



The Gala: Exclusive Sponsorship Opportunities

<p>The Gala Title Sponsor \$25,000 (Fair Market Value: \$9,370)</p>	<ul style="list-style-type: none"> • Exclusive on-stage opportunity to welcome guests to <i>The Gala</i> • Participation in two-thirds of the 2019 PCOA Media Spots • Your 3/4 page ad in six (6) issues of PCOA's publication, "Never Too Late" • Full-page ad on the back cover of <i>The Gala</i> program (full-bleed, color) • An article in the PCOA donor newsletter highlighting your support of PCOA • Logo: pre and post-gala display ads in "Never Too Late" and Arizona Daily Star, PCOA website and Facebook, save the date, invitation, event screen and program • One (1) table for 12 at <i>The Gala</i>
<p>VIP Reception Sponsor \$10,000 (Fair Market Value: \$1,690) <i>* This is a separate pre-gala event in March 2019, location TBD.</i></p>	<ul style="list-style-type: none"> • Your logo will be the only one on the VIP Reception invitation and signage • Verbal recognition at VIP Reception with a brief opportunity to welcome guests • 1/4 page ad in "Never Too Late" and 1/4 ad in <i>The Gala</i> program • Logo: pre and post-gala display ads in "Never Too Late" and Arizona Daily Star, PCOA website and Facebook, <i>The Gala</i> save the date, invitation, event screen and program • One (1) table of 10 at <i>The Gala</i>
<p>NO LONGER AVAILABLE Video Sponsor \$8,500 (Fair Market Value: \$1,034)</p>	<ul style="list-style-type: none"> • Your brief recorded video message to start <i>The Gala</i> video presentation • 1/4 page ad in <i>The Gala</i> program • Logo: pre and post-event display ads in "Never Too Late" and Arizona Daily Star, PCOA website, Facebook, save the date, invitation, event screen and program • One (1) table of 10 at <i>The Gala</i>
<p>NO LONGER AVAILABLE Reception Sponsor \$7,500 (Fair Market Value: \$1,350)</p>	<ul style="list-style-type: none"> • Named reception to begin <i>The Gala</i> with signage and signature beverage • Option of providing logoed cocktail napkins for reception • 1/4 page ad in <i>The Gala</i> program • Logo: pre and post-event display ads in "Never Too Late" and Arizona Daily Star, PCOA website, Facebook, save the date, invitation, event screen and program • One (1) table of 10 at <i>The Gala</i>
<p>Entertainment Sponsor \$7,500 (Fair Market Value: \$1,690)</p>	<ul style="list-style-type: none"> • Named stage and dancing portion of <i>The Gala</i> with signage and verbal recognition • 1/4 page ad in "Never Too Late" and 1/4 ad in <i>The Gala</i> program • Logo: pre and post-event display ads in "Never Too Late" and Arizona Daily Star, PCOA website, Facebook, save the date, invitation, event screen and program • One (1) table of 10 at <i>The Gala</i>
<p>NO LONGER AVAILABLE Champagne Toast Sponsor \$4,750 (Fair Market Value: \$735)</p>	<ul style="list-style-type: none"> • Give the toast at the conclusion of <i>The Gala</i> • Your logo on the menu card at each table and in <i>The Gala</i> program • Sponsor name: pre and post-event display ads in "Never Too Late" and Arizona Daily Star, PCOA website, Facebook, save the date, invitation, event screen and program • Six (6) seats at <i>The Gala</i>
<p>NO LONGER AVAILABLE Wine Sponsor \$4,000 (Fair Market Value: \$735)</p>	<ul style="list-style-type: none"> • Your logo on the menu card at each table and in <i>The Gala</i> Program • Sponsor name: pre and post-event display ads in "Never Too Late" and Arizona Daily Star, PCOA website, Facebook, save the date, invitation, event screen and program • Six (6) seats at <i>The Gala</i>



The Gala

2019 Sponsorship

Investment	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000	\$1,000
Fair Market Value	\$6,170	\$3,720	\$2,370	\$1,940	\$1,530	\$1,430	\$735	\$295
Participating in PCOA Media Spot(s)	1/3 of spots							
Article in PCOA Newsletter and on PCOA.org about sponsor's relationship to PCOA	Yes							
Verbal Recognition from Stage	Yes	Yes	Yes					
Ad in "Never Too Late" (January, March or July/Aug. issue)	Four (4) 1/2 Page	Three (3) 1/2 Page	1/2 Page	1/4 Page	1/8 Page	Business Card		
Ad in <i>The Gala</i> Program	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page		
Table/Tickets to <i>The Gala</i> (4/13/19)	Table of 12	Table of 12	Table of 12	Table of 10	Table of 10	Table of 10	Six (6) Tickets	Two (2) Tickets
Logo or Name Placement								
Display ad in Arizona Daily Star (pre and post-event)	Logo	Logo	Logo	Logo	Logo	Name	Name	
Display ad in "Never Too Late" (pre and post-event)	Logo	Logo	Logo	Logo	Logo	Name	Name	
PCOA's Facebook Page	Photo/Link	Photo/Link	Photo/Link	Photo/Link	Photo/Link	Photo/Link	Name	Name
On Screen at <i>The Gala</i>	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
In <i>The Gala</i> Program	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
<i>The Gala</i> Save the Date	Logo	Logo	Logo	Logo	Name	Name	Name	Name
<i>The Gala</i> Invitation	Logo	Logo	Logo	Logo	Name	Name	Name	Name
<i>The Gala</i> Webpage (pcoagala.org)	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link	Name/Link

Please see the back of this page for additional details regarding each of these sponsorship benefits and *The Gala*.

Details for The Gala 2019 Sponsorship Benefits:

- * **PCOA Media Spots** - These PCOA TV commercials for *The Gala* (March 2019) and tax credit donations (Mar/Apr 2019, Nov/Dec 2019) will include a brief appearance from a representative of your company sharing how they are happy to support PCOA.
- * **PCOA Newsletter** - A publication for PCOA donors mailed 3 times a year to nearly 2,500 homes and businesses.
- * **"Never Too Late"** - A tabloid-sized black and white newspaper specifically for older people and their families, published by PCOA. 1,000 papers are mailed to homes and 7,300 are distributed to businesses, libraries, retirement communities, senior centers and social service agencies. Sponsor ads will primarily be published in the Jan, Mar or July/Aug issues. Ad sizes: 3/4 page - 10"x7.65" or 7.45"x10.25"; 1/2 page - 10x5" or 4.91"x10.25"; 1/4 page - 4.91"x5" or 10"x2.45"; 1/8 page - 4.91"x2.45", business card - 3.2"x1.6".
- * **The Gala Program** - This full color, 8.75x11.5 booklet is provided to each event guest. All sponsors are listed via name or logo as part of a full-page display ad. Sponsors at \$3,000 or above also receive a program ad. Ad sizes: full page back cover/inside front cover - 8.75x11 with bleed; full page, internal - 7.5x10; 1/2 page 7.5x4.875; 1/4 page - 3.5x4.75.
- * **Display Ad in "Never Too Late"** - This 1/2 page ad will run in PCOA's February, March, April and May editions of "Never Too Late" and will include the names/logos of all committed sponsors at \$2,000 or above.
- * **Display Ad in the Arizona Daily Star** - This large, full-color ad will run at least twice pre-event and at least once post-event and will include the names/logos of all committed sponsors at \$2,000 or above.
- * **PCOA's Facebook Page** - Your company name and/or photo and link will be displayed on PCOA's Facebook page within 2 weeks of your sponsorship commitment (if committed by 2/15/19). PCOA has more than 3,000 followers.
- * **On Screen at The Gala** - A slide show of sponsor names and logos will play during every opportunity in the ballroom at *The Gala*.
- * **The Gala Save the Date** - *The Gala* save the date will be sent electronically in early November to PCOA's full email list of nearly 3,500 people a postcard will mail in early January to at least 2,000 individuals and businesses. Sponsorship commitment needed by 10/20/18 for the electronic save the date and by 12/5/18 for the mailed save the date.
- * **The Gala Invitation** - *The Gala* invitation will mail in February to at least 2,000 individuals and businesses. An electronic version will follow to PCOA's full email list of nearly 3,500 people. Sponsorship commitment needed by 1/15/19.
- * **The Gala Webpage** - PCOAGala.org is a direct link to the page on the PCOA website which will include all of this year's event information. The list of sponsors will be updated regularly and will link to your website.
- * **VIP Reception** - This PCOA donor/sponsor event will be scheduled for March 2019, location TBD, and includes beer, wine and heavy h'orderves. Mailing list will include around 300 household and businesses. Attendance is projected to be 100-150 people.
- * **Gala Reception** - This reception is from 6-7:00 pm at *The Gala*. It is in a separate space and includes appetizers and a no-host bar.
- * **The Gala** - Saturday, April 13, 2019 from 6:00 - 10:00 pm at the Westin La Paloma Resort and Spa. Dinner and dancing.

Please contact Kristin McPeters at PCOA with any questions or for additional details - kmceters@pcoa.org or (520) 305-3401.



The Gala: 2019 Gala Sponsorship Commitment Form

Sponsor Name (as it should appear in print)

Preferred Contact Name

Preferred Contact Title

Address

City State Zip

Phone Email

Signature

Sponsorship Options

- \$20,000
- \$15,000
- \$10,000
- \$7,500
- \$5,000
- \$3,000
- \$2,000
- \$1,000

**Commit by Dec. 10
to be included
on the mailed
Save the Date!**

Exclusive Sponsorships*

- Title Sponsor - \$25,000
- VIP Reception Sponsor - \$10,000
- Video Sponsor - \$8,500
- Entertainment Sponsor - \$7,500
- Reception Sponsor - \$7,500
- Champagne Toast Sponsor - \$4,500
- Wine Sponsor - \$4,000

**Only one of each opportunity is available. Please confirm availability prior to payment*

See the attached sponsorship documents or visit pcoagala.org for full sponsorship details.

Payment Method

Payment is expected by the event date, April 13, 2019.

- My check made out to PCOA is enclosed
- Please invoice me: full amount 2 monthly installments 4 monthly installments
- Please charge my credit card: full amount monthly installments of \$_____

Card #

Exp Security Code

Thank you for your support! We will be in touch soon to confirm all related details. Please contact Kristin McPeters with any questions or to discuss payment methods and time line.

Please return the completed form to Kristin McPeters at:
Pima Council on Aging | 8467 E. Broadway Blvd. | Tucson, AZ 85710
kmcpeters@pcoa.org | P: 520-305-3401 | F: 520-790-7577

OFFICE USE ONLY

SUBMITTED DATE: _____ PAYMENT DATE: _____ INVOICE NUMBER: _____