

## WOULDN'T YOU LIKE TO REACH HUNDREDS OF POTENTIAL CLIENTS AND CUSTOMERS?



We would like to invite you to become a Title Sponsor as part of the Active Aging Senior Expo that will be held at the McMinn Senior Activity Center on October 11, 2018 from 8:30am-2pm. Your sponsorship will help provide information and education to older adults and their caregivers about the services and resources you offer within our region.

As a Title Sponsor (\$500) your business/organization will receive:

1. One of ten reserved sponsorship booth spaces in a prime location.
2. Your logo and a link as a Title Sponsor on the Active Aging Senior Expo Facebook page.
3. Your business/organization will have first right of refusal for their sponsorship in the following year's show.
4. Social media posts with links to your website two times (2) a week, two (2) weeks prior to the event.
5. Included two (2) times a week two (2) weeks prior on WYXI "Senior News" segment and "Chamber Chat" radio program on WYXI.
6. As a Title Sponsor you can provide us with handouts to be included in the "goodie bag."
7. Your logo will be included in the following publicity pieces:
  - a. Daily Post Athenian Newspaper ad
  - b. Two dozen printed posters to be hung in senior related businesses and organizations located throughout the county.
  - c. Your business/organization will be mentioned two times (2) a week, two (2) weeks' prior on WYXI's Senior News radio broadcast.
  - d. Color ad submitted to the Athens Area Chamber of Commerce and the "Chamber Chatter" newsletter.
  - e. 3 1/4 "x 3" ad placed in the Morning Fax the week prior to the event.

Along with booth focusing on health, wellness, retirement, advocacy, financial and legal assistance, travel and leisure, long-term care the Senior Center will also be hosting several "breakout sessions" as well as a keynote speaker. Breakout sessions will include information on the Supplemental Nutrition Program (SNAP), hearing screening, senior financial planning, flu and shingles vaccinations, legal aid, SHIP Medicare choices, information from the McMinn County Veterans Affairs Office and a senior living discussion panel that will be moderated by the Activity Center's Director of Operations.

### **Keynote Speaker-Dr. Bob Overholt**

"Dr. Bob," as he is known to patients, friends and fans, has been in private practice since 1970 and is a renowned expert on medical and health issues. For more than 25 years, Dr. Bob has been the host of the popular "Dr. Bob Show," which features timely and important medical topics and a guest expert in various medical specialties.