

Springfield JCC Life Enrichment Expo

Thursday, April 26, 2012 at the Basketball Hall of Fame

**THE AREA'S ORIGINAL MAJOR EVENT THAT FOCUSES ON THE
GROWING 50+ MARKET**

More than 1,000 people attended last year's EXPO

Sponsorship Opportunities

PRESENTING SPONSOR - \$6000

- Listing in advertising and print materials as **PRESENTING SPONSOR** along with the Springfield JCC and *PRIME/Reminder Publications*
- All benefits listed for Platinum Sponsor
- Additional benefits available upon request

PLATINUM - \$3500

- Largest booth space/prime location
- Logo placement in paid advertising and event print materials
- The opportunity to hang a banner(s) in the EXPO
- Prominent Web listing on the JCC Senior Life Expo Web Page, with a link to your website

GOLD - \$2500

- Triple booth space/prime location
- Acknowledgement in paid advertising and event print materials
- The opportunity to hang a banner in the EXPO Hall
- Prominent Web listing on the JCC Senior Life Expo Web Page, with a link to your website

SILVER - \$1500

- Double booth space/prime location
- Acknowledgement in all paid advertising and event print materials
- Prominent Web listing on the JCC Senior Life Expo Web Page, with a link to your website

In addition to the level specific benefits detailed above, LIFE EXPO sponsors will enjoy a wide range of publicity generated by acknowledgement in our promotion of this event.

- JCC promotional vehicles: *Chai Lights*, our newsletter sent to more than 2,500 area households; *Senior Connection*, sent to 1,000 homes; JCC website www.springfieldjcc.org
- Significant advertising and editorial coverage in *The Reminder's* community newspapers, which have a weekly circulation of 45,000 and in *The Reminder's* monthly niche publication, *PRIME* which has a circulation of 17,000. (Note *PRIME/Reminder Publications* is a co-sponsor of the Life Enrichment Expo)
- Promotion of EXPO on *PRIME/Reminder Publications* website - www.thereminder.com
- Ads promoting Life Expo to be placed in *The Republican* in the weeks leading up to the Expo
- Media promotion of Life Expo prior to the Expo
- Press release distribution to all major media outlets in the area
- Promotional flyers for Life Expo to be sent to area senior centers, churches, synagogues, bingo halls and other social outlets
- Promotion of Life Expo at the Hall of Fame throughout the month of April

If you have any questions please contact Jeff Rembrandt jrembrandt@jcca.org
or call 413-384-0325