

SPONSORSHIP PACKAGE 2019

Bulverde Spring Branch Activity Center



Please complete this form and return to:

Jessica Rosario, Director of Operations

Bulverde Spring Branch Activity Center
30280 Cougar Bend
Bulverde, TX 78163

Office 830-438-3111, Fax 830-438-3144

jrosario@bsbac.com

www.bsbac.com



*Serving Older Adults and their families
across western Comal County*

**BULVERDE
SPRING BRANCH
ACTIVITY CENTER**

Dear Community Partner,

Since 1991, the Bulverde Spring Branch Activity Center (BSBAC) has actively pursued its mission to **facilitate active aging** and **enhance the quality of life** for older adults in our communities. In 2017, the activity center provided social activities, educational opportunities, fitness programs, daily meals, transportation, and access to information and services to over 600 community seniors.

Through the Meals on Wheels program, in 2017 our invaluable volunteers successfully delivered more than **14,000 lunches to homebound seniors**. During January through August this year, the center served and delivered a combined number of 11,981 meals and we are on track to surpass last year's number. These lunches aid in reducing **food insecurity** in our community; for some seniors, the daily lunch may be their only nutritious meal of the day.

BSBAC does not receive funding by local or federal taxes, but rather rely entirely on sponsorships, donations, and fundraisers. By offering a broad selection of sponsorship and marketing opportunities, we know that you can make a great impact in our community, while fostering the growth and success of your business.

Please note that **all sponsorship opportunities**, regardless of level or amount, include the following:

- Opportunity to reach approximately 1,000 community residents monthly through our electronic and printed newsletters
- Your business listed in the member resource guide, available both in-house and online
- Featured on our website as a sponsor/community partner

The U.S. is experiencing a **rapid growth of the senior population**, and your support plays a vital role in accommodating and expanding our services to meet the current, and future, need. By working together, we can improve the quality of life and foster **dignified aging** for every senior in the western Comal County.

Your support is greatly appreciated.

Kimberly Kelley
Executive Director



*Serving Older Adults and their families
across western Comal County*

**BULVERDE
SPRING BRANCH
ACTIVITY CENTER**

BUSINESS INFORMATION

Company Name (s) _____
(Please list as you would like it to appear in printed material)

Contact Person _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email Address _____

Total Sponsorship Amount: \$ _____ (see page 7 for designation)

_____ Yes, I am giving Bulverde Spring Branch Activity Center permission to include my Logo and other promotional material, as applicable, in online and printed marketing material.

_____ Yes, I am giving Bulverde Spring Branch Activity Center permission to include photos of company representatives attending BSBAC events, in printed and online marketing material.

Company Representative (printed & signature) Date

BSBAC Representative (printed & signature) Date



*Serving Older Adults and their families
across western Comal County*

**BULVERDE
SPRING BRANCH
ACTIVITY CENTER**

	SPONSORSHIP LEVELS				
	Diamond \$2,000	Platinum \$1,000	Gold \$500	Silver \$250	Bronze** \$150
Advertisement of Company:					
- Printed Newsletter	12 ads /year	6 ads/year	3 ads/year	1 ad/year	
- Electronic Newsletter	12 ads / year	6 ads/year	3 ads/year	1 ad/year	
- Company <u>Logo</u> on Sponsor Recognition Banner	● (all events)	● (3 events)	● (1 event)		
- Company <u>Name</u> on Sponsor Recognition Banner				● (1 event)	● (1 event)
- Website & Member Resource Guide	●	●	●	●	●
- Social Media (FB, Instagram)	Logo Website Link Presentation	Logo Website Link	Logo	Logo	
Vendor Space at the event	● (3/year)	● (2/year)	● (1/year)	● (1/year)	● (1/year)
Company information or “freebie” items included in participants’ race/gift bags*	●	●	●	●	●
Free Event Tickets or Race Registrations for sponsored event	● (4/year)	● (4/year)	● (2/year)	● (2/year)	
Verbal Acknowledgement during event	● (2/year)	● (1/year)			
Free Lunch & Learn presentations	● (2/year)	● (1/year)			
Designation of Funds					
Meals on Wheels (MOW)					
Company Logo placed on all meals*	12 months	6 months			
Company Flyers distributed with meals*	6 months				
Company Logo printed on Monthly Menu	12 months	12 months	6 months	2 months	1 month
Run for the Hills 5K/10K**					
3-5 minute promotional presentation prior to race start	●				
Company Logo on race t-shirt	●	●	●		
Company Name on race t-shirt				●	

* Sponsor provides Company labels and flyers, where applicable

** Refer 4 runners to “Run for the Hills” OR provide Silent Auction item (min. \$100 value) for “Un’wine’d” or “Style Show”, and receive Bronze Sponsorship Level for **FREE**



ADDITIONAL SPONSORSHIP OPPORTUNITIES					
LUNCH & LEARN					
Benefits:					
✓ Opportunity to <i>promote your business</i> during the event & hand out promotional material					
✓ We will provide tables and chairs as well as access to a projector and sound system					
✓ Advertisement of your Lunch & Learn in monthly newsletter (electronic & printed)*					
✓ Information about the Lunch & Learn event posted on our website and on social media in the month leading up to the event					
✓ We will provide a space in the entry or dining area for you to place information and signage for the month					
✓ Ability to give a 1-2 minute promotion about your Lunch & Learn prior to your event					
✓ Price includes lunch for the first 20 participants (event can be capped at 20)**					
Pricing:					
✓ Single Month: \$400 (50% off if your company provides lunch***)					
✓ Multiple Months: \$300 per Lunch & Learn (50% off if your company provides lunch***)					
Please check (x) the months you would like to participate in Lunch & Learn:					
JANUARY		MAY		SEPTEMBER	
FEBRUARY		JUNE		OCTOBER	
MARCH		JULY		NOVEMBER	
APRIL		AUGUST		DECEMBER	
VOLUNTEER LUNCHEON (February)					
Benefits:					
✓ Same level of exposure and business promotion as Lunch & Learn, PLUS:					
✓ Company representative(s) included in volunteer picture, shared in both printed format and via social media					
✓ Opportunity to present "Volunteer of the Year" award (with Platinum sponsor level)					
Pricing:					
✓ Annual Event: \$500 - \$2,000 (includes sponsor levels Gold through Diamond)					
COMMUNITY LUNCHEON (Thanksgiving)					
Benefits:					
✓ Same level of exposure and business promotion as Lunch & Learn, PLUS:					
✓ Company representative(s) included in Thanksgiving picture, shared in both printed format and via social media					
✓ Interaction and promotion within the local community					
Pricing:					
✓ Annual Event: \$150 - \$2,000 (includes sponsorship levels Bronze through Diamond)					
SOCIAL ACTIVITIES					
✓ Quarterly Socials (ex. Ice Cream Social, Senior Night Out, and 4 th of July Celebration)					
✓ Day Trips / Excursions					
✓ Craft Classes					
✓ Additional activities may be announced throughout the year					
✓ Pricing dependent on sponsored activity, contact Jessica Rosario for further details					

*Sponsors provides logo and other promotional material, where applicable.

**Additional lunches can be purchased at \$10/person.

***Food choice needs to be approved by admin prior to event.



HEALTH FAIRS / VENDOR SPACE	
<input type="checkbox"/> \$100 – Vendor Space in 1 Event <input type="checkbox"/> \$185 – Vendor Space in 2 Events <input type="checkbox"/> \$255 – Vendor Space in 3 Events	
Please indicate which events fairs/events you would like to attend:	
<input type="checkbox"/> March 2 nd , Un’Wine’D with Us <input type="checkbox"/> May 4 th , 20 th Annual Run for the Hills <input type="checkbox"/> July 27 th , Style Show	<input type="checkbox"/> September 23 rd , Active Aging Health Fair <input type="checkbox"/> November 9 th , Craft Fair <input type="checkbox"/> Other: _____
ADVERTISEMENT	
<p>Newsletter (printed & electronic):</p> <input type="checkbox"/> \$250/year* – Small Ad (2x3.5in) <input type="checkbox"/> \$500/year* – Medium Ad (2x7in) <input type="checkbox"/> \$750/year* – Half Page <input type="checkbox"/> \$1,000/year* – Full Page	<p>Money Mailer:</p> <p>Advertise in Money Mailer (\$50/event):</p> <input type="checkbox"/> Un’Wine’D with Us <input type="checkbox"/> Run for the Hills <input type="checkbox"/> Craft Show <input type="checkbox"/> Annual Appeal
<p>Bingo Tournament:</p> <p>Pricing:</p> <input type="checkbox"/> Single event: \$100 <input type="checkbox"/> Multiple Events: \$75 per event	<p>Benefits:</p> <ul style="list-style-type: none"> ● Length of advertisement: 4-6 weeks ● Company Logo and information included in newsletter ● Opportunity to hand out promotional material & endorse business during a 3-5 minute presentation

*One full year of advertisement in our monthly newsletters

For further information on any of these programs/events/activities, or to learn about additional promotional opportunities, please contact Jessica Rosario (jrosario@bsbac.com).



*Serving Older Adults and their families
across western Comal County*

**BULVERDE
SPRING BRANCH
ACTIVITY CENTER**

Sponsorship Designation	
Thank You for Supporting the Bulverde Spring Branch Activity Center! Please enter Total Sponsorship Amount below and, where applicable, how much of the total amount will be applied toward any specific programs/events/activities/fairs.	
Total Sponsorship Amount: \$ _____	
Program/Event/Activity/Fair	Amount (\$):
Meals on Wheels	
Run for the Hills 5K/10K/Health Fair	
Un'Wine'd Wine Tasting	
Style Show	
Lunch & Learn	
Volunteer or Community Luncheon	
Vendor Space	
Bingo	
Other Social Activity: _____	
Advertisement: <i>Newsletter</i>	
Advertisement: <i>Money Mailer</i>	

Notes:

Please complete this form and return to:

Jessica Rosario, Director of Operations
 Bulverde Spring Branch Activity Center
 30280 Cougar Bend, Bulverde, TX 78163
 Office 830-438-3111, Fax 830-438-3144
jrosario@bsbac.com