

# 2018 EVENT SPONSORSHIP PROPOSAL

SENIOR RESOURCE CENTER  
SAWYER COUNTY, WI



# Make a difference...AND HAVE FUN DOING IT.

## IT'S A WIN-WIN

Sponsoring a Senior Resource Center event provides you with the unique opportunity to connect with the community, build brand awareness, while #fightinghunger & #fightingisolation for Sawyer County Seniors.

## FIND THE RIGHT FIT

Looking for the opportunity to support our local older adult programs? To put your company name in front of hundreds of local residents? Want to show your employees and investors your dedication to these residents and their caregivers? Consider sponsorship of a 2018 SRC Event.

## THE NEED IS GROWING

Sawyer County is 1350 square miles with approximately 6000 residents 60+, and this is projected to grow to over 8500 by 2030. We provide nutrition, socialization, healthy aging programs, and deliver Meals on Wheels to homebound from five meal sites. Our Timber Grill food trailer has now expanded these services to isolated areas of the county, otherwise not served.



# OUR 2018 CALENDAR OF EVENTS:

In 2017, DJ's Dock on Round Lake dedicated the February Chili Cook-off to specifically benefit Sawyer County residents with Alzheimer's & their caregivers. The proceeds are used to support the SRC Alzheimer's Respite program, along with in-home care and caregiver support. This year's event will take place on Saturday, February 17, 2018.

Please contact DJ's Dock at 715-634-8100 for sponsorship information.

<https://www.facebook.com/events/364811507263427/>



## 2018 Spring Style Show & Luncheon – Saturday, March 24, 2018

This is the SRC major fundraising event of the year, which benefits Sawyer County programs for older adults 60+ and their caregivers, including Senior Meals & Meals on Wheels. Featuring styles of local merchants and service providers, promoting "Shop Local" with this years models showcasing the diversity of our "Beauties of the Northwood's".

This event takes place at The Steakhouse in Hayward. Doors Open 11 am, Lunch Served at Noon, Runway Show 1-3 pm. Huge Raffles, Door Prizes, & Silent Auction. This event sells out each year with over 250 in attendance. Over 150 volunteers, 60 models which have ranged in age from 2-97 with multigenerational family members.

[https://www.facebook.com/SeniorResourceCenterSawyerCountyWI/photos/?tab=album&album\\_id=607959582731841](https://www.facebook.com/SeniorResourceCenterSawyerCountyWI/photos/?tab=album&album_id=607959582731841)



**Follow us on Facebook:**

[https://www.facebook.com/events/879636298877254/?active\\_tab=discussion](https://www.facebook.com/events/879636298877254/?active_tab=discussion)



# Spring Style Show Sponsorship Opportunities

## Financial or In-kind as Agreed Upon

### Platinum Sponsor: \$2,500

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ Sponsor mentioned on all live radio programs for event
- ▶ Sponsor mention in all news articles/ads for event
- ▶ Banner or other promotional item as agreed upon at event
- ▶ Opportunity for sponsor to speak at event
- ▶ 10 tickets to event and VIP Table
- ▶ Company name announced throughout Style Show
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

### Gold Sponsor: \$1,000

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ 4 tickets to event and VIP Table
- ▶ Company name announced throughout Style Show
- ▶ Sponsor product samples and/or promotional items included on tables/place settings



# Spring Style Show Sponsorship Opportunities

## Financial or In-kind as Agreed Upon

### Silver Sponsor: \$750

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ 2 tickets to event and VIP Table
- ▶ Company name mentioned at Style Show
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

### Bronze Sponsor: \$500

- ▶ Inclusion of logo on all event & marketing materials
- ▶ Logo featured on website for one year
- ▶ 2 tickets to event
- ▶ Company name mentioned at Style Show
- ▶ Sponsor product samples and/or promotional items included on tables/place settings





# Spring Style Show Sponsorship Opportunities

## Financial or In-kind as Agreed Upon

### Fashion – Clothes/Accessories

#### Styles - Hair/Make-up/Nails

- ▶ Inclusion of logo on all event & marketing materials
- ▶ Sponsor posting on Facebook Event Page
- ▶ Business name mentioned during runway show with description of what model is wearing or service stylist provided
- ▶ Sponsor product samples and/or promotional items included on tables/place settings



### Financial/Raffle/Silent Auction Sponsors

#### Variable

- ▶ Company name mentioned at Style Show
- ▶ Major raffle prizes posted on Facebook event page leading up to Style Show



## New for this year – Spring Social Mixer

This is not a fundraiser, but a request from local seniors to have a safe place to meet others in the community and socialize. It will be held at The Steakhouse on Sunday, April 29th from 2-5 p.m. Residents will have the opportunity to Mix/Mingle and enjoy the fabulous music of The Duluth Blue Water Big Band that plays music from 1930-1970's. Fancy Hors-d'oeuvres and Desserts will be served. Cash bar and full menu available. Local partners are needed with transportation, respite care, and on-site assistance. We will also be looking for financial donations to keep the cost to participants at a minimal amount.

<https://www.facebook.com/events/571588023189430/>



<https://www.facebook.com/Blue-Water-Big-Band-Duluth-121066748011778/>



# Spring Social Mixer Sponsorship Opportunities

**We are seeking partners to assist with the financial expenses, so that our seniors of all economic backgrounds will be able to participate. Donations will be used to elevate these costs, to determine the fee that will be charged for entry to the event.**

**Expected expenses include: Cost of Band: \$750, Estimated Cost of Transportation: \$200 – Bus Passes, Estimated Cost of Hors-d'oeuvres and Desserts: \$1000. Respite will be provided for caregivers, so they can attend.**

## **Gold Sponsor: \$1,000**

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ Company name announced throughout event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

## **Bronze Sponsor: \$250**

- ▶ Company announced at event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

## **Silver Sponsor: \$500**

- ▶ Inclusion of logo on all event & marketing materials
- ▶ Company name announced throughout event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

## **Other Sponsor:**

- ▶ Company name announced at event

# 5<sup>th</sup> Annual "Hog Fest"

Saturday, August 11, 2018

Red Schoolhouse Wines, Stone Lake

The seniors of Stone Lake created this fundraiser for the SRC, to benefit the programs we provide to Sawyer County residents 60+. Music will be provided by locally known band "Larry's Drifters" & the Timber Grill Team will be cooking up the food.





# "Hog Fest" Sponsorship Opportunities

## Financial or In-kind as Agreed Upon

### Platinum Sponsor: \$2,500

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ Sponsor mentioned on all live radio programs for event
- ▶ Sponsor mention in all news articles/ads for event
- ▶ Banner or other promotional item as agreed upon at event
- ▶ Opportunity for sponsor to speak at event
- ▶ 10 tickets to event and VIP Table
- ▶ Company name announced throughout event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

### Gold Sponsor: \$1,000

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ 4 tickets to event and VIP Table
- ▶ Company name announced throughout event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings



# "Hog Fest" Sponsorship Opportunities

## Financial or In-kind as Agreed Upon

### Silver Sponsor: \$750

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ 2 tickets to event and VIP Table
- ▶ Company name mentioned at event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings

### Bronze Sponsor: \$500

- ▶ Inclusion of logo on all event & marketing materials
- ▶ Logo featured on website for one year
- ▶ 2 tickets to event
- ▶ Company name mentioned at event
- ▶ Sponsor product samples and/or promotional items included on tables/place settings





# "Timber Grill" Senior Outreach Events

*GOAL: Address the needs of the most rural and isolated Sawyer County older adults, while providing a healthy, nutritious, hot meal in their neck of the woods. The SRC was awarded an innovative revitalization grant from the State of WI DHS for a pilot project to purchase a food trailer. The Timber Grill became a reality in 2017. We held ten senior outreach events in locations furthest from any senior meal site. Businesses provided locations and agency partners joined us to provide information, assistance, and health preventative services.*

*#lightinghunger #lightingisolation*





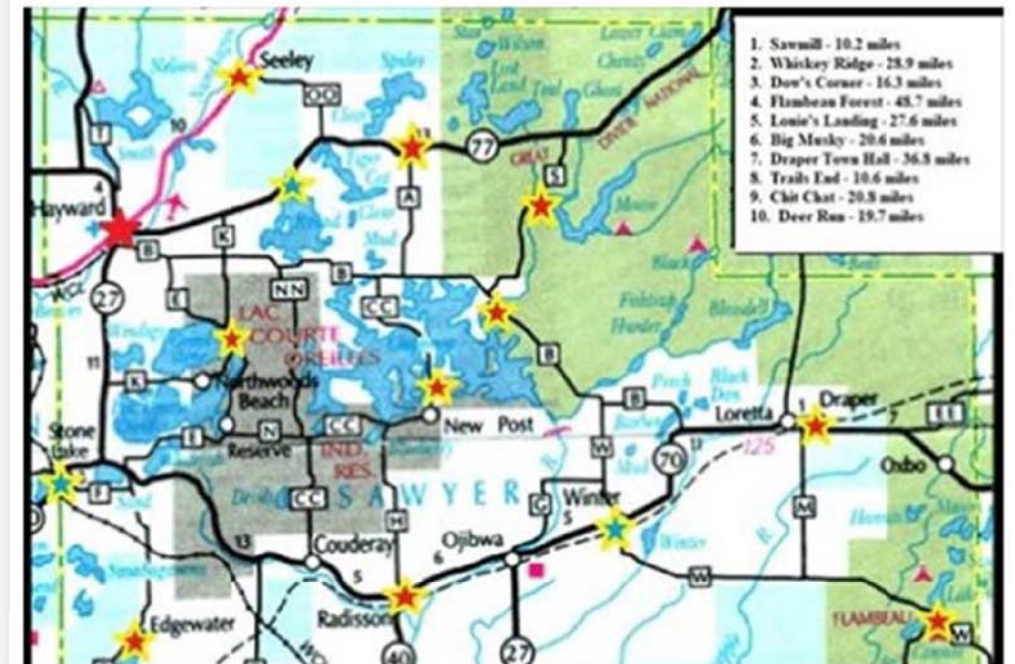
# How you can help?



## Senior Resource Center located in Sawyer County, WI

Published by Linda Hand [?] · August 29, 2017 ·

Timber Grill/Sawyer County Demographics. This is to show how vast Sawyer County is and to give a better idea of where the Timber Grill is going. This map shows Hayward (Red Star) in the NW corner, which houses the Hayward meal site. The stars (Yellow w/Blue Center) are the other four meal sites that we have in Stone Lake, Exeland, Winter, & Spider Lake. The stars (Yellow w/Red Center) are the ten senior outreach events that we have planned for this summer. Total miles listed on the map are one way, with the total round trip to each totaling over 480.4 miles. The county has a total area of 1,350 square miles of which 1,257 square miles is land and 93 square miles is water. It is the fifth-largest county in Wisconsin by land area. The population density is approximately 13 people per square mile.





# "Timber Grill" 2018 Senior Outreach Events

## Financial or In-kind as Agreed Upon

### Senior Outreach VIP: \$1,000

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ Logo featured on Timber Grill Trailer for one year
- ▶ Banner or other promotional item displayed at event
- ▶ Sponsor product samples and/or promotional items included on tables

### Senior Outreach Friend: \$250

- ▶ Logo featured on website for one year
- ▶ Sponsor product samples and/or promotional items included on tables

### Senior Outreach Sponsor: \$500

- ▶ Logo featured on website for one year
- ▶ Banner or other promotional item displayed at event
- ▶ Sponsor product samples and/or promotional items included on tables

### Senior Outreach Donor: \$100

- ▶ Sponsor product samples and/or promotional items included on tables



# Senior Health & Wellness Fair

## Tuesday, September 25, 2018

“Healthy Eating. Healthy Living. Healthy You.”

We invite local partners to join us in this celebration of Aging & Living Well in Sawyer County.

Spaces are limited and preregistration is required for vendors. Local health providers do have priority with registration. This event takes place at the Senior Resource Center in Hayward.





# Senior Health & Wellness Fair

## Financial or In-kind as Agreed Upon

### Healthy Aging VIP: \$1,000

- ▶ Inclusion of logo on all event & marketing materials
- ▶ VIP mention on live radio interviews and in news articles
- ▶ VIP Sponsor posting on Facebook Event Page
- ▶ Logo featured on website for one year
- ▶ Event Table and Chairs Guaranteed Preferred Level
- ▶ Banner or other promotional item displayed at event
- ▶ Sponsor product samples and/or promotional items included on tables

### Fitness Friend: \$500

- ▶ Logo featured on website for one year
- ▶ Sponsor Posting on Facebook Event Page
- ▶ Event Table and Chairs Guaranteed
- ▶ Sponsor product samples and/or promotional items included on tables

### Healthy Living Sponsor: \$750

- ▶ Logo featured on website for one year
- ▶ Sponsor mention on live radio interviews and in news articles
- ▶ Sponsor posting on Facebook Event Page
- ▶ Event Table and Chairs Guaranteed Preferred Level
- ▶ Banner or other promotional item displayed at event
- ▶ Sponsor product samples and/or promotional items included on tables

### Wellness Donor: \$250

- ▶ Event Table and Chairs Guaranteed



# Thank you for your consideration. We hope that you will join us in our mission:

*The mission of the Senior Resource Center is to serve, support, assist, and advocate for the older adults of Sawyer County and their caregivers to help them achieve active, fulfilled, independent, and healthy lives.*

If you have any questions, please feel free to contact me at: 715-634-3000 office, 715-558-2241 cell, or email [linda@seniorresourcecenternorth.org](mailto:linda@seniorresourcecenternorth.org)

We would also be glad to arrange a tour at one or more of our locations, including the Timber Grill.

Sincerely,  
**Linda A. Hand**  
Executive Director  
Senior Resource Center  
15856 E. 5<sup>th</sup> Street  
Hayward, WI 54843





**Internal Revenue Service**

**Date:** June 15, 2006

SENIOR RESOURCE CENTER INC  
15856 E 5TH ST  
HAYWARD WI 54843-6534 567

**Department of the Treasury**  
**P. O. Box 2508**  
**Cincinnati, OH 45201**

**Person to Contact:**  
Ms. Wallace 31-04021  
Customer Service Specialist  
**Toll Free Telephone Number:**  
877-829-5500  
**Federal Identification Number:**  
39-1519694

Dear Sir or Madam:

This is in response to your request of June 14, 2006, regarding your organization's tax-exempt status.

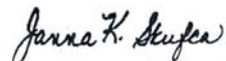
In July 1985 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

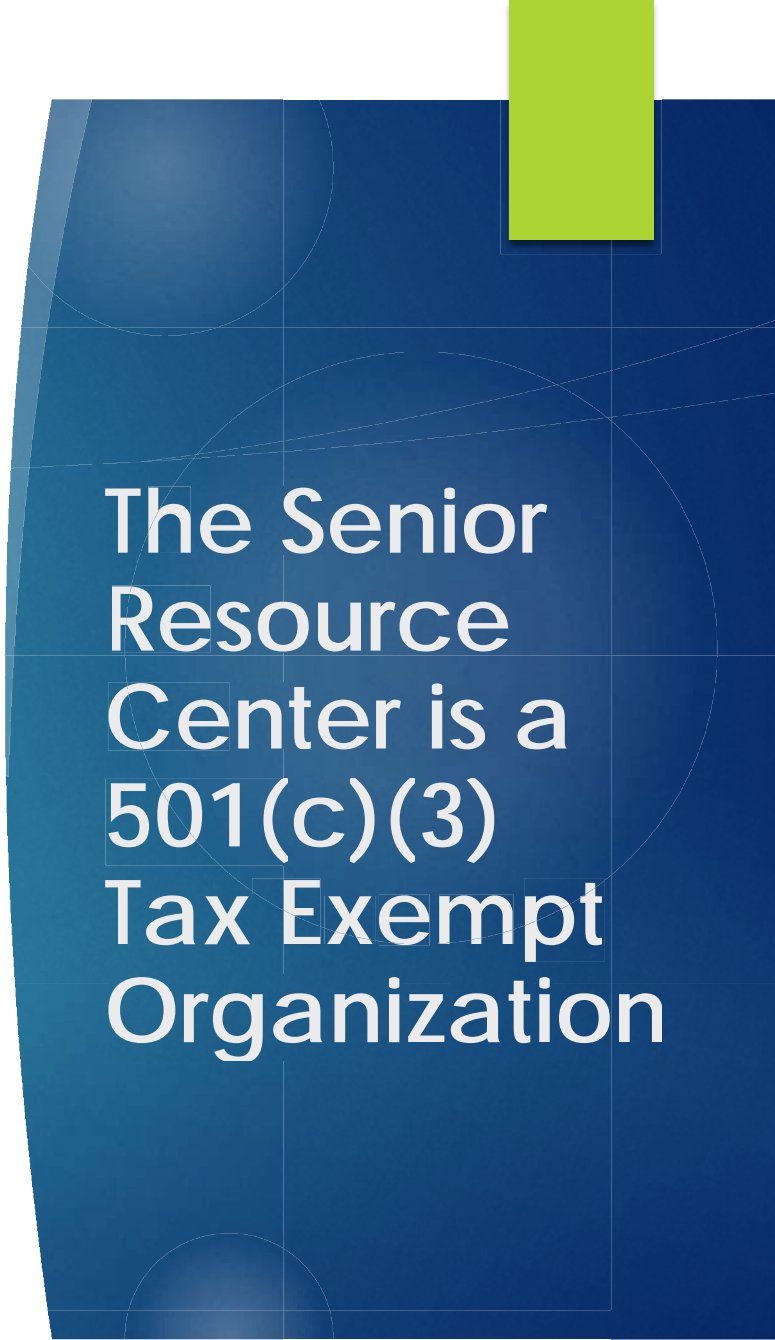
Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE  
Customer Account Services



The Senior  
Resource  
Center is a  
501(c)(3)  
Tax Exempt  
Organization