



8467 E. Broadway Blvd.
Tucson, AZ 85710-4009

520.790.0504
520.790.7577 Fax

help@pcoa.org
pcoa.org

Dear Friend of Pima Council on Aging,

We are so grateful to have partners like you who have empowered our community's older adults to live independently and age well. As 2022 brings continued uncertainty with regard to COVID, we have made the decision to **postpone our Gala** until 2023. It is our utmost priority to protect older adults and other vulnerable populations, so we will wait to celebrate in person until we can do so safely.

The Gala is an important way to highlight PCOA's mission as well as raising crucial funds for our programming- and that's why **we need your help!** In 2022, we invite all of our corporate supporters to engage with our **2022 PCOA Partnership Program**. You can not only support the important work happening at PCOA, but also raise visibility for your organization.

To counterbalance the event postponement, we've added even more opportunities for visibility and public recognition in our packages. The uncertainty of 2022 has had an exceptionally hard impact on older adults in Pima County, and we need the support of sponsors like you to meet the ever-increasing needs of our most vulnerable.

As a 2022 sponsor, you will receive significant exposure to thousands of people who are equally passionate about seeing that PCOA continues its mission. In addition, most sponsorship packages also include media exposure to a much larger regional audience. Please see the attached list of sponsorship levels and benefits. This sponsorship program takes place over the 2022 calendar year, **so the sooner you commit the more exposure you receive!**

Most importantly, your sponsorship ensures access to vital services, assistance, and advocacy for older adults across Pima County. You will help to make our community a great place for people of all ages to grow up and age well, now and for generations to come. I hope we can count on your support.

Sincerely,

Sarah McNamara
Director of Development
(520) 790-7573 ext. 5042
smcnamara@pcoa.org

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!



2022 PCOA Partnership Program Commitment Form

Sponsor Name *(as it should appear in print)*

Preferred Contact Name

Preferred Contact Title

Address

City

State

Zip

Phone

Email

Signature

Sponsorship Options

Supporter - \$1,500

Visionary - \$5,000

Advocate - \$3,000

Champion - \$7,500

See the attached sponsorship documents or visit partnership.pcoa.org for full sponsorship details.

Payment Method

My check made out to PCOA is enclosed

Please invoice me: full amount 2 monthly installments 4 monthly installments

Please charge my credit card: full amount monthly installments of \$_____

Card #

Exp

Security Code

Thank you for your sponsorship!

We will be in touch soon to confirm all related details.

Please contact our development office with any questions or to discuss payment methods and time line.

Please return the completed form to:

Pima Council on Aging | 8467 E. Broadway Blvd. | Tucson, AZ 85710
smcnamara@pcoa.org | P: 520-790-7573 ext. 5042 | F: 520-790-7577

OFFICE USE ONLY

SUBMITTED DATE: _____

PAYMENT DATE: _____

INVOICE NUMBER: _____