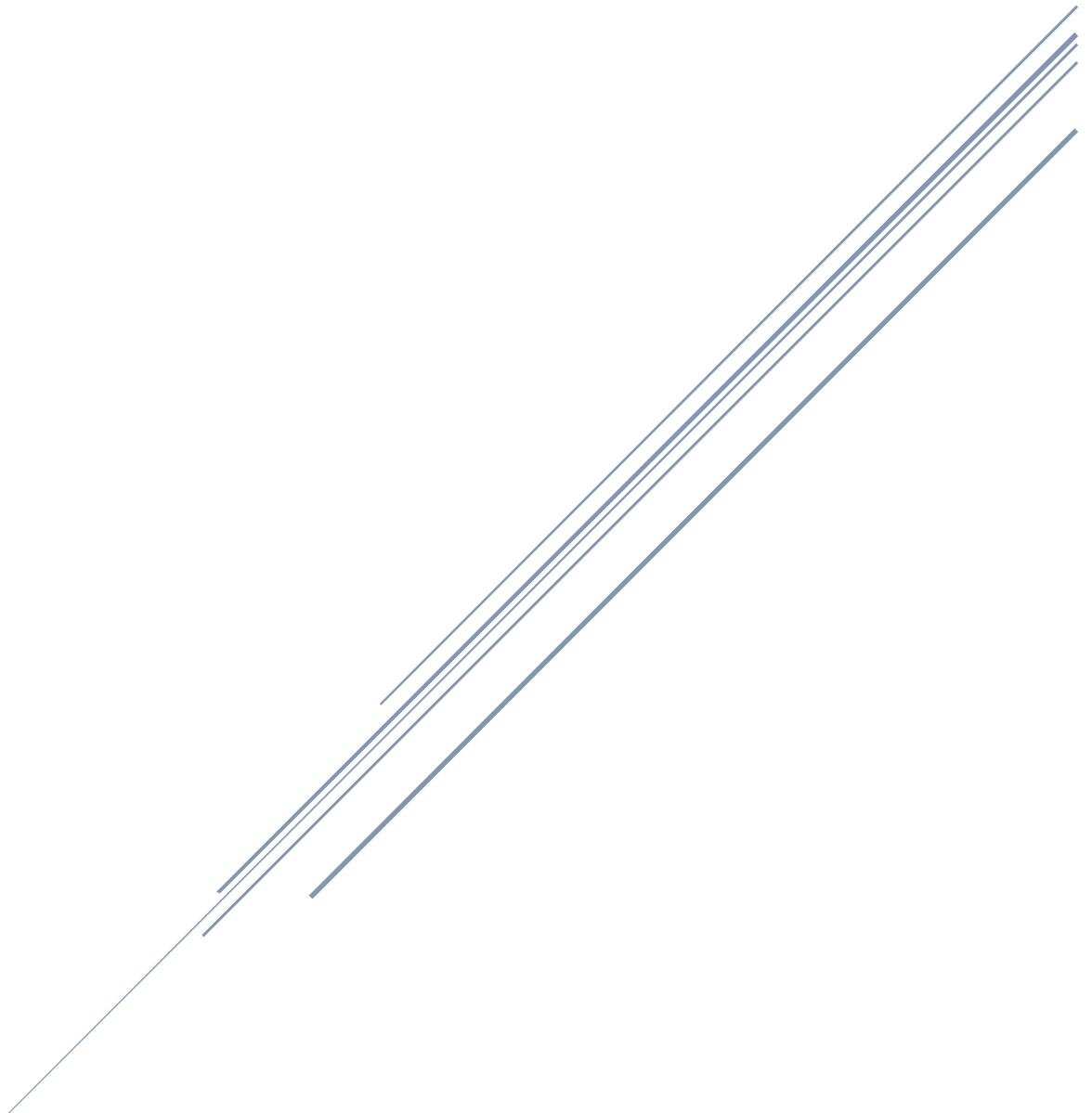


# **SPONSORSHIP PACKAGE**

## **2018**

*Bulverde Spring Branch Activity Center*



Bulverde Spring Branch Activity Center  
30280 Cougar Bend  
Bulverde, TX 78163  
Office 830-438-3111, Fax 830-438-3111



*Serving Senior Citizens 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 seniors in Bulverde, and surrounding 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, our invaluable volunteers successfully delivered more than **14,000 lunches to homebound seniors**. 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 is not funded 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 1,000 community residents monthly through our electronic and printed newsletters
- Listed as a **preferred member** in the center resource guide, available to all BSBAC members
- 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



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**BULVERDE  
SPRING BRANCH**  
ACTIVITY CENTER

## **BULVERDE SPRING BRANCH ACTIVITY CENTER ANNUAL SPONSORSHIP FORM - 2018**

Our community members are our biggest supporters and we couldn't do everything we do without your help. Please look at how your time, talent and treasure can help us in 2018 and help you get more recognition for your business!

### **BUSINESS INFORMATION**

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

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Email Address \_\_\_\_\_

### **SPONSORSHIP OPPORTUNITIES - TOTAL**

Total from 2018 Annual Activity Sponsorship Opportunities

\$ \_\_\_\_\_

Name and Title for Acknowledgement \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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 830-438-3111  
[jrosario@bsbac.com](mailto:jrosario@bsbac.com)



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	SPONSORSHIP LEVELS				
	Diamond \$2,000	Platinum \$1,000	Gold \$500	Silver \$250	Bronze** \$100
Advertisement of Company:					
- Printed Newsletter (monthly)	6 ads/year	3 ads/year	3 ads/year	1 ad/year	Listed as sponsor (1 month)
- Electronic Newsletter (monthly)	6 ads/year	3 ads/year	3 ads/year	1 ad/year	Listed as sponsor (1 month)
- Company <u>Logo</u> on Sponsor Recognition Banner (specific event)*	●	●	●		
- Company <u>Name</u> on Sponsor Recognition Banner (specific event)*				●	
- Website (sponsorship level included)	●	●	●	●	●
- Social Media (FB, Instagram)	Logo Website Link Presentation	Logo Website Link	Logo	Logo	
Included in BSBAC Member Resource Guide	●	●	●	●	●
Vendor Space at the event*	●	●	●	●	
Verbal Acknowledgement during event*	●	●			
Company information or "freebie" items included in participants' race/gift bags*	●	●	●	●	
Free Event Tickets or Race Registrations	● (4/event)	● (4/event)	● (2/event)	● (2/event)	
Free vendor registration for BSBAC Health Fair(s) (table & 2 chairs included)	● (2/year)	● (1/year)			
Free Lunch & Learn presentations	● (2/year)	● (1/year)			
<b>Additional Sponsor Benefits per Event/Program</b>					
<b>Meals on Wheels (MOW)</b>					
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	6 months	2 months	1 month
<b>Run for the Hills 5K/10K**</b>					
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 3 runners to "Run for the Hills" OR provide Silent Auction item (min. \$75 value) for "Un'wine'd" or "Style Show", and receive Bronze Sponsorship Level for **FREE**



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across western Comal County*

**BULVERDE  
SPRING BRANCH  
ACTIVITY CENTER**

ADDITIONAL SPONSORSHIP OPPORTUNITIES					
<b>LUNCH &amp; LEARN</b>					
<b>Benefits:</b>					
✓ Opportunity to <b><i>promote your business</i></b> during the event & hand out promotional material					
✓ We will provide you with the room, tables, chairs and the <b><i>first 10 meals</i></b> for your Lunch and Learn*					
✓ <b><i>Half page</i></b> listing in monthly newsletter (electronic & printed), advertising your Lunch & Learn					
✓ <b><i>Information</i></b> about your business and the Lunch & Learn event posted on our <b><i>website</i></b> ( <i>one month</i> ) and on <b><i>social media</i></b> ( <i>4 times in the month leading up to the event</i> )					
✓ We will provide a <b><i>space in the entry or dining area</i></b> for you to <b><i>place information and signage for the month</i></b>					
✓ Ability to give a <b><i>1-2 minute promotion</i></b> about your Lunch & Learn <b><i>prior to your event</i></b>					
<b>Pricing:</b>					
✓ <b>Single Month: \$400</b> (50% off if your company provides lunch**)					
✓ <b>Multiple Months: \$300 per Lunch &amp; Learn</b> (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	
<b>VOLUNTEER LUNCHEON</b>					
<b>Benefits:</b>					
✓ Same level of exposure and business promotion as <b><i>Lunch &amp; Learn, PLUS:</i></b>					
✓ Company representative(s) included in volunteer picture, shared in both printed format and via social media					
✓ Opportunity to present "Volunteer of the Year" award					
<b>Pricing:</b>					
✓ <b>Annual Event: \$500</b>					
<b>SOCIAL ACTIVITIES</b>					
✓ Quarterly Socials					
✓ Day Trips / Excursions					
✓ Craft Classes					
✓ Other activities to be announced throughout the year					
✓ Pricing dependent on sponsored activity					

\*Additional meals are priced at \$10.00 each.

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

\*\*\*Gift Card provided by BSBAC.



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### HEALTH FAIRS / VENDOR SPACE

- ☐ \$100 – Vendor Space in **1** Health Fair
- ☐ \$185 – Vendor Space in **2** Health Fairs
- ☐ \$255 – Vendor Space in **3** Health Fairs

**Please indicate which events fairs/events you would like to attend:**

- |   |  |
|---|--|
| <input type="checkbox"/> May 5 <sup>th</sup> , 19 <sup>th</sup> Annual 5K/10K/Health Fair | <input type="checkbox"/> October 13 <sup>th</sup> , Healthy Pet, Healthy You |
| <input type="checkbox"/> July 28 <sup>th</sup> , Style Show                               | <input type="checkbox"/> November 10 <sup>th</sup> , Craft Fair              |
| <input type="checkbox"/> September 24 <sup>th</sup> , Active Aging Health Fair            |  |

### ADVERTISEMENT

#### Newsletter (printed & electronic):

- ☐ \$250/year – Small (2x3.5in)
- ☐ \$500/year – Medium (2x7in)
- ☐ \$750/year – Half Page
- ☐ \$1,000/year – Full Page

#### Bingo Tournament:

##### Pricing:

- ☐ **Single event:** \$100
- ☐ **Multiple Events:** \$75 per event

##### Benefits:

- Length of advertisement: 6 weeks
- Company Logo and information included in newsletter
- Opportunity to hand out promotional material & endorse business during a 3-5 minute presentation

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



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ACTIVITY CENTER**

Sponsorship Designation	
<b>Thank You for Supporting the Bulverde Spring Branch Activity Center!</b> 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 Luncheon	
Other Social Activity: _____	
Health Fair Vendor Space	
Advertisement: <i>Newsletter</i>	
Advertisement: <i>Bingo Tournament</i>	

\_\_\_\_\_ 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