

SENIOR SERVICES COALITION OF
ALAMEDA COUNTY *PRESENTS*

MAKING THE DIFFERENCE

Addressing Older Adult Homelessness in Alameda County

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

EVENT DATE: FRIDAY, MAY 31, 2024

9AM - 12PM - WELCOME, KEYNOTE & PANELS
NOON - 1:15PM - DISCUSSION CAFE
1:15PM-2PM - EXAMINING SOLUTIONS

130+ ATTENDEES EXPECTED

LOCATION: NILE HALL, PRESERVATION PARK, OAKLAND

A VENUE PROVIDING MULTIPLE OPPORTUNITIES TO THANK SPONSORS.

Older adult homelessness is growing in Alameda County, and older adults spend significantly longer in homelessness than any other age group. How can we reverse these trends? How might we revise systems and eliminate barriers to help displaced older adults access services and housing so they can live safely in the community? How can we move upstream to prevent displacement and address housing insecurity?

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 Moderator during event. Top billing in all event materials and media.					X
Recognition by the Moderator during event. Premier placement of name & logo in all event marketing and materials				X	X
Placement in all event marketing and "materials"			X	X	X
Acknowledgement on SSC website and Program		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.*

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