Since 1967, Sound Generations has established itself as the leading non profit organization, serving older adults and adults with disabilities in King County. Annually we support tens of thousands of individuals on their aging journey through community connections and accessible services.

**What does Sound Generations Do?**

Sound Generations offers twelve programs through multiple community partner sites, including five senior centers. We are constantly expanding our awareness of what the needs of our constituents are through our focus on Food Security, Transportation, Health & Wellness, and Assistance Services. We pride ourselves on including and understanding the needs of our under-resourced and marginalized communities.

In King County, older adults will represent almost one-quarter of the adult population by 2040. One in four 65 year olds will live past the age of 90. While we celebrate the increased life span, maintaining health while aging comes with a price.

**Client Demographics: Who We Serve**

**Income Demographics**

- **Extremely Low Income**: 38%
- **Very Low Income**: 26%
- **Low Income**: 17%
- **Moderate Income**: 19%

**Race/Ethnicity**

- **Asian/Pacific Islander**: 11%
- **African American**: 12%
- **Hispanic/Latino**: 3%
- **Native American**: 1%
- **Caucasian**: 67%
- **Other/Multiracial**: 5%

*Graph based off of 2019 Statistics*
Why Sponsor?

Sound Generations is committed to helping aging adults, focusing our care on under-resourced communities and communities of color obtain the services they need while feeling included and respected. We invite you to support our commitment to providing a healthy, safe, and engaged life for aging adults and their loved ones. Your support makes a huge impact on one of King County’s most vulnerable populations.

The composition of our audience is quite diverse. Your organization will be showcased to over 15k individuals comprised of community leaders, elected officials, retirement communities, financiers, lawyers, and a multitude of different professionals.

We have a variety of opportunities to support Sound Generations. The opportunities focus on Event Sponsorship, program specific Corporate Giving, and Advertising Opportunities. We understand that these specific options do not work for every organization so we are open to creating an opportunity that is mutually beneficial.

Your support of Sound Generations demonstrates your commitment to providing a healthy, safe, and engaged life for aging adults. You help us:

Alleviate Loneliness, Hunger, and Isolation for your Aging Neighbors

Change the Narrative around Aging

Provide an Equitable and Inclusive Impact on the Aging Community

Your contributions allow us to support a population that is one of the most vulnerable but also innovative, creative, and inspiring populations. Your support enables us to help people feel included, cared for, and seen.
The Inspire Positive Aging Awards (IPAA) Luncheon celebrates and recognizes individuals that exemplify Community Service, Advocacy & Activism, Health & Wellness, Lifelong Learning, Defining Inspiration, and Intergenerational Impact. The IPAA Luncheon is typically held in June, even with transitioning to a virtual broadcast this event continues to grow with increased supporters. Supporting the luncheon affirms your desire to ensure aging adults are respected and included in a caring community.

Underwriting Opportunities

**IPAA Nominee Benefactor $7,500**
- **Logo Recognition**
  - Underwrites the seats for up to 50 IPAA nominees and a guest of their choice
  - Four company seats at the luncheon
  - Logo on all IPAA nominee table tents

**Nominee Lane $5,000**
- **Logo Recognition**
  - On the welcome arch sign
  - On IPAA nominee recognition plaques (50+)
  - Program and slideshow
  - Sound Generations event page
  - Two complimentary tickets

**IPAA Awards Sponsor $3,500**
- **Logo Recognition**
  - Logo included on each reward recipient’s certificate
  - Program and slideshow
  - Sound Generations event page

**IPAA Program Booklet Sponsor $2,500**
- **Logo Recognition**
  - Logo in program booklet
  - Sound Generations event page

**Publication Recognition**
- Event program
- Positive Aging Publication
- Logo included on press release
Vendor Booth & In-Kind Sponsorships

**Vendor Booth $300**
Have a booth during the networking hour of the luncheon.
- One seat to the event
- Recognition in event program

**In-Kind Sponsorships**
In exchange for your in-kind support, you will receive sponsor recognition and marketing promotion. Contact us to discuss how we can best partner.

**Presenting Sponsor**
- Name & logo on all event collateral
- Name & logo promotion on all digital and print advertisements
- Full page program ad and half page feature in a quarterly newsletter
- Live ad during event
- Time in the program or share branded collateral w/nominees
- $25,000

**Premiere Sponsor**
- Name & logo on all event collateral
- Name & logo promotion on all digital and print advertisements
- Full page program ad
- 30-second live ad during event
- $15,000

**Signature Sponsor**
- Name & logo on all event collateral
- Name & logo promotion on all digital and print advertisements
- Full page program ad
- 30-second live ad during event
- $10,000

**Key Sponsor**
- Name & logo on all event collateral
- Name & logo promotion on all digital advertisements
- Full page program ad
- 20-second live ad during event
- $5,000

**Table Sponsor**
- Logo promotion on all digital advertisements
- Quarter page program ad
- Mention in program booklet
- $1,000
The first in a series of GAME ON events, GAME ON: CARNIVAL IN THE PARK will offer attendees an enjoyable family-friendly day in a beautiful park to play your favorite outdoor games while supporting the work of Sound Generations. Join us for a summer celebration that will include a variety of diverse foods and drinks, oversized jenga, plinko, corn hole, and other family favorites. Come have fun and network with people of all ages who care about the well-being of older adults and people with disabilities in a low-key and relaxed atmosphere. No dressing up required. Come as you are!

When compassionate people come together for a worthy cause great things can happen. Support for this event means funds raised go directly to providing comprehensive services to older adults, people with disabilities, and those who care for them, who are in critical need of food, transportation, socialization, and other essential resources to stay healthy, feel connected, and age with dignity.
Sponsorship & Underwriting Opportunities

**Event Sponsor $15,000**
- Company logo on all signage and promotional materials
- Company logo and ad on running slide show during event
- Opportunity to provide promotional materials in swag bag
- Logo on website event page
- Host acknowledgement
- Six complimentary tickets
- Social media visibility

**Entertainment Sponsor $10,000**

**Sponsor the cost of performances and guest artists for 200+ guests in exchange for exclusive recognition and business promotion plus:**
- Company logo on visual signage amongst event entertainment, i.e. face painting, magician booth, etc.
- Company logo and ad on running slide show during event
- Opportunity to provide promotional materials in swag bag
- Logo on website event page
- Host acknowledgement
- Four complimentary tickets
- Social media visibility

**Food Sponsor $5,000**

**Multiple sponsor opportunity: sponsor the cost of a food truck or as a food truck vendor, to donate in kind items for 100+ guests, plus:**
- Company logo on running slide show during event
- Special ad feature in slide show
- Host acknowledgement
- Listing on website event page
- Two complimentary tickets

**Raffle Sponsor $3,500**

**Host acknowledgement during each hourly raffle drawing plus:**
- Company logo on raffle tickets
- Company logo on event activity signage
- Company logo on running slide show during event
- Listing on website event page
- One complimentary ticket

**Game Sponsor $2,500 (game exclusive)**

**Sponsor the game of your choosing and have your brand featured on your game plus:**
- Listing on website event page
- One complimentary ticket
- Social media visibility
The Golden Gala is Sound Generations’ largest fundraising event of the year. It has been held every year except 2016 since 1984 and celebrates living your best life in the golden years. The Golden Gala brings together King County’s active philanthropists to raise needed funds for aging adults, adults with disabilities, and those who care for them. Sponsorship and underwriting for the Golden Gala demonstrates your commitment to ensuring older adults have access to essential services and resources so they too can live their best lives.

**Sponsorship & Underwriting Opportunities**

**Silent Auction Cocktail Reception $7,500**

**Logo Recognition**
- All Silent Auction collateral
- Bar signage
- Sound Generations event page

**Publication Recognition**
- Event program
- Positive Aging Publication

**VIP Reception $5,000**

**Logo Recognition**
- Logo on night of signage
- Logo included with Step and Repeat photo back drop
- Sound Generations event page

**Publication Recognition**
- Event program
- Positive Aging Publication

**Dinner Wine $3,500**

**Logo Recognition**
- Logo on menu cards
- Logo featured in program PowerPoint
- Sound Generations event page

**Publication Recognition**
- Event program
- Positive Aging Publication

**Wine Wheel $3,000**

**Logo Recognition**
- Logo on display sheets
- Logo featured in program PowerPoint
- Sound Generations event page

**Publication Recognition**
- Event program

**Dream Raffle $2,500**

**Logo Recognition**
- Logo on night of signage
- Logo on tickets
- Sound Generations event page

**Publication Recognition**
- Logo on night of signage
- Logo on tickets
- Logo on Sound Generations event page
### New Sponsorship Opportunity!
Your company now can be the Presenting Sponsor for both the Inspire Positive Aging Awards & Golden Gala for $40,000!!! You will receive the recognition opportunities listed for both events! Are you interested? Reach out to Desiree Taylor, desireet@soundgenerations.org for more details.

### Sponsorship Levels

<table>
<thead>
<tr>
<th>Presenting Sponsor</th>
<th>Premiere Sponsor</th>
<th>Signature Sponsor</th>
<th>Key Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunity on program</td>
<td>Name &amp; logo placement on all event collateral</td>
<td>Name &amp; logo placement on all event collateral</td>
<td>Name &amp; logo placement on &quot;night of&quot; event collateral</td>
</tr>
<tr>
<td>Name &amp; logo placement on all event collateral</td>
<td>Name &amp; logo promotion on all digital and print advertisements</td>
<td>Name &amp; logo promotion on all digital and print advertisements</td>
<td>Logo recognition in program presentation</td>
</tr>
<tr>
<td>Logo included on Step and Repeat photo backdrop</td>
<td>Logo included on Step and Repeat photo backdrop</td>
<td>Logo included on Step and Repeat photo backdrop</td>
<td>Logo recognition in program presentation</td>
</tr>
<tr>
<td>Opportunity to have visual 30-second ad in livestream broadcast</td>
<td>Opportunity to promote in quarterly printed newsletter</td>
<td>Opportunity to promote in quarterly printed newsletter</td>
<td>Quarter page program ad</td>
</tr>
<tr>
<td>Logo recognition in program presentation</td>
<td>Full page program ad</td>
<td>Full page program ad</td>
<td>One table of 8</td>
</tr>
<tr>
<td>Full page program ad</td>
<td>One table of 8</td>
<td>Half page program ad</td>
<td>One table of 8</td>
</tr>
<tr>
<td>One table of 8</td>
<td>One table of 8</td>
<td>One table of 8</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

$25,000 | $15,000 | $10,000 | $5,000
Sound Generations has a multitude of programs that you can invest in. Below you will find our updated statistics of how we have served the aging community within each program. You will also see how your investment will help us grow and serve even more.

**Corporate Giving**

**Food Security**
- 373,689 Meals
  - Jan-Jun 2021
- 5,002 Older Adults
  - Jan-Jun 2021

**Transportation**
- 136,118 Rides
  - Jan-Jun 2021
- 3,456 Riders
  - Jan-Jun 2021

**Health & Wellness**
- 70 new virtual EnhanceFitness classes
  - Jan-Jun 2021
- 775 new remote participants

**Assistance Services**
- 626 Minor Home Repair jobs
- 3,262 questions answered for older adults

*Statistics represent 2021 activity

---

**The Power of Your Dollar**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100k</td>
<td>will provide 20,000 meals to MOW clients</td>
</tr>
<tr>
<td>$75k</td>
<td>will keep three Hyde Shuttles on the road for 6 months</td>
</tr>
<tr>
<td>$50k</td>
<td>will set the table with 5,000 nutritionally balanced “made from scratch” meals at our 13 congregational sites</td>
</tr>
<tr>
<td>$25k</td>
<td>provides 2,250 one-way safe and reliable rides to the doctor in a year</td>
</tr>
<tr>
<td>$10k</td>
<td>provides 100 Minor Home Repair jobs that prevent falls and allows older adults to remain in their homes</td>
</tr>
<tr>
<td>$5k</td>
<td>secures 140 hours of personal in-home guidance and support for caregivers</td>
</tr>
</tbody>
</table>
Sponsorship Commitment Form

**IPAA Luncheon**
Sponsorship Opportunities
- $25,000 Presenting Sponsor
- $15,000 Premiere Sponsor
- $10,000 Signature Sponsor
- $5,000 Key Sponsor
- $1,000 Sponsors Table
Underwriting Opportunities
- $7,500 IPAA Nominee Benefactor
- $5,000 Nomination Lane
- $3,500 IPAA Awards Sponsor
- $2,500 IPAA Booklet Sponsor
- $300 Vendor Booth

**Game On**
Sponsorship & Underwriting Opportunities
- $15,000 Event Sponsor
- $7,500 Beer Garden Sponsor
- $5,000 Liquor Sponsor
- $2,500 Game Sponsor (game exclusive)

**Golden Gala**
Sponsorship Opportunities
- $25,000 Presenting Sponsor
- $15,000 Premiere Sponsor
- $10,000 Signature Sponsor
- $5,000 Key Sponsor
Underwriting Opportunities
- $7,500 Silent Auction Reception
- $5,000 VIP Reception
- $3,500 Dinner Wine
- $3,000 Wine Wheel
- $2,500 Dream Raffle
Corporate Tables
- $3,000 VIP Golden Gala Table
- $2,500 Corporate Gala Table

**Miscellaneous**
- $900 Full page ad
- $500 Half page ad
- $300 Quarter page ad

**Sponsor Information**

Name _________________________________
(as you would like it to appear on event materials)

Contact Name __________________________

Address _______________________________
City___________ State_________ Zip_______

Phone ________________________________

Email _________________________________

**Payment Information**

- Please charge the following credit card
- Please send an invoice
- Enclosed is a check made payable to Sound Generations

Card Number _________________________________

*Expiration Date_______________ *CVV___________
*Name on Card _______________________________
*Signature ________________________________

*Required fields if paying by credit card

Please complete the form promptly (including payment information) and return to:

Desiree Taylor, Corporate Relations Specialist
Sound Generations
2208 Second Ave Ste 100
Seattle, WA 98121-2055
desireet@soundgenerations.org | 206.727.6229

**Note:** Above are examples of what sponsorship can look like. We can discuss the opportunity that works best for your company.