

Sponsorship Opportunities

*You can be part of promoting the interests
of older Berks Countians.*

berksencoreSM 2010 SENIOR EXPO

Tuesday, October 26, 2010 • 9 a.m. to 3 p.m. at The Body Zone, Wyomissing, PA

Event Sponsor - \$7,500

- Corner booth plus an adjacent booth
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Half-page ad in *Berks Encore News* – **New!***
- Logo and mention in all media and printed materials
- Two live radio interviews on the day of the event
- Logo on Berks Encore's Web site with a link to the sponsor's Web site
- Media coverage
- Program book full-page ad
- Banner hanging in the Exhibit Hall

Entertainment Sponsor - \$5,000

- One choice booth
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Quarter-page ad in *Berks Encore News* – **New!***
- Acknowledgements during entertainment
- Name listed in media & printed materials
- Logo on Berks Encore's Web site with link to sponsor's Web site
- Media coverage
- Program book full-page ad
- Banner hanging in Exhibit Hall

Health Screenings/Health Fair Sponsor - \$5,000

- One choice booth located on the basketball court
(no other vendors will be located here)
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Quarter-page ad in *Berks Encore News* – **New!***
- Name listed in media & printed materials
- Logo on Berks Encore's Web site with link to sponsor's Web site
- One live radio interview during the Expo
- Media coverage
- Program book full-page ad
- Banner hanging in Exhibit Hall

"Virtual" Café Sponsor - New! - \$5,000

- Corner booth plus adjacent booth
- 9'x12' screen in "Virtual" Cafe area
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Quarter-page ad in *Berks Encore News* – **New!***
- Signage and acknowledgements as sponsor of the vendor reception
- Name listed in media & printed materials
- Logo on Berks Encore's Web site with link to sponsor's Web site
- One live radio interview during the Expo
- Media coverage
- Program book full-page ad
- Banner hanging in Exhibit Hall

Volunteer Shirt Sponsor - \$3,000

- One choice booth
- Logo on shirts
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Name listed in media & printed materials
- Logo on Berks Encore's Web site with link to sponsor's Web site
- Media coverage
- Program book half-page ad
- Banner hanging in Exhibit Hall

"Charlie & Company" Radio Sponsor - \$3,000

- One choice booth
- Banner in the talk show area
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Interview opportunities (two 5-8 minute spots) during the show (6 – 9 a.m.)
- Company name announced throughout the six-hour program as "This program is being brought to you by ..."
- Media coverage

Feed Back" Radio Sponsor - \$3,000

- One choice booth
- Banner in the talk show area
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Interview opportunities (two 5-8 minute spots) during the show (9 a.m. – noon)
- Company name announced throughout the six-hour program as "This program is being brought to you by ..."
- Media coverage

Program Sponsor - \$2,000

- One choice booth
- Host two half-hour programs
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Eighth-page ad in *Berks Encore News* – **New!***
- Name listed in media & printed materials
- Logo on Berks Encore's Web site with link to sponsor's Web site
- Name included in all press releases
- Media coverage
- Program book half-page ad
- Banner hanging in the program area

Patron Sponsor - \$1,000

- One choice booth
- PowerPoint presentation to be displayed in the "Virtual" Café – **New!**
- Name listed in media & printed materials
- Name included in all press releases
- Media coverage
- Program book half-page ad
- Banner hanging in the Exhibit Hall

**If your company already advertises in Berks Encore News the offer will change to a one-time upgrade to the next ad size.*

For more information, about these and other sponsorship opportunities, call 610-374-3195, ext. 225