



AgeWell
MIDDLE TENNESSEE

The Sage Awards



SPONSORSHIP OPPORTUNITIES

2024 Sage Awards Ceremony & Fundraiser



Monday, October 21, 2024

Franklin Marriott Cool Springs

Registration & Networking: 11:00 a.m. -11:30 a.m.

Program: 11:30 a.m. - 1:00 p.m.

ABOUT AGEWELL

2024 HONOREES

Currie Andrews
Henrietta Hardin
Mary Pearce
Pam & Phil Pfeffer
Linda Rudolph

Westminster Home Connection



MISSION

AgeWell Middle Tennessee champions informed and positive aging and serves as the area's catalyst for collaborative solutions.

HISTORY

AgeWell Middle Tennessee believes that aging should be celebrated and embraced and that older adults have a lifetime of wisdom and experience to offer communities. As more of us live longer, we have an exciting opportunity to reimagine our community to ensure we can age well. The Sage Awards is one way that we are changing the conversation about what it means to be part of the emerging – and vital – older generation.

The Sage Awards presented each year since 1991, are given to mature adults who have made outstanding contributions through a lifelong commitment to working to improve the quality of life in their communities. In addition, the Sage Awards recognizes organizations that have made a significant and positive impact on the lives of older adults in Middle Tennessee.

PRESENTING SPONSOR - \$20,000

We hope that you will include the Sage Awards in your 2024 sponsorship budget.

For more information, please contact Michele Harrell at mharrell@agewelltn.org or 615-353-4235.



EXCLUSIVE PACKAGE: ONE AVAILABLE

- EXCLUSIVE branding of the event as “Sage Awards presented by”
 - Print (1,000+) and email (5,000+) invitations
 - Luncheon program front cover (500+)
 - Logo projection during luncheon
 - Presenting sponsor listing on Sage Awards webpage with logo, link, and a 50-word profile (10,500 visits annually)
 - Logo on all table tent cards (50+ tables)
 - 30-second presenting sponsor video (sponsor provides)
- Recognition on event dual screens, program, social media, and media releases
- Full-page advertisement in Sage Awards program (sponsor to provide art)
- Opportunity to provide branded swag for bags for all attendees (400+)
- Table for 10 guests at Sage Awards Luncheon (\$1,000 value)
- Banner ad on AgeWell’s online *Directory of Services* (\$1,000 value)



GOLD SPONSOR - \$10,000



VIDEO SPONSOR

- EXCLUSIVE branding of honoree introductory videos featuring "sponsored by logo/name" tagline
- Gold sponsor listing on Sage Awards webpage with logo/link 50-word profile (10,500 visits annually)
- Logo/listing on event dual screens, program, social media, and media releases
- Full-page advertisement in Sage Awards program (sponsor to provide art)
- Opportunity to provide branded swag bag for all attendees (400+)
- Table for 10 guests at Sage Awards Luncheon (\$1,000 value)
- Banner ad on AgeWell's online *Directory of Services* (\$1,000 value)



SILVER SPONSOR - \$5,000



MATCHING FUND SPONSOR

Special recognition as a “Matching funds sponsor” to incentivize donors to give during the event. Matching Funds sponsors will be recognized with digital and verbal highlights during the call for donations: "{your company name} will match donations totaling \$5,000.

- Silver sponsor listing on Sage Awards webpage with logo/link (10,500 visits annually)
- Logo/listing on event dual screens, program, social media, and media releases
- Half-page advertisement in Sage Awards program (sponsor to provide art)
- Opportunity to provide branded swag for bags for all attendees (400+)
- Table for 8 guests at Sage Awards Luncheon (\$1,000 value)
- Banner ad on AgeWell’s online *Directory of Services* (\$1,000 value)



SPONSORSHIP OPPORTUNITIES



BRONZE - \$2,500

- Bronze sponsor listing on Sage Awards webpage with logo/link (10,500 visits annually)
- Table for 8 guests at Sage Awards Luncheon (\$1,000 value)
- Banner ad on AgeWell's online *Directory of Services* (\$1,000 value)
- Logo/listing on event dual screens, program, social media, and media releases
- Opportunity to provide swag for bags or tables (400+ attendees)

PREMIER TABLE HOST - \$1,500

- Table for 10 guests with preferred ballroom seating at Sage Awards Luncheon
- Premier Table Hosting listing on website, event dual screens, and program
- Option to provide a special message in support of honoree(s) to be featured in pre- & post-event slideshow. **SUBMISSION DEADLINE: 10-9-2024**

TABLE HOST - \$1,000

- Table for 8 at Sage Awards Luncheon
- Table Host listing on website, event dual screens and program

PATRON - \$500

- 2 Reservations for the Sage Awards Luncheon
- Patron listing on dual-screen and program
- Patron listing on the AgeWell website (10,500 visits annually)



LETTER OF COMMITMENT

2024 Award Ceremony & Fundraiser

Monday, October 21, 2024
Franklin Marriott Cool Springs
700 Cool Springs Blvd.
Franklin, TN 37067

Registration & Networking
11:00 a.m. - 11:30 a.m.

Program
11:30 a.m. - 1:00 p.m.



Select Sponsorship Level

- Presenting Sponsor \$20,000
- Gold Sponsor \$10,000
- Silver Sponsor \$5,000
- Bronze Sponsor \$2,500
- Premier Table Host \$1,500
- Table Host \$1,000
- Patron Sponsor \$500



Company/Agency Name

Contact Name

Email Address

Phone Number

Signature & Date

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Please contact me with additional information