



**"AGING IS AN ACTIVE VERB"  
2007-2008 PUBLIC EDUCATION CAMPAIGN**

**CO-SPONSORSHIP OPPORTUNITIES AND BENEFITS**

Aging Services of California is inviting organizations and businesses to co-sponsor the "Aging is an *active verb*" 2007-2008 Public Education Campaign. This provocative public-interest campaign provides co-sponsors a unique marketing opportunity to benefit from statewide public/consumer outreach as well as to accentuate institutional credibility and social accountability.

**CO-SPONSOR OPPORTUNITIES**

"Aging is an *active verb*" Campaign Champion (maximum 4 at this level) -- \$100,000 commitment

"Aging is an *active verb*" Campaign Leader -- \$50,000 commitment

"Aging is an *active verb*" Campaign Advocate -- \$25,000 commitment

"Aging is an *active verb*" Campaign Supporter -- \$5,000 commitment

(Aging Services of California's commitment to the "Aging is an *active verb*" campaign production is \$200,000.)

**CO-SPONSOR BENEFITS**

Co-sponsorship packages will be customized to include some or all of these benefits, based on level of participation.

- q Recognition as campaign co-sponsor on all promotional and media communications
- q Recognition as co-sponsor on campaign broadcast and print public service announcements
- q Credit as executive producer on campaign film
- q Membership on "Aging is an *active verb*" Campaign Team; participate in campaign planning and events
- q Official State of California commendation (framed plaque) for statewide aging services leadership
- q Usage rights to "Aging is an *active verb*" *Campaign Sponsor* designation (logo) in print/online communications
- q Acknowledgement of contribution at Aging Services' Annual Conference (general session and literature)
- q Acknowledgement of contribution in full-page "Thank You" in *agenda*, Aging Services' monthly newsjournal
- q Acknowledgement of contribution on online campaign page at Aging Services' website, [www.aging.org](http://www.aging.org)
- q Acknowledgement of contribution in full-page "Thank You" in *2007-2008 Membership Directory*
- q Framed, poster-sized wall display of "Aging is an *active verb*" logo; and custom Campaign Co-sponsor plaque
- q Recognition on framed, poster-sized wall display "Aging is an *active verb*" logo in Aging Services' front lobby
- q Complimentary quantities of all campaign promotional materials/premium items
- q Contributions are tax-deductible (Aging Services of California is a 501(c)3 nonprofit organization)

**CONTACT / INFORMATION**

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*Visit Aging Services of California at [www.aging.org](http://www.aging.org). A comprehensive campaign plan is available on request.*