

2022 PCOA Partnership Program Levels

	Supporter \$1,500	Advocate \$3,000	Visionary \$5,000	Champion \$7,500
Article in PCOA's <i>Sterling Newsletter</i>			Inclusion in the <i>Sterling</i> annual sponsorship article	Feature article dedicated to your organization
Dedicated social media post for your organization			Once	Twice
Ad in <i>Never Too Late</i>	Two 1/8 page ads	Two 1/4 page ads	Two 1/2 page ads	Two 3/4 page ads
Social media post	Inclusion and tag in semiannual sponsor group post	Inclusion and tag in quarterly sponsor group post	One post dedicated solely to your organization, and inclusion and tag in quarterly group posts	Two posts dedicated solely to your organization, and inclusion and tag in quarterly group posts
Display ad in <i>Arizona Daily Star</i>	Name	Name, Logo	Name, Logo featured	Name, Logo Prominently featured
Sponsor webpage	Name, Link	Name, Link, Logo	Name, Link, Logo featured	Name, Link, Logo Prominently featured
Standing banner in PCOA's mailed publications - <i>Never Too Late</i> (monthly), and <i>Sterling Newsletter</i> (triannually), and selected eblasts	Name	Name	Name, Logo	Name, Logo Prominently featured
Fair Market Value	\$452	\$772	\$1192	\$1392

- **Sterling Newsletter** - A publication for PCOA donors mailed 3 times a year to nearly 2,100 homes and businesses.
- **"Never Too Late"** - A tabloid-sized full-color newspaper specifically for older people and their families, published by PCOA. Over 6,500 are distributed to homes, businesses, libraries, retirement communities, senior centers and social service agencies. A digital version is also published to 4,200 subscribers, available at nevertoolate.pcoa.org, and promoted on social media. Digital ad includes a custom click through link to your desired landing page. Sponsor ads will primarily be published in the March through October issues. Ad specs will be sent after sponsorship commitment.
- **Arizona Daily Star Ad** - will be run in April and September with an expected reach of 50,000 digital impressions each run.
- **Social Media posts** - each post will run on PCOA's Facebook, Instagram, and Twitter accounts. Total followers across all three accounts is over 6,500.
- This is a partnership for the 2022 calendar year. All sponsorship commitments must be received no later than 6/15/22, and all sponsorship benefits end on 12/31/22.

Commit by March 1st to be included in the first Arizona Daily Star ad!