

# 2010 CITY OF LEWISVILLE SENIOR CENTER SPONSORSHIP OPPORTUNITIES

## SENIOR ACTIVITY CENTER

The City of Lewisville Senior Activity Center is open to all participants 50 years and older. The Senior Center is located at 1950A South Valley Parkway, (corner of Corporate & Valley Parkway). The phone number is 972-219-5050. Hours of operation are Monday, Wednesday, Friday 8am-5pm and Tuesday and Thursday 8am-9pm.

**In January 2009-October 2009 we had 24,000 visits to our facility.**

## SPONSORING RULES

- ❖ The sponsorship opportunities are on a first come, first serve basis.
- ❖ We do not offer any tax credit or tax deduction for your sponsorships.
- ❖ There is no maximum on the events your company/organization can sponsor.
- ❖ The estimated number of participants may change due to an increase in registration. Your company will be responsible for the increase in amount of supplies.
- ❖ At your sponsored events your company will be provided with the opportunity to hand out flyers, briefly speak at the event or be available for questions.
- ❖ For some events that your company sponsors, they will also get you a free advertisement in a future Senior Connection Newsletter.

**Sponsor activities can be accomplished by providing the requested items OR making the requested monetary contribution for the event.**

## BENEFITS

- Great way of reaching your potential customers
- Generate new leads
- Retain present clientele
- Community Involvement
- Enhancing your company image
- Increase name recognition
- Promotion of goods and services
- Credited for sponsorship in the Senior Connection newsletter
- Acknowledge as sponsor at the event
- Sponsors acknowledgement will be given at all press releases or during media exposure

For any questions contact me at 972-219-5052 or [jwhite@cityoflewisville.com](mailto:jwhite@cityoflewisville.com)

Thanks

Jeff White  
Lewisville Senior Activity Center



## City of Lewisville Senior Center Sponsorship Form

Company Name: \_\_\_\_\_

Individual Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Events agreed to sponsor (please include date and event title)

1.

2.

3.

4.

5.

To respond either fax completed form (972-219-3741), drop off at the Senior Center (1950 A S. Valley Parkway) or email [jwhite@cityoflewisville.com](mailto:jwhite@cityoflewisville.com)

For questions contact Jeff White at 972-219-5052 or [jwhite@cityoflewisville.com](mailto:jwhite@cityoflewisville.com)

# ***JANUARY 2010***

**EVENT:** New Year's Luncheon on Monday January 4<sup>th</sup> at 12pm.

**ESTIMATED ATTENDANCE:** 70-80 seniors

**REQUESTED ITEMS:** \$45 or cornbread and black-eye peas with ham.

**EVENT:** First Friday Dance on Friday January 8<sup>th</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

→ *Sponsor the January dance and get a free business size card ad in an upcoming Senior Connection Newsletter. A \$45 value.*

**EVENT:** MLK Celebration on Friday January 15<sup>th</sup> at 11:30am

**ESTIMATED ATTENDANCE:** 45-55 seniors

**MONETARY CONTRIBUTION:** \$35 or potatoes, salads and desserts.

**EVENT:** Chili Cook-off on Friday January 22<sup>nd</sup> at 11:30am.

**ESTIMATED ATTENDANCE:** 45-55 seniors

**REQUESTED ITEMS:** \$40 or cornbread, crackers, and 3 prizes.

**EVENT:** Talent Show on Monday January 25<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 65-75 seniors

**MONETARY CONTRIBUTION:** \$70 or desserts, chips and 3 prizes.

**EVENT:** Birthday Breakfast on Friday January 29<sup>th</sup> at 9am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or sausage patties and fruit

**EVENT:** Texas Hold'em Tournament on Friday January 29<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

# ***FEBRUARY 2010***

**EVENT:** Groundhog Luncheon on Tuesday February 2<sup>nd</sup> at 11am.

**ESTIMATED ATTENDANCE:** 45-55 seniors

**REQUESTED ITEMS:** \$45 or soups (Chicken & Vegetable) and crackers

**EVENT:** First Friday Dance on Friday February 5<sup>th</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

**EVENT:** Valentine's Day Breakfast on Friday February 12<sup>th</sup> at 9am

**ESTIMATED ATTENDANCE:** 75-85 seniors

**MONETARY CONTRIBUTION:** \$80 or sausage, valentine candy and fruit

→ *Sponsor the February dance and get a free business size card ad in an upcoming Senior Connection Newsletter. A \$45 value.*

**EVENT:** President's Day Pizza Party on Monday February 15<sup>th</sup> at 12pm.

**ESTIMATED ATTENDANCE:** 45-55 seniors

**REQUESTED ITEMS:** \$40 or pizza's

**EVENT:** Hobo Luncheon on Friday February 19<sup>th</sup> at 11:30am

**ESTIMATED ATTENDANCE:** 45-55 seniors

**MONETARY CONTRIBUTION:** \$50 or beef stew, biscuits, cornbread

**EVENT:** Birthday Breakfast on Friday February 26<sup>th</sup> at 9am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or sausage patties and fruit

**EVENT:** Texas Hold'em Tournament on Friday February 26<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

# ***MARCH 2010***

**EVENT:** First Friday Dance on Friday March 5<sup>th</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

**EVENT:** St Patrick's Day Luncheon on Wednesday March 17<sup>th</sup> at 11:30am

**ESTIMATED ATTENDANCE:** 125-150 seniors

**MONETARY CONTRIBUTION:** \$100 or corn beef and cabbage

→ *Sponsor the St Patrick's Day Lunch and get a free ½ page black and white ad in an upcoming Senior Connection Newsletter. A \$100 value.*

**EVENT:** Afternoon Tea Party on Friday March 19<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 45-55 seniors

**REQUESTED ITEMS:** \$50 or pastries, cookies, cakes, etc...

**EVENT:** Birthday Breakfast on Friday March 26<sup>th</sup> at 9am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or sausage patties and fruit

**EVENT:** Texas Hold'em Tournament on Friday March 26<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

# ***APRIL 2010***

**EVENT:** First Friday Dance on Friday April 2<sup>nd</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

→ *Sponsor the April dance and get a free business size card ad in an upcoming Senior Connection Newsletter. A \$45 value.*

**EVENT:** Diversity Day on April 9<sup>th</sup> at 11:30am

**ESTIMATED ATTENDANCE:** 45-55 seniors

**MONETARY CONTRIBUTION:** \$35

**EVENT:** Tax Party Luncheon on Friday April 16<sup>th</sup> at 11:30am

**ESTIMATED ATTENDANCE:** 45-55 seniors

**MONETARY CONTRIBUTION:** \$50 or Lasagna, salads, bread

**EVENT:** Earth Day Celebration on Thursday April 22<sup>nd</sup> at 12pm.

**ESTIMATED ATTENDANCE:** 45-55 seniors

**REQUESTED ITEMS:** \$50 or salads, dressing, salad bar items.

**EVENT:** Texas Hold'em Tournament on Friday April 23<sup>rd</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

**EVENT:** Birthday Breakfast on Friday April 23<sup>rd</sup> at 9am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or sausage patties and fruit

**EVENT:** Senior Health Fair on Friday April 30<sup>th</sup>

**ESTIMATED ATTENDANCE:** 500-600 seniors

**MORE INFORMATION TO COME IN JANUARY 2010!**

# ***MAY 2010***

**EVENT:** Cinco De Mayo Luncheon on Wednesday May 5<sup>th</sup> at 11am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$75 or enchiladas, tacos, etc...

**EVENT:** Fashion Show Luncheon on Friday May 7<sup>th</sup> at 11am.

**ESTIMATED ATTENDANCE:** 90-100 seniors

**REQUESTED ITEMS:** \$100

→ *Sponsor the Fashion Show and get a free business size card ad in an upcoming Senior Connection Newsletter. A \$45 value.*

**EVENT:** First Friday Dance on Friday May 7<sup>th</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

**EVENT:** Birthday Breakfast on Friday May 21<sup>st</sup> at 9am.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or sausage patties and fruit

**EVENT:** Texas Hold'em Tournament on Friday May 21<sup>st</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

**EVENT:** Memorial Day Indoor Picnic on Friday May 28<sup>th</sup> at 11:30am.

**ESTIMATED ATTENDANCE:** 125-150 seniors

**REQUESTED ITEMS:** \$100 or hamburgers, hotdogs, chips, etc...

→ *Sponsor the Memorial Day Picnic and get a free ½ page black and white ad in an upcoming Senior Connection Newsletter. A \$100 value.*

# ***JUNE 2010***

**EVENT:** First Friday Dance on Friday June 4<sup>th</sup> at 7pm.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$80 or Vegetable trays, cookies, chips, etc...

**EVENT:** Father's Day Breakfast on Friday June 18<sup>th</sup> at 9:30am.

**ESTIMATED ATTENDANCE:** 80-100 seniors

**REQUESTED ITEMS:** \$50 or Biscuits, gravy and scrambled eggs

**EVENT:** Independence Day Indoor Cookout on Friday June 25<sup>th</sup> at 11am.

**ESTIMATED ATTENDANCE:** 125-150 seniors

**REQUESTED ITEMS:** \$100 or hamburgers, hotdogs, chips, etc...

→ *Sponsor the Independence Day Picnic and get a free ½ page black and white ad in an upcoming Senior Connection Newsletter. A \$100 value.*

**EVENT:** Birthday Party on Friday June 25<sup>th</sup> at 12:30pm.

**ESTIMATED ATTENDANCE:** 25-35 seniors

**MONETARY CONTRIBUTION:** \$30 or cake and ice cream

**EVENT:** Texas Hold'em Tournament on Friday June 25<sup>th</sup> at 1pm.

**ESTIMATED ATTENDANCE:** 25 seniors

**MONETARY CONTRIBUTION:** \$30 or 3 gift cards (\$15/\$10/\$5).

# ***OTHERS***

## **T-shirt Sponsor for Pickleball:**

Our pickleball group has increased from 4 members in 2007 to over 50 in 2010. The group has played in tournaments in Lewisville, McKinney, Arizona, Dallas, Louisiana, Oklahoma, Houston, and more. As part of your sponsoring the t-shirts for our players you will get your company logo on the back of the t-shirts. Sponsorship for the T-shirts will cost \$350.

## **T-shirt sponsor for Wii Bowling Team:**

In 2009 we started a Wii Bowling team that now consists of 12 members and continuing to grow. As part of your sponsoring the t-shirts for our players you will get your company logo on the back of the t-shirts. Sponsorship for the T-shirts will cost \$100.

## **Wellness Kick-Off Week**

This inaugural week in January will focus on wellness and fitness. We will have screenings, seminars, testing, classes and much more. We are requesting fitness items for participants (water bottles, pedometers, healthy cooking guides, etc...). As part of your sponsoring you will be recognized at the events and listed in the Senior Connection Newsletter as the event sponsor. Sponsorship for the items will cost \$150.

## **Senior Tournaments Week**

This annual event in the spring designates a winner of various games. We are requesting 1<sup>st</sup> place and 2<sup>nd</sup> place gift items (preferable gift cards in denominations of \$20/\$10) for 8 different games. As part of your sponsoring you will be recognized at the events and listed in the Senior Connection Newsletter as the event sponsor. Sponsorship for the items will cost \$240.