

Partnership Opportunities





About Us

Sound Generations is a multi-service nonprofit partnering with older adults facing crisis and their loved ones across King County. We have been supporting our communities since 1967. Our staff and volunteers are dedicated to ensuring older adults can live ample and fulfilled lives in a community that respects and affirms the aging journey.

Our Mission

We partner with older adults to provide accessible and inclusive services so they can age their way.

Our Vision

We envision a responsive, multigenerational community that recognizes and fulfills the diverse and changing needs of everyone as we age.

Who We Serve

Sound Generations serves tens of thousands of older adults, adults with disabilities, and their unpaid caregivers each year throughout King County.

Our Clients: Approximately one-third of our clients are older adults of color and over 75% have low incomes. Over 30% report having a disability.

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Partnership Overview

Program Support

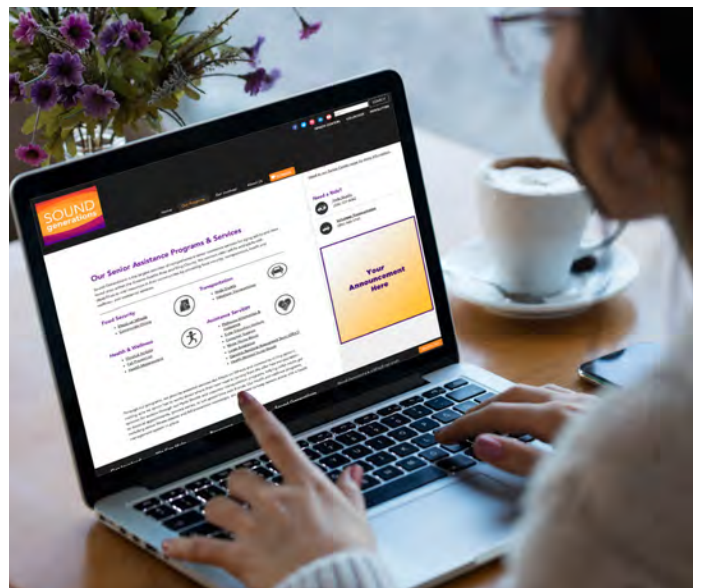
Most of our programs are offered at no cost to ensure they are accessible to all. Donations are essential to sustaining our programs that fall under the pillars of food security, transportation, health and wellness, and assistance services.

Event Sponsorship

Sponsorship dollars are essential to helping us underwrite event costs and ensure that all funds raised go directly to serving our thirteen core programs and five associated senior centers.

Advertising

By advertising with Sound Generations, you can reach hundreds of thousands of people across King County. Build your brand image or increase sales through Window Advertisements, Vehicle Wraps, Website Ads, print and digital newsletters, and event program advertisements.



Ready to Partner with Us?



If you already know how you want to partner with us, please [complete the online form](#). We look forward to working with you!

If you have any questions or would like to request more information on any of our partnership opportunities please email us at InstitutionalGiving@soundgenerations.org.

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Program Support

Most of our programs are offered at no cost to ensure they are accessible to all. Donations are essential to sustaining our programs that fall under the pillars of food security, transportation,

health and wellness, and assistance services. There are many ways to support our programs. We're flexible. We hope you will continue reading to find out more and get involved.

**Programs and Centers statistics from 2024*

Food Security



Meals On Wheels

475,934 Meals



Community Dining

148,369 Meals

Transportation



Hyde Shuttle

59,103 Rides



Volunteer Transportation

6,860 Rides

Health & Wellness



Health & Wellness

Served 7,460

"I have been attending classes for many years. Now at 92, these classes have been keeping me going—in mind, body and spirit. Feeling Enhanced." — Nan, EnhanceFitness Participant

Assistance Services



- Pathways Information & Assistance
- Caregiver Support
- Minor Home Repair
- Senior Rights Assistance

- Health Related Social Needs
- The Geriatric Regional Assessment Team (GRAT)
- Elder Education Institute

Thousands Assisted

Senior Centers



Senior Centers

Visits: 120,000+



Digital Equity

1,417 Sessions

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Event Sponsorship Benefits

- ➔ 10K Email Subscribers
- ➔ 350K Digital Impressions
- ➔ 550+ Event Attendees
- ➔ 13K Newsletter Recipients
- ➔ 5K Facebook Followers
- ➔ 59 Years of Service

Older Americans Month

Month of May

Older Americans Month (OAM) is the best time of the year to recognize the challenges faced by older adults, as well as their contributions to our community.

Inspire Positive Aging Awards

May–June, 2026

Join us for this luncheon event featuring vendor booths and celebrating inspiring older adults. Consider nominating an older adult in your life!

Golden Gala

October, 2026

Our longest running event (over 40 years!), this signature extravaganza now combines a virtual silent auction with live, in-person fun.



Caregiver Appreciation

November, 2026

Show your love for and increase engagement with caregivers by partnering with us to show them our appreciation through this non-fundraising, community-focused event in November.

Premier Event Sponsorship

To maximize your reach and impact, consider sponsoring all three events. Our 2026 premier sponsors will receive all platinum benefits.

Older Americans Month



Entire Month of May

May is Older Americans' Month! OAM has been celebrated every May for over 60 years, and is led by the federal Administration for Community Living. It recognizes the contributions and achievements of older adults and highlights important trends in aging.

Why Partner?

Support our month-long effort to raise awareness of the contributions and needs of our older neighbors.

How to Partner

- + Sponsor a giveaway or activity for older adults.
- + Provide a Matching Challenge Grant to the public.
- + Offer a point-of-sale or discount for OAM supporters at your retail site.
- + Sponsor the awareness campaign and show your respect for elders!

Inspire Positive Aging Awards



May – June, 2026

The Inspire Positive Aging Awards (IPAA) Luncheon is a prestigious event that honors older adults demonstrating exceptional commitment to Community Service, Advocacy and Activism, Health and Wellness, Lifelong Learning, Defining Inspiration, and Intergenerational Impact. Typically held at the end of May or early June, the IPAA Luncheon continues to gain traction, with an expected attendance of up to 250 people. By supporting this luncheon, you affirm your dedication to ensuring aging adults are respected and included in a caring community.

Why Partner?

Sound Generations' annual IPAA luncheon is a great opportunity to recognize the amazing older adults in your life as well as all that older adults contribute to our community.

How to Partner

- + Underwrite an Event Element
- + Sponsor the Event in General
- + Pay for Advertising
- + Sponsor a Table
- + Host a Vendor Booth

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IPAA

Benefits

Dependent upon commitment by first week of May

\$15,000 Platinum Sponsor	\$7,500 Gold Sponsor	\$5,000 Silver Sponsor	\$2,500 Bronze Sponsor
10 seats	6 seats	4 seats	2 seats
Prominent logo on all event materials	Full-page ad in program	Recognition as award category sponsor of your choice OR as matching grant sponsor	Logo in event program booklet and SG event page
Recognition in E-news	Featured in social media posts to 6K+	plus all the following...	Half-page ad in program
Video ad in event communication			
plus all the following...			

Underwriting Opportunities

\$10,000 Nominee Benefactor	\$4,500 Nominee Lane & Awards	\$2,000 Booklet	\$1,500 Table Sponsor	\$300 Vendor Booth
8 seats	4 seats	2 seats	10 seats	6 ft table with two chairs
Name/logo on nominee table tents	Logo featured on nominee lane signage	Logo in the program booklet	Recognition in program booklet	1 complimentary meal
Logo in program booklet	Logo in program booklet			Recognition in program booklet

Golden Gala



October, 2026

This year's Golden Gala starts with an online silent auction and culminates in an in-person celebration, offering multiple opportunities to help older adults age their way. For our 42nd Golden Gala, you can choose sponsorship opportunities that focus on Food Security, Transportation, Assistance Services, or Health & Wellness—or discuss special options for the year.

Why Partner?

As we celebrate the 42nd anniversary of the Golden Gala, help us honor and support aging adults, particularly those in under-resourced and under-served communities.

Gala Info

The Gala is our biggest fundraising event of the year with an expected online audience of 300, in-person attendance of 50-200, and a marketing reach of up to 12,000.

How to Partner

- + Sponsor the Event
- + Sponsor a Featured Auction Item
- + Auction Site Ad
- + Other Mutually Beneficial Partnership

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Golden Gala

Benefits

Dependent upon commitment by first week of September

\$15,000 Platinum Sponsor	\$10,000 Gold Sponsor	\$5,000 Silver Sponsor	\$2,500 Bronze Sponsor
8 tickets	6 tickets	4 tickets	2 tickets
Video ad in event communication	Logo on event slideshow	Recognition on all event materials	Social media visibility
plus all the following...	Feature in October E-news	plus all the following...	Logo on website & silent auction site

Underwriting Opportunities

\$7,500 VIP Event	\$4,500 Dream Raffle	\$3,000 Wine Wheel	\$500 Auction Site Ad
2 event tickets	2 event tickets	2 event tickets	Banner ad on silent auction page
Recognition on all VIP event materials	Emcee recognition during raffle	Logo on "Brought to you by" wine wheel signage	
Emcee recognition during program	Logo on "Brought to you by" raffle signage	Logo in event program	
Logo in event program	Logo in event program		

Caregiver Appreciation



November, National Caregivers Month

Family Caregivers are the heart and soul of our country. They step in so the system doesn't have to, saving the government trillions of dollars. Caregiving is one of the greatest gifts we can offer those we love and while it is rewarding, it often comes with major emotional, physical and financial stress. This event wraps these quiet heroes in care with pampering activities, speakers and lunch.

Why Partner?

Because you value older adults and their unpaid caregivers, and you want to recognize their contributions to our community by supporting their ability to live healthy and balanced lives.

How to Partner

- + Sponsor the Event
- + Donate self-care items
- + Support a self-care activity
- + Help us expand & include the caregivers that YOU serve

Caregiver Appreciation (continued)

Benefits

Dependent upon commitment by first week of October



\$5,000 Platinum Sponsor 3 seats - Logo prominent on event signage 2-minute share during luncheon - Featured in E-news - Premium spot in resource area - Host acknowledgement - Social media visibility - Opportunity to provide materials in goody bags	\$2,500 Gold Sponsor 2 seats - Logo on event signage - Premium spot in resource area - Host acknowledgement - Social media visibility - Opportunity to provide materials in goody bag	\$1,500 Silver Sponsor 1 seat - Host acknowledgement - Social media visibility - Opportunity to provide materials in goody bags
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Underwriting Opportunities

\$1,000

Community Partner

Nonprofit serving unpaid caregivers? Directly support the cost of meals and space, and support the caregivers you serve. Receive 1 table (7–8 seats) for you and caregivers. Table signage and host acknowledgement.

\$500

Support a Self-Care Activity

Whether it's massage, art activities, or music — make this day special by directly impacting the self-care of the attendees. Your name will be featured on signage for the activity. You will have an opportunity to provide resources displayed in resource area.



2026 Premier Event Sponsorship

\$35,000

2026 Premier Event Sponsorship

Must lock in by Friday, March 18, 2026 to receive maximum benefit exposure.

To maximize your reach and impact, consider sponsoring all three events. Our 2026 premier sponsor will receive all platinum benefits.

Inspire Positive Aging Awards

10 seats

Prominent logo on all event materials

Recognition in E-news

Video ad in event communication

Full-page ad in program

Featured in social media posts to 6K+

Logo in event program booklet and SG event page

Golden Gala

8 tickets

Video ad in event communication

Logo on event slideshow

Feature in October E-news

Recognition on all event materials

Social media visibility

Logo on website & silent auction site

Caregiver Appreciation

3 seats

Logo prominent on event signage

2-minute share during luncheon

Featured in E-news

Premium spot in resource area

Host acknowledgement

Social media visibility

Opportunity to provide materials in goody bags

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Advertising



Are you looking for ways to achieve your goals through awareness and engagement to drive new business for a service or product?

By advertising with Sound Generations, you can reach hundreds of thousands of people across King County. We offer a multitude of ways to build your brand image or increase sales.

Digital Advertising

Newsletter and Event Program Ads

Window Advertisements

Vehicle Wraps

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Contact Us

Want to learn more?

Contact Marketing & Philanthropy at
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