door prize that will be given out during the event.

Community Information Booth \$20

The Community Booth is for the distribution of information only. The cost is used to help us defray the cost of renting the venue.

Your organization's name will be listed as a Senior Expo Participant.

Table, table cloths and skirts are not provided.

Your organization may provide a door prize that will be given out during the event.

Companies are only allowed to purchase one (1) booth.

New this year: We will have a "Vendor Cafe" set up with light refreshments.

Vendors will be responsible for supplying their own tables.

Vendor space is 10 x 10

Other Sponsorship Opportunities

"Senior Cafe" Sponsorship \$2000

Your organization's logo or name listed in all publicity materials as Senior Cafe' sponsor and you are welcome to provide marketing materials in the cafe' the day of the event.

T Shirt Sleeve Sponsorship \$500

Your organization's logo or name featured prominently on left sleeve of event shirt

Your organization's name listed as T shirt sponsor in all promotional materials

Vendor Fair Bag Sponsorship \$750

Your organization's logo or name featured prominently on vendor fair bag

Your organization's name listed as vendor fair bag sponsor in all promotional materials

Interactive Classroom Sponsorship \$150

There will be interactive rooms set up throughout the campus. Your organization's name or logo will be featured as the sponsor for that classroom and on all marketing materials.

All net proceeds to benefit Newberry area senior programs.

Newberry Senior Expo • Wednesday, April 4, 2018 • 9-12 • Newberry Academy

The 3rd Annual Newberry Senior Expo offers adult seniors, their caregivers and those interested in issues facing seniors, an opportunity to spend a morning browsing a vendor resource fair and experiencing a variety of interactive programs focused on the adult senior.



April 4, 2018 · 9-12 · Newberry Academy

Due to an overwhelming response last year, the event has partnered with Newberry Academy to better accommodate participants and vendors. The event is free and open to the public.

The event is sponsored by local businesses with a focus on educating the community about resources available to Newberry seniors. All net proceeds will benefit local senior groups through a grants program to be announced at a later date.

The first 200 seniors to register will receive a free t shirt and vendor bag.

There are 3 ways to register:

- Go to www.NewberrySeniorExpo.com and register online.
- Call the Council on Aging (COA) and register: 803.276.8266.
- Fill out the form below and mail in or drop by the Newberry County Council on Aging:

Newberry County Council on Aging
Attn: Shannon
1300 Hunt Street
Newberry, SC 29108

Name	
Address	
City	
Zip	
Phone	
Email	
Shirt Size	

Hosted by MSA Home Health and Hospice, Brook Health Care, the Newberry Chamber of Commerce and the Newberry County Council on Aging.

