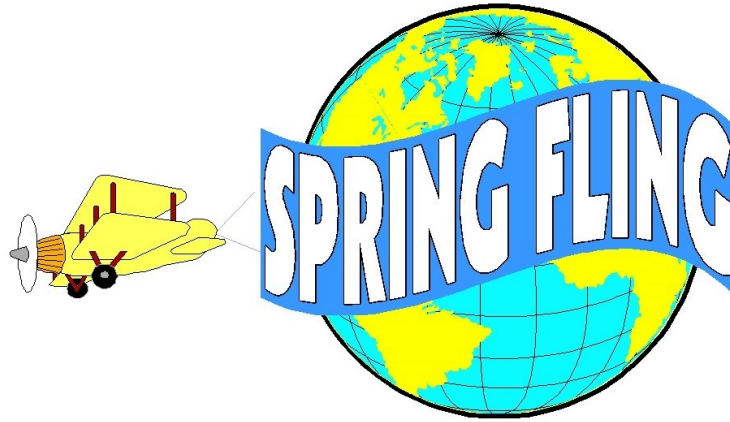


Butler County Department on Aging's SENIOR RESOURCE FAIR



SPONSORSHIP INVITATION

My organization would like to sponsor the 14th annual Spring Fling on May 1, 2019, in El Dorado, Kansas, at the following level: (Information on the fair and what encompasses each level is on the following pages)

_____ **LUXURY SPONSORSHIP** for \$1000

_____ **FIRST-CLASS SPONSORSHIP** for \$750

_____ **BUSINESS SPONSORSHIP** for \$500

_____ **CHARTER SPONSORSHIP** for \$300

ONLY SPONSORS can select their preferred location(s). More information about each of the locations is on the enclosed sponsorship information sheet. Please mark your preference(s) below.

_____ Civic Center _____ El Dorado Community Building _____ El Dorado Senior Center

Name of Company/Organization: _____

Contact Person _____

Title _____

Address: _____

City: _____ State _____ Zip Code _____

Phone: _____ Fax _____

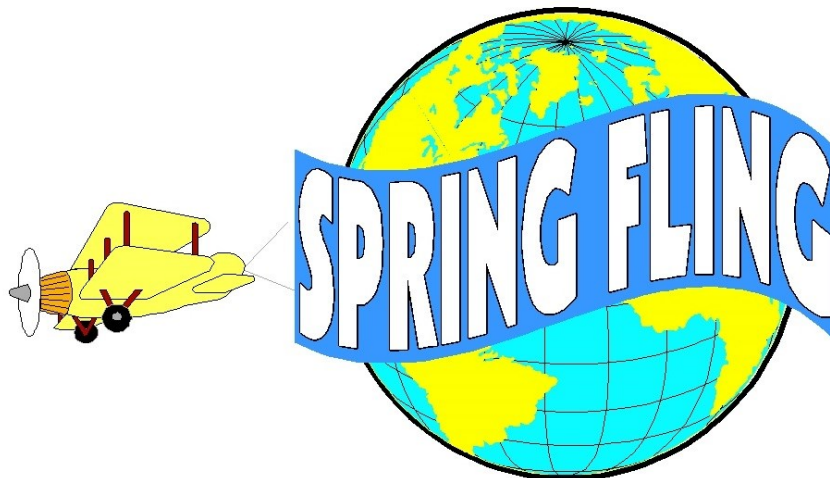
E-mail (required) _____

Website: _____

***THIS IS NOT A VENDOR BOOTH APPLICATION. Booth only information will be mailed later.**

This form and payment are due by FEBRUARY 18, 2019. Sponsorship application and payment may be submitted one of two ways: 1) Mail to (and make checks payable to) Butler County Department on Aging, 2101 Dearborn, Ste 302, Augusta, KS 67010. OR 2) Visit our Aging Department page at www.bucoks.com to complete an application and submit payment online. Online payments will have a convenience fee added. **PAYMENTS MUST BE MADE BEFORE SPONSORSHIP IS CONSIDERED VALID.** QUESTIONS? Contact Brenda Louthan at blouthan@bucoks.com or Melody Gault at mgault@bucoks.com. Phone is 316-775-0500 or 1-800-279-3655.

Butler County Department on Aging



SPONSORSHIP INFORMATION

ABOUT SPRING FLING

If your business's target audience is older adults, or your business would like to expand into this market, Spring Fling is the best way to be seen and heard in the Butler County area. This event is the largest held in Butler County focusing primarily on our older population. Attendance is terrific (over 800 individuals visit each year), and interest is always very high. Attendees come from not only cities and towns in Butler County (Kansas' largest county) but also from the surrounding counties. They are from all socio-economic levels. You can learn more about Spring Fling by visiting our Aging Department page at www.bucoks.com. Submission of sponsorship application and payment of the sponsorship fee can also be done through our website (www.bucoks.com>Aging Department>Spring Fling).

SPONSORS ARE IMPORTANT!!

This is a prime opportunity for agencies/businesses to build name recognition and trust among our area's seniors. A goal of the Butler County Department on Aging is to ensure that SPONSORS have the highest profile possible for this event. The names of the sponsorship levels are influenced by each year's theme. This year's is "Keep Calm and Travel On."

DESCRIPTIONS OF SPONSORSHIP LEVELS ARE ATTACHED

-----2019 SPRING FLING GENERAL INFORMATION-----

The 2019 Spring Fling/Butler County Senior Resource Fair will be May 1, 2019, from 9 a.m. to 3 p.m. in El Dorado, KS. Only Sponsors have their choice of event locations. The Butler County Community Building is the site of 50 booths including all health screenings/activities and is a lunch location. The Civic Center will host approximately 44 booths and is also a lunch site. The El Dorado Senior Center will host approximately 20 booths. All three locations have a great attendance and have access to a FREE SHUTTLE loop in downtown El Dorado. PLEASE CONTACT BRENDA OR MELODY WITH ANY QUESTIONS. Contact information is on the application form.

\$1000 SPONSORSHIP



- Most prominent booth placements at all three Spring Fling locations (or may choose to configure booths how best suits you) and recognition as a premier sponsor at each booth.
- Business name and/or logo will be displayed in all media campaigns.
- Full-page ad for your business will be placed in Butler County Department on Aging's spring supplemental newsletter (reaches 800+ households).
- Logo will be printed on the canvas shopping bags given to each attendee as they enter each of the three sites.
- Business logo will be displayed on the front page of the Spring Fling program given to each attendee to the fair
- Link to your business website will be included on the Spring Fling page on Butler County Department on Aging's website and Facebook page as well as your business's logo.
- Lunches will be provided for four business employees.

\$750 SPONSORSHIP



- Prominent booth placements at two Spring Fling locations (or may choose to have two booths at one site) of your choice and recognition as a premier sponsor at each booth.
- Business name will be displayed in all media campaigns.
- Half-page ad for your business will be placed in Butler County Department on Aging's spring supplemental newsletter (reaches 800+ households).
- Business name and logo will be prominently displayed in the event's program.
- Recognized as a sponsor of the grand prize drawing at each of the three locations—traditionally a 43" or larger TV.
- Link to your business's website will be included on the Spring Fling page on Butler County Department on Aging's website and Facebook page as well as your business's logo.
- Lunches will be provided for three business employees.

\$500 SPONSORSHIP



- Popular booth placement at one Spring Fling location of your choice and recognition as a sponsor at your booth.
- Business name will be displayed in the Spring Fling poster and most media campaigns.
- Quarter-page ad for your business will be placed in Butler County Department on Aging's spring supplemental newsletter (reaches 800+ households).
- Business name and logo will be displayed in the event's program.
- Link to your business website will be included on the Spring Fling page on Butler County Department on Aging's website and Facebook page as well as your business's logo.
- Lunches will be provided for three business employees.

\$300 SPONSORSHIP



- Business will have a booth at one location of your choice.
- Business name will be displayed in the Spring Fling poster.
- Business will be recognized as a sponsor at their booth.
- Business name will be acknowledged as a sponsor in the event's program.
- Lunches will be provided for two business employees.