



berksencore

applauding life after 50

2010 Collective Sponsorship Package

**CORPORATE
VOLUNTEERS**



**AGENCY
CLIENTS**



LOCAL VOLUNTEERS

Berks Encore's Sponsorship Packages

Berks Encore would like to thank you for your interest in sponsoring one of our 2010 events. Our mission is to provide older adults with the ability to remain independent as long as possible through our comprehensive program of services, referrals, education and advocacy. Without community support, however, none of this would be possible.

In 2009, the Berks Encore team was busy assisting seniors with a variety of information and referral services. During Medicare's Open Enrollment period – November 15-December 31, 2009 – our staff and volunteers served 777 seniors, saving them a combined \$63,000. Our Meals on Wheels program delivered 152,503 meals to the homebound and served 34,852 congregate meals at our Senior Centers. In addition, seniors visited our five centers 36,647 times in 2009 and participated in 260,389 activities. These statistics provide just a snapshot of the services and programs offered by Berks Encore. As our society continues to age, we anticipate a greater need for our services, services that we cannot provide without donations from local businesses and individuals.

In an effort to streamline our sponsorship process, this year we are excited to introduce a Sponsorship Package instead of contacting you each time we hold an event. This package simplifies the sponsorship process for our supporters by allowing them to check off the events that they would like to be involved with and at their selected level. In addition it eliminates our making multiple requests throughout the year.

We are very excited about our 2010 sponsorship packages. We've revised some of our existing packages to offer you more for your sponsorship dollar. In addition, we've added new opportunities at a lower sponsorship level to encourage new businesses to become sponsors.

We invite you to complete your sponsorship form online at www.BerksEncorePA.org/sponsorship. We've also provided a Sponsorship Commitment Form at the end of this packet if you would like to send us a hard copy of your selections. If you have any questions, please contact Melissa Jablonski at (610) 374-3195, ext. 223 or via email at MJablonski@BerksEncorePA.org.

The official registration and financial information of Berks Encore may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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Celebrity Day

May 3 – 9 a.m. to noon

Thanks to the Meals on Wheels program, more than 750 older Berks County adults receive hot, nutritious meals each weekday. Our army of dedicated volunteers packs and delivers the meals throughout the county as well as serves them at our Senior Centers. As this need continues to grow, Berks Encore created the Celebrity Day event to draw attention to the Meals on Wheels program and the need for volunteers.

This year, Dick Redner, President of Redner’s Warehouse Markets, will chair our Fifth Annual Celebrity Volunteer-for-a-Day event, scheduled for Monday, May 3. During the event, local “celebrities” deliver meals with one of our regular drivers. Doing so provides a first-hand opportunity to see the true impact that this program has on the community. For some individuals, seeing the volunteer’s friendly face when delivering the meal may be the only one they see in the course of a day. The impact this short interaction has on the homebound individual cannot be underestimated.

During the event, there will be media coverage at Berks Encore – Fleetwood, and a live remote broadcast on “Feedback” with Mike Faust on WEEU 830 radio.

Sponsorship opportunities

Center Sponsor \$500 (One for each center)

- ✓ Birdsboro Center
 - ✓ Fleetwood Center
 - ✓ Hamburg Center
 - ✓ Mifflin Center
 - ✓ Reading/Providence Center
 - ✓ Wernersville Center
-
- Company name included in all publicity
 - Time with Mike Faust during “Feedback” program
 - Select route of your choice
 - Company name included on Berks Encore’s Web site, including link to your Web site



Community Breakfast

June 2 – 7:30 to 9 a.m.

As we celebrate our 10th Annual Community Breakfast, Berks Encore is set to honor Karen Rightmire for her outstanding contributions to Berks County and its residents. Karen was the driving force behind the United Way of Berks County for 20 years. Following her lead, the organization's staff and 3,000 volunteers addressed the community's most pressing health and human service problems. Karen's generosity extended beyond the walls of the United Way. Organizations recognized her giving spirit by bestowing her with numerous awards, but Karen's career was never about her honors or achievements; its focus was on creating a positive and uplifting environment for all Berks County residents.

Sponsorship opportunities

Event Sponsor \$5,000

- 1 table of 10
- Thank you in *Berks Encore News*
- Prominent placement in the program book
- Banner at Berks Encore Community Breakfast
- Banner at Berks Encore Senior Expo – October 2010
- Company logo on Berks Encore Web site

Program Book Sponsor \$2,000

- 1 table of 10
- Thank you in *Berks Encore News*
- Company name printed on program book – “Printing sponsored by ...”
- Banner at Berks Encore Community Breakfast
- Company logo on Berks Encore Web site

Breakfast Sponsor \$1,000

- 1 table of 10
- Full page ad in program book
- Thank you in *Berks Encore News*
- Company logo on Berks Encore Web site

Individual Breakfast Ticket..... \$40

- Name listed in program book



Reading Phillies

June 14 – Game time at 9:35 a.m.

Once a year Berks Encore prints and distributes 10,000 Reading Phillies tickets to Berks County senior citizens. The tickets are distributed free of charge to any senior who would like to attend the game. This year, the Reading Phillies are set to play the Richmond Flying Squirrels (rain date June 20 at 1:05 p.m.)

Sponsorship opportunities

Ticket Sponsor **\$350**

- Company logo will be printed on all 10,000 tickets
- Limited to eight sponsors



Volunteer Recognition

September 23 – 4-8 p.m.

1001 E. Wyomissing Blvd., Reading (across from Holy Name High School)

There's no doubt about it: Without our volunteers, Berks Encore would not be able to provide the level of services that it does to Berks County senior citizens. We rely on them to pack and deliver more than 152,000 meals each year, counsel nearly 5,000 individuals about their Medicare insurance options, and prepare 2,000 tax returns for low and middle income families. If we paid for these services, it would cost more than \$1.1 million dollars. Fortunately, we can offer these services thanks to our 1,100 dedicated volunteers. Each year we honor these volunteers during this special recognition event. It's our turn to work for them.

Sponsorship opportunities

Platinum Sponsor..... \$2,500

- Company name listed on invitations and mentioned during program
- Program speaker
- Listing included in sponsors' list in program book
- Prominent full-page ad placement in program book
- Company information displayed during AV presentation

Gold Sponsor..... \$1,000

- Listing included in sponsors' list in program book
- Prominent full-page ad placement in program book
- Company information displayed during AV presentation

Silver Sponsor \$500

- Listing included in sponsors' list in program book
- Half-page ad placement in program book
- Company information displayed during AV presentation

Bronze Sponsor..... \$250

- Listing included in sponsors' list in program book
- Quarter-page ad placement in program book
- Company information displayed during AV presentation

Donations under \$250 will be listed in the program book



Senior Expo 2010

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

Berks Encore's Senior Expo is the premier event for showcasing products and services geared toward older adults. Each year, more than 4,000 people attend this informative event. The group provides a captive audience for vendors and sponsors. In addition, the Expo includes live entertainment, a food court, health screenings and a live radio broadcast.

For our 10th anniversary, we've added even more items to each sponsorship package. All sponsors are invited to provide a short PowerPoint presentation that we will incorporate into one presentation that will play continuously on a large screen in the Expo Rest Area. Also, most sponsorship opportunities now include an ad in an upcoming issue of *Berks Encore News*.

Sponsorship opportunities

Event Sponsor \$7,500

- Corner booth plus an adjacent booth
- PowerPoint presentation to be displayed in the Expo Rest Area – **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 Exhibit Hall

Entertainment Sponsor \$5,000

- One choice booth
- PowerPoint presentation to be displayed in the "Virtual" Café Area – **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 a 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 Area – **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" Cafe Sponsor \$5,000

- Corner booth
- PowerPoint presentation to be displayed in the "Virtual" Café Area – **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 Area – **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 Area – **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
- Program book half-page ad
- Banner hanging in Exhibit Hall

“Feed Back” Radio Sponsor \$3,000

- One choice booth
- Banner in the talk show area
- PowerPoint presentation to be displayed in the “Virtual” Café Area – **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 book half-page ad
- Banner hanging in Exhibit Hall

Program Sponsor \$2,000

- Opportunity to present two, 30-minute programs
- One choice booth
- PowerPoint presentation to be displayed in the “Virtual” Café Area – **New!**
- Eighth-page ad in Berks Encore News – **New!***
- Acknowledgements during seminars
- 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 Area – **New!**
- Name listed in media & printed materials
- Name included in all press releases
- Media coverage
- Program book half-page ad
- Banner hanging in 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.**



Berks Encore 2010 Sponsorship Commitment Form

Celebrity Day

_____ Center Sponsor – \$500

Community Breakfast

_____ Event Sponsor – \$5,000
_____ Program Book Sponsor – \$2,000
_____ Breakfast Sponsor – \$1,000
_____ Individual Breakfast Ticket – \$40

Reading Phillies

_____ Ticket Sponsor – \$350

Volunteer Recognition

_____ Platinum Sponsor – \$2,500
_____ Gold Sponsor – \$1,000
_____ Silver Sponsor – \$500
_____ Bronze Sponsor – \$250

Senior Expo 2010

_____ Event Sponsor – \$7,500
Sold _____ Entertainment Sponsor – \$5,000
_____ Health Screenings/Health Fair Sponsor – \$5,000
_____ "Virtual" Café Area Sponsor – \$5,000
_____ Volunteer Shirt Sponsor – \$3,000
_____ "Charlie & Company" Radio Sponsor – \$3,000
Sold _____ "Feed Back Radio Sponsor – \$3,000
_____ Program Sponsor – \$2,000
_____ Patron Sponsor – \$1,000

Total Events: _____
Total Sponsorship \$ _____

You may also complete this form online at:

www.BerksEncorePA.org/Sponsorship



Payment Plan (check one)

- Quarterly
- Bi-annual
- One installment

Make checks payable to Berks Encore.

Send completed Sponsorship Commitment Form to:
Berks Encore
Attn: Sue Small
40 North 9th Street
Reading, PA 19601

For more information, please contact Sue Small at (610) 374-3195, ext. 225

Sponsor Information

Company Name: _____

Company Representative: _____

How to list company name: _____

Contact email: _____

Contact phone number: _____

Address: _____

City: _____

State: _____

Zip: _____

Web site: _____