



NEWBRIDGE

Your Connection to Successful Aging

2019

**Sponsorship
Opportunities**

NewBridge Special Events

Multicultural Senior Wellness Fair (March)

An informational fair providing a variety of resources for senior adults and their families. In addition there are free health screenings for senior adults and presentations on health related topics. We have interpreters at the fair to assist senior adults with language barriers. There are healthy snacks for the participants along with the opportunity to win door prizes. Around 200 seniors come to the wellness fair each year.

Black Tie Bingo (April)

A formal night at the Maple Bluff Country Club attended by 130 people to play bingo. There are appetizers, a cash bar, \$100 cash prize for each game, as well as a silent auction. We play 10 games of bingo, and also have door prizes given out between each game.

Summer Concert Series (June and July)

A community event for all ages on Monday evenings in June and July. This event brings together seniors adults, families, and local residents and provides them with an opportunity to enjoy free, high quality musical entertainment. Over 2,500 people come to enjoy this music each year.

Come Together Party (August)

An event to bring together 125 of our African American and Latinx program participants for a night of entertainment, food, and learning about one another's cultures. One goal of our cultural diversity programs is to reduce isolation by identifying barriers that prevent Latinx and African American seniors from accessing community services and assists in removing these obstacles.

AppleFest (September or October)

NewBridge's biggest fundraiser of the year. The day includes raffles/drawings, live music and dance performances, a used book/CD/DVD sale, a carnival, apples for sale, bake sale, and a fully loaded snack bar. It is a community-supported event attended by over 1,500 people of all ages.

Artful Aging (Spring & Fall)

A 12 week multi-cultural art class offered twice a year, designed for about 30 senior adults who have limited experience with creating art and or can not afford an art class. The series of classes also brings different cultures together by using art to break down barriers and stereotypes. This past year, we presented art pieces at the Lakeview Library, WPCRC, and The Overture Center, presenting multiple venues to provide exposure for your business.

Multicultural Senior Wellness Fair

Event Sponsor - \$500

- Supporting Sponsor benefits
- Company logo, with hyperlink back to organization website, on the NewBridge website for 2 months
- Booth location near the entrance of the informational fair

Supporting Sponsor - \$250

- Recognition in NewBridge's monthly newsletter and WI State Journal
- Identification as a sponsor at the event
- A booth at the informational fair
- Your agency logo on the event flier
- Your agency listed in the wellness fair program

Exhibitor Fee - \$125

- A booth at the informational fair
- Your agency listed in the wellness fair program
- Recognition in NewBridge's monthly newsletter



Black Tie Bingo

Event Sponsor - \$10,000

- Patron Sponsor Benefits
- Company logo, with hyperlink on NewBridge website for 1 year
- Full page ad in event program
- 2 tables reserved at the event (16 tickets)
- Special recognition article in the NewBridge newsletter
- Official name of event will be promoted as Black Tie Bingo sponsored by your organization's name and logo

Platinum Sponsor - \$5,000

- Patron Sponsor Benefits
- Company logo, with hyperlink on NewBridge website for 9 months
- Full page ad in event program
- 2 tables reserved at the event (16 tickets)
- Special recognition article in our newsletter

Gold Sponsor - \$2,500

- Patron Sponsor Benefits
- Company logo, with hyperlink on our website for 6 months
- 1/2 page ad in event program
- 1 table reserved at the event (8 tickets)

Silver Sponsor - \$1,000

- Patron Sponsor Benefits
- Company logo, with hyperlink on our website for 3 months
- 1 table reserved at the event (8 tickets)

Bronze Sponsor - \$500

- Patron Sponsor Benefits
- Company logo, with hyperlink on our website for 2 months
- 4 tickets to the event

Patron Sponsor - \$300

- Day of event signage & name recognition on event program
- Recognition in our newsletter
- Recognition in our Annual Report
- 2 tickets to the event

Summer Concert Series

Platinum Sponsor - \$2,000

- Bronze Sponsor Benefits
- Company logo, with hyperlink back to organization website, on our website for 3 months

Gold Sponsor - \$1,000

- Bronze Sponsor Benefits
- Company logo, with hyperlink back to organization website, on our website for 2 months

Silver Sponsor - \$500

- Silver Sponsor Benefits
- Company logo, with hyperlink back to organization website, on our website for 1 month

Bronze Sponsor - \$250

- Your agency logo on the event flier
- Identification as a sponsor at the concerts
- Acknowledged in concert programs
- Recognition in our monthly newsletter



Come Together Party

Gold Sponsor - \$1,000

- Company logo, with hyperlink back to organization website, on our website for 3 months
- Recognition in event program
- Acknowledged in our monthly newsletter
- 1 table reserved (8 seats) at our *Come Together Party*

Silver Sponsor - \$500

- Company logo, with hyperlink back to organization website, on the NewBridge website for 2 months
- Recognition in event program
- Acknowledged in our monthly newsletter
- 1/2 table reserved (4 seats) at our *Come Together Party*

Bronze Sponsor - \$250

- Company logo, with hyperlink back to organization website, on the NewBridge website for 1 month
- Recognition in event program
- Acknowledged in our monthly newsletter *T*
- 2 seats reserved at our *Come Together Party*

AppleFest

Braeburn Sponsor - \$2,000

- Jonagold Sponsor Benefits
- Acknowledgement during announcements during our live entertainment and carnival DJ.
- Company logo, with hyperlink back to organization website, on the NewBridge website for 4 months

Macoun Sponsor - \$1,500

- Jonagold Sponsor Benefits
- Acknowledgement during announcements during our live entertainment and carnival DJ.
- Company logo, with hyperlink back to organization website, on the NewBridge website for 3 months

Cortland Sponsor - \$1,000

- Jonagold Sponsor Benefits
- Company logo, with hyperlink back to organization website, on our website for 2 months

Honeycrisp Sponsor - \$500

- Jonagold Sponsor Benefits
- Company logo, with hyperlink back to organization website, on the NewBridge website for 1 month

Jonagold Sponsor - \$250

- Your agency logo on the event flier
- Identification as a sponsor at the event
- Acknowledged in event program
- Recognition in our monthly newsletter

Paulared Sponsor - \$250

- Your agency logo on the event flier
- Identification as a sponsor at the snack bar
- Acknowledged in event program
- Recognition in our monthly newsletter



Artful Aging

Van Gogh Sponsor - \$1,500

- Official name of program will be promoted as NewBridge Artful Aging sponsored by your organization's name and logo
- Primary identification as a sponsor during the program and at art showings through event signage
- Company logo, with hyperlink back to organization website, on the NewBridge website for 3 months
- Acknowledged in our monthly newsletter

Matisse Sponsor - \$1,000

- Identification as a sponsor during the program and at art showings through event signage
- Company logo, with hyperlink back to organization website, on the NewBridge website for 2 months
- Acknowledged in our monthly newsletter

Picasso Sponsor - \$500

- Identification as a sponsor during the program and at art showings through event signage
- Company logo, with hyperlink back to organization website, on the NewBridge website for 1 month
- Acknowledged in our monthly newsletter

Warhol Sponsor - \$250

- Company logo, with hyperlink back to organization website, on the NewBridge website for 1 month
- Acknowledged in our monthly newsletter



NewBridge 2019 Sponsorship Commitment Form

Contact Person

Company Name

Address

City

State, Zip Code

Phone

Email

Please check the following opportunities that interest you:

Multicultural Senior Wellness Fair

- Event Sponsor - \$500
- Supporting Sponsor - \$250
- Exhibitor Fee - \$125

Black Tie Bingo

- Event Sponsor - \$10,000
- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Patron Sponsor - \$300

Summer Concert Series

- Platinum Sponsor - \$2,000
- Gold Sponsor - \$1,000
- Silver Sponsor - \$500
- Bronze Sponsor - \$250

Come Together Party

- Gold Sponsor - \$1,000
- Silver Sponsor - \$500
- Bronze Sponsor - \$250

AppleFest

- Braeburn Sponsor - \$2,000
- Macoun Sponsor - \$1,500
- Cortland Sponsor - \$1,000
- Honeycrisp Sponsor - \$500
- Jonagold Sponsor - \$250
- Paulared Sponsor - \$250

Artful Aging

- Van Gogh Sponsor - \$1,500
- Matisse Sponsor - \$1,000
- Picasso Sponsor - \$500
- Warhol Sponsor - \$250

Authorized Signature for Sponsor: _____ Date: _____

Please complete this form and return with payment to:

NewBridge
1625 Northport Drive #125
Madison, WI 53704

Make checks payable to NewBridge Madison.

Questions? Contact: Jim Krueger, Fund Development Director | jimk@newbridgemadison.org | 608-512-0000

Mail to: NewBridge Madison | 1625 Northport Drive #125, Madison, WI 53704