

Sponsorship Information  
for  
**Elder Care Network of  
Northern Colorado**  
2018 Events



# **Elder Care Resource Day**

(A public service program offered to all Northern Colorado older adults and their caregivers.)

**and**

# **Larimer County Senior Law Day**

(A public service program offered to all Larimer County older adults.)

The **Elder Care Network of Northern Colorado** (ECN) is pleased to invite you and your company to join us as a sponsor at both of our events Elder Care Resource Day and Senior Law Day are both empowering educational conferences offering useful information on many subjects related to elder care and legal concerns.

**Elder Care Resource Day (ECRD) 2018 is scheduled to be held Saturday, April 7, 2017 at Fort Collins Senior Center, 8:00am – 1:45pm.** This conference will bring together accomplished and respected professionals. Providing informative seminars for seniors, adult children, friends and caregivers on elder care related topics such as: Virtual Dementia Tour, I Want to Stay Home, and What's Your Plan?

**Larimer County Senior Law Day (LCSLD) August 4<sup>th</sup>, 2018, at The Lory Student Center located at Colorado State University, 1101 Center Avenue, Fort Collins, Colorado 80523.** This conference will bring together accomplished and respected professionals to present informative seminars for seniors, adult children, friends and caregivers of seniors on legal and related topics.

**Both of our annual conferences will provide area sponsors with a great opportunity for visibility, networking and recognition in a unique, professional environment.**

Please take a few moments to review the following information and contact Joan (ECRD) or Taylor (LCSLD) if you have any questions.

We appreciate your consideration and look forward to your association with The Elder Care Network of Northern Colorado.

Thank you,

**ECRD Contact**

**Joan Perkins**, InnoVage  
ECRD Committee Member, LCSLD  
Committee Member  
**970-646-2904 (direct)**  
**JPerkins@myinnovage.com**

**LCSLD Contact**

**Taylor Cobb**, Front Range Hospice,  
ECRD Committee Member, LCSLD  
Committee Member and ECN Chair  
2016 and 2017  
**303.946.3521(c)**  
**taylor.cobb@frhospice.com**

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# ECRD Sponsorships

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## **Gold Level Sponsorship (\$500) – Only 6 will be sold!!**

- Full page COLOR advertisement in the Elder Care Resource Day Program (ECRD)
- One 6-foot display table in prominent location
- COLOR LOGO on the cover of the ECRD Program and registration form.
- COLOR LOGO on the ECRD flyers distributed throughout the community
- Time to introduce your business/services to the entire group (3 minutes)
- Opportunity to put one marketing item in ECRD Tote Bag
- Complimentary admission to ECRD for 3 representatives

## **Silver Level Sponsorship (\$300)**

- One 1/2 page (black and white) advertisement in the Elder Care Resource Day Program (ECRD)
- One 6-foot display table
- Company name listed as a SILVER level sponsor on the Program and registration form.
- Company name listed as a SILVER level sponsor on the ECRD flyers distributed throughout the community
- Opportunity to put one marketing item in ECRD Tote bag.
- Complimentary admission to ECRD for 2 representatives

## **Bronze Level Sponsorship (\$100) Table not included**

- One quarter page (black and white) advertisement in the Elder Care Resource Program (ERCD)
- Opportunity to put 1 marketing item in ECRD Tote Bag
- Complimentary admission to ECRD for 1 representative

**For more information on sponsorships please contact:**

For ECRD: Joan Perkins 970-646-2904 or jperkins@myinnovage.com

**Please send Sponsor Enrollment Form, Sponsor Agreement, and Payment to:**

Via Mail	Elder Care Network Attn: Elder Care Resource Day PO Box 272687 Ft. Collins, CO 80527
Checks made to	Eldercare Network of Northern Colorado

**Specifications for Ads:**

**NOTE:**

- PLEASE make sure your ad is created to these exact specifications to avoid production delays.
- The majority of the ECRD Program will be printed in black & white therefore, if needed artwork will be converted to grayscale before printing

**PLEASE: Pay close attention to your sponsorship level and only provide artwork in the size and layout for that level.**

**For ECRD:**

- \$500 level sponsors must submit artwork for full-page COLOR ad (6.25" wide x 9" tall)
- \$300 level sponsors must submit artwork for half-page ads (6.25" wide x 4.37" tall)
- \$100 level sponsors receive a quarter page ads (3.125" wide x 4.25" tall)

**\*\*\*\*Please submit your artwork via email, as a high-resolution (300dpi) .PDF, to Joan Perkins, [JPerkins@myinnovage.com](mailto:JPerkins@myinnovage.com) by the deadline.**

**Deadlines:**

**ECRD Sponsorship Commitment deadline is January 26, 2018  
ECRD Guide art work and Payment deadline is February 16, 2018**

**ECRD Sponsor Enrollment Form**

\_\_\_Please list our organization as:

**Gold                  Silver                  Bronze    (circle one)**

\_\_\_Our Sponsorship check in the amount of \$\_\_\_\_\_is enclosed

\_\_\_Our Sponsorship check in the amount of \$\_\_\_\_\_will follow by  
**February 16, 2018 for ECRD**

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

## **Sponsor Agreement – Elder Care Resource Day 2018**

**Terms:**

1. Elder Care Network of Northern Colorado (ECN) will arrange for a 6-foot table and one chair to be used by each Sponsor. **All display items/information must fit on the top of a 6-foot table.** The table shall be set up in a manner so as to provide optimal visibility to registrants and minimal disruption of the educational atmosphere. ECN shall have discretion as to specific location of tables. \*\*
2. Sponsor will set-up the morning of the Conference and break-down at the end of the same day of the Conference by the times requested by ECN. \*\*
3. Nothing in this Agreement shall prevent ECN from seeking Sponsorships from any other entity for any Conference. \*\*
4. Should the sponsor need access to an electrical outlet, sponsor will make these needs known to **Joan Perkins ECRD Event Planner at 970-646-2904 or [jperkins@myinnovage.com](mailto:jperkins@myinnovage.com) by March 16, 2018 for ECRD** \*\*
5. On the occasion that ECN must cancel a scheduled Conference; the Sponsor may receive a refund of payment made to ECN or a credit to Sponsor another ECN event. ECN will have no further liability to Sponsor for such cancellations.
6. This Agreement does not constitute an endorsement by ECN of Sponsor or its products or services; nor may Sponsor represent in any manner that its goods or services have been endorsed by ECN.
7. Any excess proceeds from this ECN event will be used to support the ECN mission and other ECN projects.
8. Sponsor shall indemnify and hold harmless ECN, its agents and its members, from any claims, losses or damages to any person or entity arising or alleged to have arisen out of any acts of Sponsor or its agents in the performance or breach of the Agreement. This indemnity shall survive the expiration of this Agreement.

**I have read and agree to the terms of this Agreement.**

**Sponsor Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**\*\* Please note this only applies to Gold, or Silver Sponsors**

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# LCSLD Sponsorships

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## **Platinum Sponsor: (\$1,200) ONLY 6 WILL BE SOLD**

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- Full page (black and white) advertisement in the LCSLD Guide
- One 6-foot display table in prominent location
- Listed as one of the main presenting sponsors on the cover of the LCSLD Guide and a description of your business/organization will be featured on inside cover of the guide
- Listed prominently on the front of the LCSLD Registration Form
- Lunch time opportunity to introduce your business/services
- A Sponsor link to your homepage or preferred website on Elder Care Network's LCSLD web section
- Complimentary admission to LCSLD for 3 Representatives of your organization
- Opportunity to put one marketing item in LCSLD Tote Bag

## **Gold Sponsor: \$600**

- One full page (black and white) advertisement in the LCSLD Guide
- One 6-foot display table in prominent location
- Complimentary admission to LCSLD for 2 Representatives from your organization
- Opportunity to put one marketing item in LCSLD Tote Bag

## **Silver Sponsor: (\$350)**

- One half page (black and white) advertisement in the LCSLD Guide
- One 6-foot display table
- Complimentary admission to LCSLD for 1 Representative from your organization
- Opportunity to put 1 marketing item in LCSLD Tote Bag

## **Bronze Sponsor: (\$150) Table not included**

- One quarter page (black and white) advertisement in the LCSLD Guide
- Opportunity to put 1 marketing item in LCSLD Tote Bag

**For more information on sponsorships please contact:**

For LCSLD: Taylor Cobb 303.946.3521 or e-mail @ [taylor.cobb@frhospice.com](mailto:taylor.cobb@frhospice.com)

**Please send Sponsor Enrollment Form, Sponsor Agreement, and Payment to:**

Via Mail

Elder Care Network  
Attn: Senior Law Day  
PO Box 272687  
Ft. Collins, CO 80527

Checks made to

Eldercare Network of Northern Colorado

**Specifications for Ads:**

**NOTE:**

- PLEASE make sure your ad is created to these exact specifications to avoid production delays.
- The majority of the LCSLD Program will be printed in black & white therefore, if needed artwork will be converted to grayscale before printing

**PLEASE: Pay close attention to your sponsorship level and only provide artwork in the size and layout for that level.**

- Full-page ad (6.25" wide x 9" tall)
- Half-page ads (6.25" wide x 4.37" tall)
- Quarter page ads (3.125" wide x 4.25" tall)

**\*\*\*\*Please submit your artwork via email, as a high-resolution (300dpi) .PDF, to Taylor Cobb [taylor.cobb@frhospice.com](mailto:taylor.cobb@frhospice.com) by the deadline.**

**DEADLINES:**

- All sponsor commitments due **May 11, 2018**
- All Senior Law Guidebook artwork and payment are due **June 1, 2018**

**LCSLD Sponsor Commitment Form**

\_\_\_ Please list our organization as:

**Platinum   Gold   Silver   Bronze   (circle one)**

\_\_\_ Our Sponsorship check in the amount of \$\_\_\_\_\_ is enclosed

\_\_\_ Our Sponsorship check in the amount of \$\_\_\_\_\_ will follow by **June 1, 2018 for LCSLD**

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

# Sponsorship Agreement Senior Law Day 2018

## Terms:

- Elder Care Network (ECN) will arrange for a 6-foot skirted table and one chair to be used by each Sponsor (not including Bronze sponsors). **All display items/information must fit with the top of a 6-foot table.** The table shall be set up in a manner so as to provide optimal visibility to registrants and minimal disruption of the educational atmosphere. ECN shall have discretion as to specific location of tables. \*\*
- Nothing in this Agreement shall prevent ECN from seeking Sponsorships from any other entity for any Conference.
- Sponsor agrees to be responsible for any incidental charges that it may accrue at Sponsor table, including, without limitation, any electrical access, phone line or internet hook-up to Sponsor table, and/or any audio/visual equipment ordered for the Sponsor table. \*\*
- On the occasion that ECN must cancel a scheduled Conference; the Sponsor may receive a re-fund of payment made to ECN or a credit to Sponsor another ECN event. ECN will have no further liability to Sponsor for such cancellations. There will be no reimbursement to any sponsor who cancels or is a “no show” at the event. ECN requests that the sponsor give notification in advance, if possible, if they will not be attending the event.
- Sponsor is responsible for providing marketing items for the LCSLD tote bag by the date/time indicated (More information will be provided closer to the event).
- This Agreement does not constitute an endorsement by ECN of Sponsor or its products or services; nor may Sponsor represent in any manner that its goods or services have been endorsed by ECN.
- Any excess proceeds from this ECN event will be used to support the ECN mission and other ECN projects.
- Sponsor shall indemnify and hold harmless ECN, its agents and its members, from any claims, losses or damages to any person or entity arising or alleged to have arisen out of any acts of sponsor or its agents in the performance or breach of the Agreement. This indemnity shall survive the expiration of this Agreement.

**I have read and agree to the terms of this Agreement.**

**Sponsor Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**\*\* Please note this only applies to Platinum, Gold, or Silver Sponsors**