



# **SARATOGA AREA SENIOR CENTER**

# **BUSINESS ALLIANCE PROGRAM**

***WORKING TOGETHER TO BRING BUSINESS TO SARATOGA AREA SENIORS!***

## **BUSINESS ALLIANCE PROGRAM**

### **SARATOGA AREA SENIOR CENTER**

The Saratoga Area Senior Center was founded in 1979 to serve the needs of the Saratoga area older adults. We are a 501(c) (3) private, non-profit corporation. We provide services through our two divisions: the Saratoga Senior Center and the Saratoga Adult Care Center.

Most senior centers are funded by the city in which they are located. Quite differently, our center relies on funding from memberships, program fees, and fundraisers, with about 15% coming from foundation and government grants. The City of Saratoga provides us our facility at no charge and a small amount of funding annually based on how much it can afford.

There is a dichotomy that is prevalent in the Bay Area where rapidly rising housing prices make older, fixed income residents, “paper rich and cash poor”. Given that, a significant portion of participants in our Adult Care Center qualify as low income individuals and a few through scholarships when funding is available.

As a part of our mission, we offer programs and services that will keep our members healthy in mind, body and spirit. We continually strive to build a membership that mirrors the diversity of the community.

#### **What is the Business Alliance Program?**

- The Business Alliance Program (BAP) solicits much needed sponsorship from local businesses.
- Our members are introduced to your business with the knowledge that you are interested in the welfare of the area seniors, the center and its members.

#### **Why should a potential BAP sponsor be interested in senior citizens from the Saratoga area?**

- There were 8500 Saratoga residents, 55 years and older in the 2010 census. Based on the demographics of the census, there will be close to 14000 residents in this age group by 2020.
- This age group controls the majority of wealth and makes the majority of discretionary purchases.
- Median family income in Saratoga was \$152K (2006) and the median house/condo value was \$1.664M

#### **What does the BAP Member get? (Based on Sponsorship Level)**

- Advertising in the Monthly Outlook Mailer and annually featured in article in Outlook
- Placement on the BAP Member Wall of Fame and linked into our Website
- Annual BAP luncheon with SASCC members and listed in all other Center activities
- Window decal reflecting BAP sponsorship and you get a tax deduction for a great cause
- Through donations, BAP members help to fund the programs and services of our community’s senior center and at the same time, gain access to a growing membership of affluent and educated consumers.



## **List of Sponsor Options**

### **Bronze Sponsor (\$250) (Biz Card in the Outlook)**

1. Ad in Center's monthly Outlook, the Senior Center newsletter
2. Sponsorship is tax deductible –Senior Center is a 501(c)(3) non- profit organization
3. Senior Center Decal for Business display
4. Free Membership which includes email copy of The Outlook

### **Silver Sponsor (\$500) (quarter page)**

1. All of Bronze Sponsor options
2. Additional Yearly Feature Business Profile in Center's Monthly newsletter, The Outlook
3. Hotlink in Center's Website & Facebook Page
4. Discount coupons for Center members Hard copies picked up at Front Desk
5. Listed on Center's Wall of Fame Board in Waiting Area and on Trifold at Wednesday lunches

### **Gold Sponsor (\$1,000) (half page)**

1. All of Bronze and Silver Sponsor's options
2. Standing invitation to be introduced at Center's Wednesday lunches (\$5 lunch fee)
3. Listed in Center's Sponsor Banner-at public events.
4. Listed in Center's Bi-annual solicitation letters-public outreach
5. Listed in Bi-annual Thank You Ad in the Saratoga News

### **Platinum Sponsor (\$2,000) (whole page)**

1. All of Bronze, Silver and Gold Sponsor's options
2. Free booth space at both of Center's Health Faire and Annual Flea Market
3. Introduction at Center's Annual Volunteer Luncheon
4. Free professional shredding service (one "legal size" box per year).



# Saratoga Area Senior Center Business Alliance Program (BAP) Form

2011

## BUSINESS AGREEMENT FORM

I would like to support Saratoga Area Senior Center's work with local or older adults and wish to participate in the BAP sponsorship program at the following level:

Please check the appropriate:

\_\_\_ Platinum Sponsor \$2,000/yr

\_\_\_ Gold Sponsor \$1,000/yr

\_\_\_ Silver Sponsor \$500/yr

\_\_\_ Bronze Sponsor \$250.00/yr

1. Name of Company: \_\_\_\_\_

2. Contact name: \_\_\_\_\_

3. Address: \_\_\_\_\_

4. Telephone(s): \_\_\_\_\_

5. Email address: \_\_\_\_\_

6. Website: \_\_\_\_\_

Signature: \_\_\_\_\_

Type of payment:      Check      Credit Card

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address for Card: \_\_\_\_\_

Signature of Credit Card Holder: \_\_\_\_\_ Date: \_\_\_\_\_

Check Payment: Make check payable to SASCC, addressed to P.O. Box 3033 Saratoga, CA 95070 attention to BAP.

Thank you for supporting Saratoga Area older adult services. For more information go to [www.sascc.org](http://www.sascc.org).