

Senior Expo

Tuesday March 6, 2012

Presented by:



9 am - 4 pm | Pearkes Recreation Centre 3100 Tillicum Road, Victoria BC

About the Senior Expo

On Tuesday, March 6, 2012, the 7th annual Senior Expo brought to you by Senior Living Magazine, and hosted at Pearkes Recreation Centre is an event you will not want to miss! Held each year during Embrace Aging Month, this expo is the biggest event of the year focusing on the 50+ demographic.

The expo includes over 100 Exhibitors who demonstrate involvement with senior related products, activities and hobbies, or businesses and organizations marketing their products or services to the 50+ consumer.

As in the past, we look to community sponsors to help cover the cost associated with putting on this expo. While costs are partly subsidized by the sale of about 90 booths to senior-related businesses, we continue to offer 20 or more booths to senior groups at no charge other than a \$25 registration fee. Admission to the event is by donation to allow seniors, even those with financial limitations, access to this worthwhile event. Your sponsorship will help ensure that these senior groups continue to be a part of this unique event and we can continue to open the event to the community on an admission-by-donation basis.

"Lake Hill Lawn Bowling Club enjoyed participating. This was the first time we have participated, and we will participate again. The staff and volunteers were very friendly and helpful. The music and program were engaging and entertaining...."

Haji Charania, First Vice-President, Lake Hill Lawn Bowling Club

"We had a great time and booked two client appointments right at the show with many more anticipated as we follow up. We will definitely be back in 2011."

Charles (Chuck) Palmer, Investors Group

Benefits of Sponsoring the Senior Expo

- Maximize your exposure by reaching thousands of customers in one day
- Heighten your corporate image in your community
- Face to face interactions with consumers
- Increase exposure
- Recognition for showing community support
- Great brand acknowledgment

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Sponsorship Packages

Industries we're looking for to sponsor the 2012 Senior Expo include: Arts/Entertainment, Auto, Beauty/Cosmetic, Communication, Finance, Fitness, Health, Hospitality, Legal, Medical, Nutrition, Housing, Security, Technology, Transportation, Travel/Tourism, Other.

GOLD STAGE SPONSOR* (\$5000.00 Cash)

(One Sponsor – gets exclusivity in their industry, unless silver sponsorship in that industry is already in place)

- Exclusive signage in and around the stage area at the Senior Expo
- One - Full page business profile in Senior Living Magazine *(over \$2800 value + tax, ad to be placed in the 2012 March issue, provided by sponsor)***
- One - Half page ad in Senior Living Magazine *(over \$2200 value + tax, ad to be placed in February or April issue)***
- One - 10 x 10 booth in prominent location *(value \$550)*
- Acknowledgement in all Senior Expo Print advertising
- Acknowledgement on the Senior Expo posters; distributed in key locations throughout the Greater Victoria area
- Acknowledgement on the Senior Expo webpage of the Senior Living Magazine website
- One - Ad in the Senior Expo Program Guide *(value \$375 + taxes, ad size 3.5" w by 4.65" h, provided by sponsor)*
- Logo on signage at the Senior Expo
- Verbal recognition once per hour from the stage at the Senior Expo

SILVER SPONSOR* (\$2500.00 Cash) *(Maximum Nine Sponsors – limit of two companies per industry category)*

(if industry is already taken by Gold Sponsor, no other sponsorships will be available in that industry)

- Acknowledgement on the Senior Expo posters; distributed in key locations throughout the Greater Victoria area
- One - 1/2 page business profile in Senior Living Magazine *(over \$1500 value + tax, ad to be placed in the 2012 March issue, provided by sponsor)***
- One - 10 x 10 booth *(value at \$500)*
- Acknowledgement on the Senior Expo webpage of the Senior Living Magazine website
- One - Ad in the Senior Expo Program Guide *(value \$225 + taxes, ad size 3.5" w by 3.3" h, provided by sponsor)*
- Signage at the Senior Expo

One sponsorship opportunity is available to supply 2,000 recyclable/fabric bags (with their logo), to be distributed at the front door. If interested, please contact the event planner for more details. Lesley Patten: lpatten@everyaspect.ca Tel: 250-382-9676 ext 226

** Acknowledgement on all materials may be restricted, will depend on date sponsorship confirmed*

*** May not be used in lieu of existing advertising agreements with Senior Living Magazine*