



SENIOR SERVICES COALITION OF
ALAMEDA COUNTY *PRESENTS*

MAKING THE DIFFERENCE TOGETHER

Taking Stock of the Aging Policy Landscape for 2021

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

EVENT DATE: FRIDAY, JANUARY 29, 2021

9 AM - 11 AM - KEYNOTE CONVERSATIONS

11 AM - 12 PM - ACTION CONVERSATIONS

200+ ATTENDEES EXPECTED

**A VIRTUAL VENUE PROVIDING MULTIPLE
OPPORTUNITIES TO THANK SPONSORS.**

The 2020 election will send ripples through a public policy landscape already irreversibly altered by the pandemic. How will the election outcomes impact systems, programs and funding that older adults rely on? What are the opportunities? What are the biggest threats?

Making the Difference will convene nonprofit, public and community stakeholders to take stock of the policy implications of the election, and together explore a path forward that will improve health and life outcomes for older people in Alameda County.



*The **Senior Services Coalition of Alameda County** (SSC) represents nonprofit and public organizations who are working together to ensure that Alameda County seniors can rely on an easily accessible, coordinated system of social, medical and supportive services. SSC has been a unifying and collaborative force in Alameda County for over 20 years, bringing the aging voice to policy making and building service and system capacity to address the needs of a 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

- ✓ Conference invites sent to over 1,000 SSC contacts
- ✓ Listings in Conference program and signage
- ✓ Over 200 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	Supporting \$500	Bronze \$2000	Silver \$3000	Gold \$5000	Platinum \$7500
Recognition by the Moderator during event. Top billing in all listings.					X
Premier placement of name & logo in all event marketing and "materials"				X	X
Name in all event marketing and "materials"			X	X	X
Acknowledgement on SSC website		X	X	X	X
Logo in virtual program and signoff slide	X	X	X	X	X
Complementary event ticket links	2	3	4	5	6

*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. To become a sponsor or for more information, please email wendy@seniorservicescoalition.org.*