



WHATCOM
Council on Aging



Bellingham
At Home

Senior Day in the Park, a Picnic with a Purpose
Wednesday, August 7th (10:00 AM – 2:00 PM)
Hovander Park, Ferndale



Our Mission:

The Whatcom Council on Aging, in partnership with the seniors we serve, offers nutritional, health, social, recreational, and educational programs that promote lifelong independence.

Project Summary:

Senior Day in the Park is the signature event of the Whatcom Council on Aging (WCOA). This annual gathering brings together more than 1000 Whatcom County area seniors for an August cookout and resource fair with the goal of creating community through food, entertainment, social and recreational activities - connecting seniors with local programs and services. A 2021 survey of Whatcom County seniors revealed that interactions relationships, and connections remain key factors impacting quality of life for older adults. This is now more critical than ever. You are invited to participate in this meaningful day of learning, activities and social engagement through a choice of Senior Day in the Park sponsorship opportunities listed below.

SPONSORSHIP LEVELS

\$10,000 - PRESENTING SPONSOR (3 available)

- Recognition as Presenting Sponsor in Event Advertising & Promotion
- Prominent Logo Placement on Event Banner, Poster, Print Advertising
- Prominent Logo Placement in Online Event Pages
- Social Media Recognition (Posts, links, etc. - Minimum of 5 Posts)
- Program Opportunity in Month of Your Choice at BSAC or Virtually
- Ad in E-news - over 3500 subscribers (for Months of Your Choice)
- Half Page Ad in BSAC Bulletin for 6 Months of Your Choice
- Prime Location at Event for Vendor Table
- DJ Announcement Recognition during event





\$5,000 – EVENT SPONSOR (10 Available) Choose from: Cooling Sponsor, Lunch Sponsor (*secured*), Hydration Sponsor, Activity Sponsor, Golf Cart Sponsor (*secured*), Entertainment Stages (2), Elected Officials Meet/Greet, Lunch Pavilion, First Aid Station, Arts and Crafts Station, Snack Shack, Registration and Information Booth, Farmers Market

- Recognition as Supporting Sponsor in All Event Advertising & Promotion
- Logo on Event Banner and Poster, Print Advertising and Event Program
- Social Media Recognition (Posts, links, etc.) - Minimum of 3 posts
- Quarter Page Ad in BSAC Bulletin for 3 Months of Your Choice
- Ad in E-news for 3 weeks (consecutive or non-consecutive) with over 3500 subscribers
- Prime Location at Event for Vendor Table
- DJ Announcement Recognition during event

\$2,500 – CONTRIBUTING SPONSOR (10 Available)

- Recognition as Contributing Sponsor in All Event Advertising & Promotion
- Listing on Event Banner and Poster, Print Advertising and Event Program
- Social Media Recognition (Posts, links, etc.) - Minimum of 2 posts
- Quarter Page Ad in BSAC Bulletin for 2 Months of Your Choice
- Prime Location at Event for Vendor Table
- DJ Announcement Recognition during event



\$1,000 – SENIOR SUPPORTER (25 Available)

- Listing on Event Poster
- DJ Announcement Recognition during event
- Prime location at event
- Quarter Page Ad in BSAC Bulletin for 1 Month of Your Choice
- Full Page Ad in BSAC for a week per quarter
- Plus, all Friend of Seniors Benefits



\$500 – FRIEND OF SENIORS (20 Available)

- Listing in event program
- Social media recognition (1 post)
- Plus, all Resource Vendor Benefits

\$250 – RESOURCE VENDOR One 6-foot table, two folding chairs, two lunch tickets (additional tickets \$5.00 each), listing in event program, listing as resource vendor on social media.

IN-KIND SPONSORSHIP OPPORTUNITIES - Have an idea? Please get in touch with us!

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