



SASCC WALKS

MAY 1-31

SPONSORSHIP OPPORTUNITIES



WHO WE ARE

The Saratoga Area Senior Coordinating Council (SASCC) is a nonprofit organization that provides life-enhancing services and support to older adults in Santa Clara County. As a leader in the County's Age Friendly initiative, we advocate at the local, state and national levels to ensure older adults can maintain active, healthy, and engaged lifestyles.

ABOUT THE WALK

SASCC Walks is an active event designed to help people of all ages get outside, prioritize their health, and support one of the populations most heavily-impacted by COVID-19: older adults. Registrants will walk between May 1-31.



The past year affirmed the importance of our health, as well as coming together to support those in need. #SASCCWalks connects these two together by encouraging folks to walk and raise funds to give older adults access to enriching fitness, wellness, creative, and social programming, plus resources and support to keep them safe.

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JOIN OUR MISSION!
GET ACTIVE FOR
OLDER ADULTS
SANTA CLARA COUNTY

Santa Clara County is home to
270,000 people over the age of 65,
many of whom are living in
isolation made worse by COVID-19.

Physical & social activities are
central in SASCC's offerings to the
aging community and their
families in Silicon Valley.

SASCC's community newspaper,
The Outlook, delivers local news,
trusted information, and critical
resources to over **13,000 West
Valley households every month.**

SASCC's innovative RYDE Program
offers safe and reliable, low cost
curb-to-curb transportation
services for over **30,000 adults
ages 65 or better.**

TOP 5 REASONS TO SPONSOR SASCC WALKS



MAKE AN IMPACT

Seniors are struggling to maintain a positive outlook these days. Your partnership will help us bridge the gap to a better tomorrow for older adults. SASCC Walks is an event designed to get our seniors back outside safely, encourages them to get active, and shows our love, support, and solidarity to them!



HAVE A VOICE

Partnering with SASCC gives your organization visibility and recognition in the senior services industry throughout Santa Clara County, while also giving a voice to older adults. Your message of support will resonate with the community and further your brand!



INCREASE BRAND VISIBILITY

SASCC is a trusted source of information and influence in some of the most affluent zip codes in the world, with an average income of over \$250k based on census data. Our community has buying power.



GAIN NEW ALLIES

SASCC is a central figure in the county's senior services infrastructure. Our work with local, state, and national elected leaders has led to productive relationships and greater advocacy for seniors. We actively seek out ways to connect our partners and supporters, build community, and forge new relationships.



SHOW YOUR SPIRIT

Older adults are in need now more than ever. This is your opportunity to get out there, put your best foot forward and show your support for them!

PRESENTING PACKAGE (3 slots available) - \$10,000

During Event

- Special 1 minute business spotlight and speaking opportunity (\$1,500 value)
- Interview with representative (preferably owner/manager), edited for broadcast
- Brand exposure to 65,000 local households through KSAR and KCAT broadcast of the event
- Admission tickets and t-shirts for up to 10 employees (\$350 value)
- Team fundraising page on event website with direct link to your company's website
- Listed as Presenting Sponsor on social media and countywide email marketing campaign
- Company logo included in Walk Kickoff presentation across all media platforms, with recognition from SASCC's Executive Director and Chair of the Santa Clara County's Senior Care Commission

Perks

- Engraved acorn recognizing your business on SASCC's Giving Tree (\$3,000 value)
- SASCC 1-year memberships for up to 10 employees
- Recognition in post-Walk thank-you communications
- Booth at next SASCC Resource Drive-Thru Fair
- Listed on SASCC website as Presenting Sponsor

Print

- Listed as Presenting Sponsor on marketing materials, swag & shirts
- Company name and logo prominently placed on Mercury News Advertisements, reaching 48,884 households in Santa Clara County
- Full page ad in The Outlook newspaper for 3 months, reaching 13,000 households monthly (\$3,000 value)
- Business Spotlight featured article in our Outlook newspaper for any one month (\$1,000 value)



PREMIER PACKAGE (4 slots available) - \$7,500

During Event

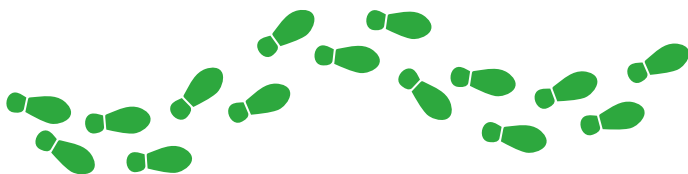
- Exposure to 65,000 local households through KSAR and KCAT broadcast of the event
- Admission tickets and t-shirts for up to 10 employees (\$350 value)
- Team fundraising page on event website with direct link to your company's website
- Listed as Featured Sponsor on social media and countywide email marketing campaign
- Company logo included in Walk Kickoff presentation across all media platforms, with recognition from SASCC's Executive Director and Chair of the Santa Clara County's Senior Care Commission

Print

- Company logo featured on marketing materials, swag & shirts
- Full page ad in The Outlook newspaper for one month (\$1000 value)
- ½ page ad in The Outlook newspaper for one month (\$650 value)
- Business Spotlight featured article in our Outlook newspaper for any one month (\$1,000 value)

Perks

- Engraved acorn recognizing business on SASCC's Giving Tree (\$3,000 value)
- SASCC 1-year memberships for up to 10 employees
- Recognition in post-Walk thank-you communications
- Listed on SASCC website as premier sponsor



SUPPORTING PACKAGE - \$4,500

During Event

- Admission tickets for up to 10 employees
- Team fundraising page on event website with direct link to your company's website
- Company logo listed on targeted social media and email marketing
- Company logo included in Walk Kickoff presentation across all media platforms



Perks

- Engraved leaf recognizing business on SASCC's Giving Tree
- SASCC 1-year memberships for up to 10 employees
- Recognition in post-Walk thank-you communications

Print

- Company logo listed on marketing materials, swag & shirts
- Full page ad in The Outlook newspaper for one month (\$1,000 value)
- ½ page ad in The Outlook newspaper for one month (\$650 value)

BASIC PACKAGE - \$1,500

During Event

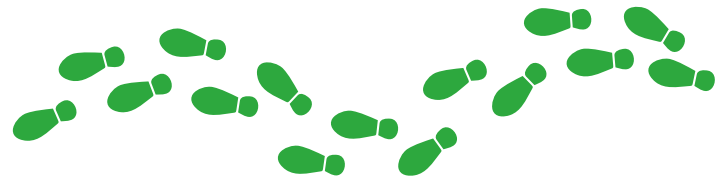
- Admission tickets for up to 5 employees
- Team fundraising page on event website with direct link to your company's website
- Company logo included in Walk Kickoff presentation across all media platforms.

Perks

- SASCC 1-year memberships for up to 5 employees
- Recognition in post-Walk thank-you email

Print

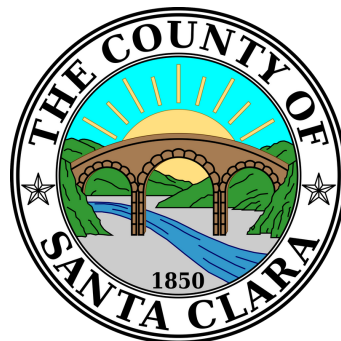
- Company name listed on event t shirt and in social media posts
- ½ page ad in The Outlook newspaper for one month (\$650 value)



JOIN OUR COUNTYWIDE EFFORT

TO SUPPORT OLDER ADULTS THROUGH THIS
CHALLENGING TIME AND FOR YEARS TO COME

ALONG WITH OUR COMMUNITY PARTNERS:



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