

May 2024

Dear Friends:

Please join us for Senior Living Week 2024, with the theme of “Solo Aging.” Last year’s new and improved format brought in 10% higher attendance at the Expo than the previous year. Because of this solid improvement, we, again, will have a single presentation at the Expo with ample opportunity for participants to peruse your tables and learn about your services. This year, Sara Zeff Geber, recipient of the 2018 “*Influencers in Aging*,” will be our presenter. She is the well-known author of “*Essential Retirement Planning for Solo Agers*” and professional speaker on retirement and aging. According to Dr. Geber, solo agers have unique needs later in life that warrant greater foresight and a more robust approach to planning.

What is Solo Aging? Solo agers are older adults who are making decisions about their future independently. While some older adults may have anticipated becoming solo agers, many have not, only becoming solo agers when they found themselves without their partner or spouse. Washtenaw County has proportionately more solo agers (44%), than the United States (27%)¹. Solo aging is very common. To thrive, it is important to educate and plan. Help support our effort to educate our community about solo aging by becoming a sponsor or vendor.

Mark Your Calendars! The Senior Living Week 2024 Solo Aging Expo is scheduled for **October 5, 2024** (a non-football Saturday!!) from 9:30 am -1:30 pm at Washtenaw Community College, Morris Lawrence Building. And, as always, will be followed by a week of free educational presentations around the county.

Other Important Dates! Please review the enclosed sponsorship packet to select your level of support. We have maintained the same pricing structure as last year. You may become a sponsor by completing the attached registration and returning it via email to HBSSeniorLivingWeek@umich.edu or mailing your registration form to Housing Bureau for Seniors, 3621 S. State Street, Ann Arbor, MI 48108 by June 30, 2024. Your payment will be due by July 15, 2024.

We appreciate your continued support and look forward to seeing you for Senior Living Week 2024 – Solo Aging. Please contact us if you have any questions.



Sincerely,

Janet M. Hunko, LMSW
Director, Housing Bureau for Seniors

¹<https://www.pewresearch.org/short-reads/2020/03/10/older-people-are-more-likely-to-live-alone-in-the-u-s-than-elsewhere-in-the-world/> & AAACF Washtenaw County Healthy & Fulfilling Aging Systems Research Report

Senior Living Week Event Sponsor

(1 Available) \$4,000.00

- Cohost with the Housing Bureau for Senior of Senior Living Week 2024
- One minute opportunity to introduce yourself and company prior to featured speaker's presentation
- Name & Logo on presentation screen prior to & following featured speaker's presentation
- Name and Logo prominently displayed throughout Expo Hall
- Verbal recognition prior to featured speaker's presentation and during the Expo
- Full page black and white ad in the SLW 2024 booklet
- Name and Logo displayed on one side of SLW 2024 bag (distributed at Expo)
- Conduct or sponsor an educational workshop during SLW 2024 (speaker fees and associated costs are the responsibility of the sponsor)
- Promote an open house at your organization during SLW 2024
- One full table, two complimentary lunches* and refreshments at the Expo
- Verbal recognition at all workshops during SLW 2024
- Name and Logo recognition on event website, email communications, printed program, printed and digital signage, including but not limited to local cable tv and radio when available

Expo Sponsor

(5 Available) \$2,750.00

- Name and Logo prominently displayed throughout Expo Hall
- Verbal recognition during Expo
- Half page black and white ad in the SLW 2024 booklet
- Conduct or sponsor an educational workshop during SLW 2024 (speaker fees and associated costs are the responsibility of the sponsor)
- One full table, two complimentary lunches* and refreshments at the Expo
- Name and Logo recognition on event website, email communications, printed program, printed and digital signage



Health Screening Sponsor

(3 Available) \$1,000.00

- One full table, two complimentary lunches* and refreshments at the Expo
- Prominent signage at the Health Screening area of the Expo
- Name and Logo recognition on event website, email communications, printed program, printed and digital signage

Workshop Sponsor

(15 Available) \$750.00

- Conduct or sponsor an educational workshop during SLW 2024
- One full table, two complimentary lunches* and refreshments at the Expo
- Verbal recognition at own workshop
- Name and Logo recognition on event website, email communications, printed program, printed and digital signage

Open House Sponsor

(10 Available) \$550.00

- Promote an Open House at your organization during SLW 2024
- One full table, two complimentary lunches* and refreshments at the Expo
- Name and Logo recognition on event website, email communications, printed program, printed and digital signage

Refreshment Sponsor

(5 Available) \$550.00

- One full table, two complimentary lunches* and refreshments at the Expo
- Name and logo recognition on event website, email communications, printed program, printed and digital signage
- Prominent signage on the refreshment table at the Expo

Non-Profit Vendors

(10 Available) Discount available

Available on a first come, first serve basis for qualified non-profit agencies. This will include one full table, one complimentary lunch* and refreshments at the Expo. To qualify, please provide a short summary of your need for this discount, including your annual marketing budget.

* Additional lunches may be purchased

SLW is brought to you by:

***Housing Bureau for Seniors
University of Michigan Health
Department of Community Health Services***

Housing Bureau for Seniors
3621 S. State Street
Ann Arbor, MI 48108
(734) 998-9338
HBSSeniorLivingWeek@umich.edu

Senior Living Week 2024 Sponsorship Benefits	Event Sponsor \$4,000	Expo Sponsor \$2,750	Health Sponsor \$1,000	Workshop Sponsor \$750	Open House Sponsor \$550	Refreshment Sponsor \$550
Number Available:	1	5	3	15	10	5
Received at:	\$3,100	\$2,200	\$700	\$450	\$250	\$250
Cohost with the Housing Bureau for Seniors of Senior Living Week 2024 (SLW)	X					
One minute opportunity to verbally advertise your company prior to featured speaker presentation	X					
Name and Logo on presentation screen prior to and following featured speaker's presentation	X					
Name and Logo prominently displayed throughout Expo Hall	X	X				
Verbal recognition prior to featured speaker presentation & during Expo	X					
Verbal recognition during the Expo		X				
Full page black and white ad in the Senior Living Week 2024 booklet (\$500)	X					
Half-page black and white ad in the Senior Living Week 2024 booklet (\$250)		X				
Name and Logo displayed on side of 2024 SLW bag	X					
Conduct or sponsor an educational workshop during SLW 2024	X	X		X		
Promote an open house at your organization during SLW 2024	X				X	
One full table, two complimentary lunches* and refreshments at the Expo (\$300)	X	X	X	X	X	X
Event sponsor receives verbal recognition at all workshops during SLW 2024; *Workshop sponsor receives verbal recognition at its own workshop	X			X*		
Prominent signage at the Health Screening area of the Expo			X			
Name and Logo recognition on event website, email communications, printed program, printed and digital signage; *including but not limited to local cable tv and radio when available.	X*	X	X	X	X	X
Prominent signage at the Refreshment table at the Expo						X

Payment due **July 15, 2024**

SPONSOR/VENDOR REGISTRATION FORM
Senior Living Week and Expo – October 5 – October 11, 2024

Please note: the following information will be used in all print materials and on social media.
Clearly print information **exactly** as you wish it to appear in all **publicity materials**.

Business Name:

Address:

City:

State:

Zip:

Business Phone:

Email:

Contact Person:

Cell Phone:

(Personal contact information will not be published)

SPONSOR LEVELS**

A full table is included with sponsorships. See sponsor listings for more information:

Event	\$4000	(receipted at \$3,100*)
Expo	\$2750	(receipted at \$2,200*)
Health Screening	\$1000	(receipted at \$700*)
Workshop	\$750	(receipted at \$450*)
Open House	\$550	(receipted at \$250*)
Refreshment	\$550	(receipted at \$250*)

*Based on fair market value a portion of your sponsorship may be tax deductible under section 501(c) of the IRS tax code. Consult your tax advisor.

**University of Michigan cannot accept payments from family donations or donor advised funds for sponsorships.

Do you need electricity at your table? Yes No

For sponsorships that include a workshop or an open house, indicate your preferred date(s) and time(s) below from Monday, **October 7 - Friday, October 11, 2024** (every attempt will be made to fill your requested dates).

Date: _____ **Time:** _____

Date: _____ **Time:** _____

Date: _____ **Time:** _____

Organizational Category

Choose one category that best describes your services:

EXPO Vendors (non-sponsors) *

*(*NOT tax deductible)*

Please indicate your choice:

Full Table Only
 (includes 2 lunches) \$300

Non-Profit Agency Full Table
 (includes 1 lunch; limited to 10)
 We will contact you with further instructions, if you are selected.

Box Lunch Options^

Each full exhibit table comes with two box lunches. Pre-approved discounted non-profit agencies are limited to one box lunch. Additional lunches may be purchased. Please tell us your sandwich preference(s) by indicating how many of each:

Tuna Salad - *White Albacore tuna tossed with a balsamic vinaigrette, cucumbers, tomato, red onion & feta cheese*

Grilled Chicken: *Grilled Chicken Breast with tomato, lettuce & provolone cheese served with a side of pesto aioli*

Italian Veggie (Vegan): *artichoke hearts, roasted red peppers, shaved carrots, green onions, spring mix, sun dried tomato, roasted garlic spread served with a side of vegan basil aioli*

^box lunch options are subject to change

Advertising Opportunities*

Full Page printed ad in SLW 2024 booklet **	\$500
1/2 Page printed ad in SLW 2024 booklet **	\$250
1/4 Page printed ad in SLW 2024 booklet **	\$125
1/8 Page printed ad in SLW 2024 booklet **	\$90

*Not tax deductible

**Over 3000 SLW 2024 booklets will be printed and distributed throughout the community

Ads and Logos must be:

- ✓ Print Ready
- ✓ Printable quality in black & white
- ✓ 300 dpi (.eps, .ai, .png) minimum for best quality printing
- ✓ Submitted to HBS no later than **July 1, 2024**.

Return this form by **June 30, 2024** to:

Housing Bureau for Seniors
3621 S. State Street
Ann Arbor, MI 48108
(734) 998-9338
HBSSeniorLivingWeek@umich.edu

(please do not mail or email credit card information)

Payment due by **July 15, 2024**

PAYMENT

Sponsorship Fee
Vendor/Non-Sponsor
Extra Lunches (\$20/each)
Advertising Fee

Total

PAYMENT OPTIONS

Please select how you'd like to pay

CHECK:

Please make checks payable and mail to:
HOUSING BUREAU FOR SENIORS
3621 S. State Street
Ann Arbor, MI 48108

CREDIT CARD:

Payment by credit card will be taken by phone. **Please do not email or mail credit card information.** We will contact you for payment when we receive your registration.

We now have our very own credit card machine for easier processing!

For Office Use Only

Visa

Mastercard

Discover

AMEX

Is this Credit Card:

Business

Personal

Name:

Exp Date:

Zip Code:

For internal use: D: 212585 PME: 29854