

**SENIOR SERVICES COALITION OF
ALAMEDA COUNTY PRESENTS**

MAKING THE DIFFERENCE

Striving for Equity at the Intersection of Health, Housing and Aging in the Community

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

EVENT DATE: FRIDAY, FEBRUARY 24, 2023

8:45AM - SOFT START

9AM - 12PM - KEYNOTE & PANELS

200+ ATTENDEES EXPECTED

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

In 2023, CalAIM expands its populations of focus to include people who are in – or at risk of entering – long-term care facilities. How can we embrace this opportunity to rewrite the maps that lead too many older people to unnecessary institutionalization? How might we address the historic inequities that leave so many without homes and support? How can community-based services walk hand in hand with health entities to keep people stable and at home?

Making the Difference will convene community-based organizations, health care providers, policy makers and community members to learn about 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

- ✓ Conference invites sent to over 1,000 SSC contacts
- ✓ Listings in Conference program, slides & promotion
- ✓ 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	Supporter \$500	Bronze \$2000	Silver \$3000	Gold \$4000	Platinum \$5000
Recognition by the Moderator during event. Top billing in all listings.					X
Recognition by the Moderator during event. 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

*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.