

SENIOR SERVICES COALITION OF
ALAMEDA COUNTY PRESENTS

MAKING THE DIFFERENCE

Taking Stock of the Aging Policy Landscape

**BECOME A VALUED SPONSOR OF A
DISTINCTIVE COMMUNITY EVENT**

EVENT DATE: FRIDAY, JANUARY 24, 2025 | 9AM - 2PM

130+ ATTENDEES EXPECTED

LOCATION: NILE HALL, PRESERVATION PARK, OAKLAND

A VENUE PROVIDING MULTIPLE OPPORTUNITIES TO THANK SPONSORS.

The 2024 election will send ripples through a public policy landscape that has been reshaped by a housing affordability crisis, systemic health and social inequities, and a growing number of economically insecure older adults. How will the changing policy landscape impact systems, programs and funding that older adults rely on? What threats do we need to pay attention to? What opportunities might we seize to address the needs of our diverse community?

Making the Difference will convene community-based organizations, health and social service providers, policy makers, and community members to examine emerging issues and explore solutions that will improve health and life outcomes for older people in Alameda County.

The Senior Services Coalition of Alameda County (SSC) has been a unifying and collaborative force in Alameda County for over 20 years, bringing the aging lens to policy making and building service and system capacity to address the needs of our diverse, aging and economically insecure population.

WHY BE A SPONSOR?

- Help bring important issues to the attention of community leaders and practitioners.
- Be recognized as a generous community health supporter.
- Build awareness of your organization in Alameda County.

EVENT MARKETING & SPONSORSHIP BENEFITS

- ✓ Invitations sent to over 1,500 SSC contacts
- ✓ Listings in Program, slides & promotion
- ✓ Over 130 attendees expected
- ✓ Press release to local news media

SPONSORSHIP LEVELS & BENEFITS

Please join us in helping the Senior Services Coalition bring this important conference to the health and social services community so that we can better meet the needs of older adults in Alameda County.

Package Level	Supporter \$500	Bronze \$2,000	Silver \$3,500	Gold \$4,500	Platinum \$5,500
Recognition by the MC as Platinum Sponsor. Top billing in all event materials and media. 4 comp tickets.					X
Recognition by the MC. Premier placement in all event marketing and materials. 3 comp tickets.				X	X
Placement in all event marketing & materials. 2 comp tickets.			X	X	X
Acknowledgement on SSC website and Program book. 2 comp tickets.		X	X	X	X
Logo in virtual program and signoff slide. 1 comp ticket.	X	X	X	X	X

*Any net income from this event will go to support the work of the Senior Services Coalition. Senior Services Coalition of Alameda County's fiscal sponsor is Meals On Wheels of Alameda County, a tax exempt nonprofit organization (Tax ID: 94-2651065). *All logo placements and acknowledgements will be web-based, and are contingent upon meeting production deadlines.*

For more information, and to reserve your organization's place as a sponsor, contact Wendy Peterson at wendy@seniorservicescoalition.org.