

INTERNATIONAL DAY OF OLDER PERSONS 2022



Event Information

On 14 December 1990, the United Nations General Assembly designated October 1 as the International Day of Older Persons (resolution 45/106) to recognize this critical segment of the population. Over the next 3 decades, the number of older persons worldwide is projected to more than double, reaching more than 1.5 billion persons in 2050. A longer life brings with it opportunities, not only for older people and their families, but also for societies as a whole. We take this day to celebrate our aging population! We also want to educate our people on the resources and opportunities provided at the Council on Aging for Henderson County (COAHC), that support, engage, and connect adults in our community as we age.



Our Vision

With the help and commitment of organizations like yours, we are working to create an environment where our elder community feels heard and supported. Our staff and team of volunteers are constantly working to create programs the residents in our county desperately need that provide access to affordable, high-quality care. We believe in a connected community, supporting one another through empathy and compassion. With your help, we can build the bridge between social and economic factors that impact our aging adults' quality of life and provide services that engage, connect, and support this important segment of our community so that "No One Ages Alone."



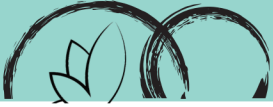
Support

This is an exciting time to start the conversation about how we can help support our fast-growing, aging community. We are asking you to join us and support the effort to improve the quality of life of our older adults. We have outlined three ways for organizations like yours to help support the critical services we provide: Title, Silver, and Table.



SPONSORSHIP OPPORTUNITIES

INTERNATIONAL DAY OF OLDER PERSONS



SATURDAY, OCTOBER 1, 2022 | GUIDON BREWERY ON 8TH AVE
DOWNTOWN HENDERSONVILLE

To sponsor, please complete this form OR email senglish@coahc.org to register

TITLE SPONSOR (1) \$5000

- 5-minute sponsor message at the event
- Sponsorship recognized as International Day of Older persons sponsored by (your business) for 3 months
- Exposure in Council on Aging's press release for the event
- Verbal podium recognition by Emcee and Executive Director
- Logo and Company link on Website and Silent Auction page for one month
- Name recognition on celebration program /number tbd
- Recognition in email Newsletter (1500 emails)
- Recognition in social media for 4 weeks prior to event
- Display/Tabling at event
- Ad on radio for 2 weeks
- 8 tickets

SILVER SPONSOR (2) \$2500

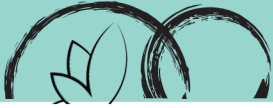
- Name/logo placement on event promotional materials (community flyers)
- Name recognition on event program (number tbd)
- Logo on Website and Silent Auction page (2 weeks)
- Recognition in email newsletter (1500)
- Recognition in social media (2 weeks prior)
- Display/Tabling at event
- 4 tickets

TABLE SPONSOR (10) \$250

- Logo on Silent Auction Website
- Listed as event sponsor at event (if committed by Sept. 1)
- Display/Tabling at event
- 2 tickets

SPONSORSHIP COMMITMENT

INTERNATIONAL DAY OF OLDER PERSONS



SATURDAY, OCTOBER 1, 2022 12 to 5 pm | GUIDON BREWERY ON 8TH AVE DOWNTOWN HENDERSONVILLE

To sponsor, please complete this form OR email senglish@coahc.org to register

SPONSORSHIP LEVEL:

TITLE: \$5000

SILVER: \$2500

TABLE: \$250

I/We decline any goods or services in exchange for sponsorship and will not be attending

I/We cannot attend, but would like to make a fully tax-deductible contribution of \$ _____
to the Council on Aging for Henderson County, in honor of _____

SPONSORSHIP INFORMATION:

SPONSOR NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY | STATE | ZIP: _____

EMAIL: _____ PHONE: _____

PAYMENT INFORMATION:

INVOICE | Please send me an invoice for my sponsorship payment

CHECK | Enclosed is my check made out to Council on Aging

CREDIT CARD | Information provided below

NAME ON CARD: _____ CCV: _____

CARD NUMBER: _____ EXP. DATE: _____

BILLING ADDRESS: _____

EMAIL completed forms to senglish@coahc.org or
MAIL to Council on Aging for Henderson County, ATTN: International Day of Older Persons,
105 King Creek Blvd, Hendersonville, NC, 28792
QUESTIONS? CONTACT SUZANNE ENGLISH | 828-233-1556 | SEGLISH@COAHC.ORG

THANK YOU



Council
on Aging

105 King Creek Blvd
Hendersonville, NC 28792
828.233.1556
senglish@coahc.oeg

