



Avenidas
Re-Inventing Aging

Sponsorship Opportunities
2024 Lifetimes of Achievement

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Our Mission

Avenidas helps older adults in our community be as active, engaged, and healthy as possible throughout their lives by providing relevant services and programs.



Lifetimes of Achievement

- ✓ For over 35 years, this award has honored a select group of older adults for their contributions to the community.
- ✓ Each year's honorees are announced at a private reception in Jan and celebrated during our annual fundraising event in May. This event is by invitation only and is hosted at a private home garden generously offered by a Palo Alto community member.
- ✓ We welcome approximately 250 to 300 guests to this afternoon of inspiration, celebration, and connection!
- ✓ We invite you to review the sponsorship opportunities to support a positive difference in the lives of older adults.

Event Details - Lifetimes of Achievement

When: Sunday, May 19, 2024
3 to 5 pm

Where: A private garden of a Palo Alto resident

Audience: Business leaders and executives, local elected officials, philanthropists, and longtime community champions



Sponsorship Opportunities



SPONSORSHIP DETAILS	Presenting SPONSOR	Community CHAMPION	Community PILLAR	Community STAR	Community FRIEND
	\$20,000	\$10,000	\$5,000	\$3,000	\$1,000
Opportunity for an executive to make live remarks during program.	★				
Name and logo included in event marketing; name mention in press releases (sponsorship must be confirmed in time to be mentioned in press releases.)	★	★			
Dedicated ad space in Avenidas News (print reach - 2,000 households; sponsorship must be known in time to reserve space for Summer Avenidas News.)	★	★			
Strategic website placement of name and logo on Lifetimes of Achievement page	★	★	★		
Name mention on select event collateral	★	★	★		
Acknowledgment on Avenidas social media	★	★	★	★	
Name and logo featured on day-of event signage and materials	★	★	★	★	
Name mention in the Avenidas Email Newsletter (drops on Fridays; digital reach -13,000)	★	★	★	★	★
Complimentary tickets (valued at \$125/ticket)	10	8	6	4	2

We can also customize sponsorships levels for you – please contact Nisha, nkoul@avenidas.org

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2023-2024



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Thank You for Your Support!

Questions or for more information:

Please contact

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