



ideas for life Senior Expo - 2012

Wednesday, May 16, 2012 • 10 am - 3 pm

Grand Traverse Civic Center

1213 W Civic Center Dr. • Traverse City, MI 49686

www.tcseniorexpo.org

Greetings!

Ideas for Life Senior Expo 2011 was a huge success with over 1400 attendees and planning is underway for the 2012 event. Last year's success was achieved due to in part to the support of our sponsors. Now we are looking for sponsors to pledge their support Ideas for Life 2012.

The Expo committee is very excited about this year's theme: Living Large Locally. We will highlight activities and services right here in our back yard for seniors and their families that are fun and helpful. As in past years, proceeds from the event go to support for local senior-serving organizations.

Enclosed is the information about sponsorship opportunities for Ideas for Life Senior Expo 2012 that will be held Wednesday, May 16, 2012 at the Grand Traverse Civic Center (1213 W Civic Center Rd). This will be our 11th Annual Senior Expo.

This Expo will draw caregivers, their families and seniors from the greater Grand Traverse region. It will also provide exhibitors and sponsors with the exclusive opportunity to showcase your products and services to a target market.

If you are interested in sponsorship of the Senior Expo 2012, or if you have any questions, please contact me at (231) 947-9457. Thank you in advance for your consideration.

Sincerely,

Russ Knopp, B.A.S.A. Member

Comfort Keepers

231-947-9457 • russknopp@comfortkeepers.com

A Few Memories From Last Year...



Superior Sponsor: \$7,000

- Name on all bags distributed to visitors
- MC Spot to introduce Expo and announce sponsorship
- Headline Full-page ad placement in EXPO program guide
- Plus everything listed under the Michigan Sponsorship

Michigan Sponsor: \$5,000

- Presenting Sponsor of Expo Speakers
- Banner placement at Ideas for Life afternoon Conference
- Full-page ad in program guide
- Plus everything listed under the Huron Sponsorship

Huron Sponsor: \$3,000

- Half-page ad in program guide
- 3'x5' Acknowledgement 'Sponsor' Banners in Booths
- Plus everything listed under the Bay Sponsorship

Bay Sponsor: \$1,000

- Quarter page ad in program guide
- Mention in press releases
- Web site advertising (including logo, short write-up & hyperlink)
- Plus everything listed under Torch Sponsorship

Torch Sponsor: \$500

- Placement of logo placement on all promotional materials
- Plus everything listed under Friend of BASA Sponsorship

Friend of BASA Sponsor: \$300

- Free Exhibit Booth (10'x10')
- Eighth page ad in program guide
- Web site advertising (including name & hyperlink)

For more information or to register as a Senior Expo sponsor, contact:

Russ Knopp, Comfort Keepers
Bay Area Senior Advocates Member
PH: 231-947-9457 • russknopp@comfortkeepers.com



Senior Expo 2012 Sponsorship Agreement

Date: _____

Agency/ Business: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email (required): _____ Website: _____

- Sponsorship Level: Superior, \$7,000 Bay, \$1,000
 Michigan, \$5,000 Torch, \$500
 Huron, \$3,000 Friend of B.A.S.A., \$300

Yes, please reserve a booth for us at Senior Expo 2011. I have attached my Exhibitor Registration form with this Sponsor Agreement form.

Financial: \$ _____ In-Kind: \$ _____

(Please note that In-kind sponsorships must be approved by the committee. We will call you to further discuss your contribution.)

Description of services @ Expo to be provided by sponsor organization: _____

Please attach or e-mail the following for Expo promotional materials.

(Email items or questions to baileydesigns@charter.net)

- High-Resolution Logo (300 dpi)
- Copy for your Expo program guide advertisement (see attached page for sizes)
- 30-50 word Business Summary for the website

Please RSVP by March 1, 2012. Make checks payable to Disability Network/ B.A.S.A.

Mail to:

Bay Area Senior Advocates • c/o Russ Knopp & Tammy Tarsa
526 W 14th St, #263 • Traverse City, MI 49684

**PROGRAM GUIDE
B&W AD PRICING:
(Circle One)**

Full Page \$165.00

Half Page..... \$85.00

Qtr Page \$45.00

Eighth Page.. \$25.00

**Cover Placement
(Full Color Only -
Limited Availability-
call to reserve!)
Additional \$100.00**

Total Due:
\$ _____

Signature:

CONTACT INFO:

Name:

Company:

Phone:

Email:

**Qtr Pg. Ad
2.375" x 3.875"**

**Eighth Pg. Ad
2.375" x 1.8"**

**Full Pg. Ad
5" x 8"**

**Half Pg. Ad
5" x 3.875"**

Ad copy due March 1st, 2012

Please submit a high-resolution .pdf or outlined .eps for print ready ads. All ads needing to be created, please submit a high resolution logo and/ or pictures, and any copy you would like included. Please email all ad copy to Rachel Krino at baileydesigns@charter.net.