



for seniors

A Staggering Number Of Seniors Are Living Alone In Poverty With No Family To Rely On

Many indigent seniors struggle to overcome poverty, isolation, and medical challenges. These are an estimated **240,000** indigent seniors throughout Maricopa County. An estimated **80,000** of seniors

are living at poverty level or below poverty level and **900** of these seniors are homeless. Fifteen percent (15%) of seniors receive an annual income of **\$11,700** with little to no money left over to meet monthly expenses.

Stepping Up For Seniors assistance includes any needs related to a catastrophic medical event that has turned into a financial crisis. Services may include assistance with durable medical equipment and supplies, medical services, advice, counsel and referrals to community service agencies.



Bill, a 72 year old indigent senior shares Stepping Up For Seniors was there when he needed help. Bill lives alone without family and friends to depend on. Bill's eyesight was failing. He was running into the furniture in his home. Due to limited income, Bill did not have the funds to cover his contribution toward the necessary cataract surgery. Bill is thankful that Stepping Up For Seniors was there to help. Today, Bill can see and is able to care for his basic needs.



Susan, a 80 year old indigent senior, has been living on a disability income for the past 20 years due to an automobile accident. She experienced homelessness due to medical and prescription bills. Recently, Susan was able to locate a low income rental apartment. However, without savings she was unable to provide the required security deposit. Stepping Up For Seniors provided the security deposit and counsel for other assistance that helped Susan sustain her housing.

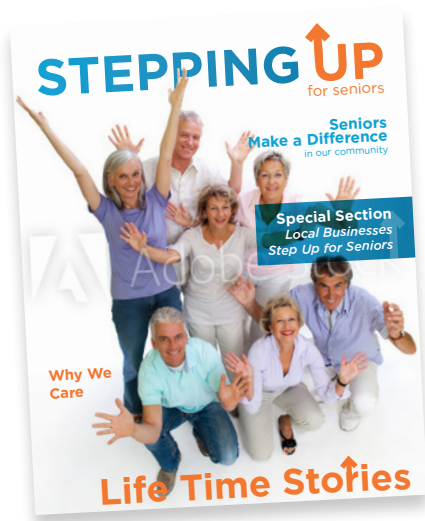


STEPPING UP FOR SENIORS SPONSORSHIP OPPORTUNITIES

STEPPING UP FOR SENIORS (SU4S) ANNUAL EVENTS

- 10,000 + Potential Reach
- SU4S Arizona Gives Day - April
- SU4S Golf Tournament - May
- SU4S Summer Care - June - September
- National Senior Citizen's Day Event - August
- SU4S Community Events - October - March
- SU4S Holiday Care - November - December

STEPPING UP FOR SENIORS FREE ANNUAL MAGAZINE



- 7,000 + Potential Reach
- Stepping Up For Seniors Free Magazine featuring intergenerational solutions, business news, health/wellness, community events, and awareness features. Distribution sites include: medical facilities, businesses, corporations, universities, government sites and community service agencies.

STEPPING UP FOR SENIORS PROJECTS

- 5,000 + Potential Reach

STEPPING UP FOR SENIORS LONELINESS PROJECT

- Stepping Up For Seniors partners with GrandCare Systems to provide customized interactive socialization technology designed to decrease perceived loneliness and social isolation among orphaned seniors. The technology engages social support, increases opportunities for social interaction, addresses maladaptive social cognition, and improves social skills among seniors who are struggling financially and living in isolation.

STEPPING UP FOR SENIORS PASSION, PURPOSE, ACTION PROJECT

- Community groups and individuals present ideas and projects that are aligned with Stepping Up For Senior's mission. Selected projects are implemented throughout the community.

STEPPING UP FOR SENIORS SHOW YOU CARE PROJECT

- A multigenerational youth and senior project. Seniors tell life stories that are shared through digital storytelling.



Many products and services find a majority of their constituency to be seniors.

\$10,000 EXCLUSIVE SPONSOR » 22,000+ POTENTIAL REACH

By partnering as a Stepping Up For Seniors Exclusive Sponsor you impact and improve lives by providing resources and assistance to indigent seniors.

STEPPING UP FOR SENIORS ANNUAL MAGAZINE

- Full Page Back Cover Color 8.5 x 11 Sponsorship Placement
- Half Page Inside Color 5.5 x 8.5 Sponsorship Placement
- Featured Article with photos

INTERNET/ SOCIAL MEDIA

- Color logo and clickable link on Stepping Up For Seniors website
- Color logo on Stepping Up For Seniors sponsorship page
- Logo on Stepping Up For Seniors e-newsletter
- Two feature stores in Stepping Up For Seniors e-newsletters
- Logo on 12 e-bast to Stepping Up For Seniors followers - 8000+ impressions

SPECIAL EVENTS

- Company representative announcement during special event
- Company name in official news release announcing annual events
- 10 x 10 company booth in prime event location
- Company logo placed on event banner and signage
- Full color page in event booklet
- Company promotion items in event goodie bags
- Company recognition during signature annual events
- 20 VIP complimentary tickets to events excluding the Golf Tournament
- 2 complimentary tickets to Stepping Up For Seniors Golf Tournament
- Company logo on event t-shirts
- 20 event t-shirts

SPECIAL PROJECTS

- Company name in official news release announcing Stepping Up For Seniors projects
- Company logo placed on Stepping Up For Seniors project materials and announcements
- Company presence on Stepping Up For Seniors Loneliness Project technology platform



Seniors are the most influential segment of our society.

\$5,000 PARTNER SPONSOR » 10,000+ POTENTIAL REACH

By participating as a Partner Sponsor you impact and improve lives by providing resources and assistance to indigent seniors.

STEPPING UP FOR SENIORS ANNUAL MAGAZINE

- Half Page Inside Color 5.5 x 8.5 Sponsorship Placement
- Featured Article with photos

INTERNET/ SOCIAL MEDIA

- Color logo and clickable link on Stepping Up For Seniors website
- Color logo on Stepping Up For Seniors sponsorship page
- Logo on Stepping Up For Seniors e-newsletter
- One featured story in Stepping Up For Seniors e-newsletter

SPECIAL EVENTS

- Company name in official news release announcing annual events
- 10 x 10 company booth in event location
- Half page color sponsorship placement on event booklet
- Company recognition during signature annual events
- Company promotion items in event goodie bags
- 10 VIP complimentary tickets for Stepping Up For Seniors events excluding the Golf Tournament
- 2 complimentary tickets for Stepping Up For Seniors Golf Tournament
- Company logo on event t-shirts
- 10 event t-shirts

SPECIAL PROJECT

- Company name in official news release announcing Stepping Up For Seniors projects
- Company logo placed on Stepping Up For Seniors project materials and announcements



The senior market is composed of many subgroups.

\$2,500 SUPPORT SPONSOR » 5000+ POTENTIAL REACH

By partnering as a Stepping Up For Seniors Support Sponsor you impact and improve lives by providing resources and assistance to indigent seniors.

STEPPING UP FOR SENIORS ANNUAL MAGAZINE

- Quarter Page Inside Color 4.25 x 5.5 Sponsorship Placement

INTERNET/ SOCIAL MEDIA

- Color logo and clickable link on Stepping Up For Seniors website
- Color logo on Stepping Up For Seniors sponsorship page
- Logo in Stepping Up For Seniors e-newsletter

SPECIAL EVENTS

- Company name in official news release announcing annual events
- 10 x 10 company booth in event location
- Company promotion items in event goodie bags
- 10 complimentary tickets to Stepping Up For Seniors events excluding the Golf Tournament
- Company logo on event t-shirts
- 5 event t-shirts

SPECIAL PROJECTS

- Company name in official news release announcing Stepping Up For Seniors projects
- Company logo on Stepping Up For Seniors projects



Seniors are savvy consumers, and they are just like every other human being.

\$500 PARTNER SPONSOR » 1000+ POTENTIAL REACH

By partnering as a Partner Sponsor you impact and improve lives by providing resources and assistance to indigent seniors.

STEPPING UP FOR SENIORS ANNUAL MAGAZINE

- Small logo listed in magazine

INTERNET/ SOCIAL MEDIA

- Color logo on Stepping Up For Seniors sponsorship page
- Logo on Stepping Up For Seniors e-newsletters

SPECIAL EVENTS

- Company name in official news release announcing annual events
- Company promotion items in event goodie bags
- 5 complimentary tickets to Stepping Up For Seniors events excluding Golf Tournament
- 5 event t-shirts

SPECIAL PROJECTS

- Company name in official news release announcing Stepping Up For Seniors projects



The gift of kindness goes a long way.

\$250 CARE SPONSOR » 500+ POTENTIAL REACH

By partnering as a Care Sponsor you impact and improve lives by providing resources and assistance to indigent seniors.

STEPPING UP FOR SENIORS ANNUAL MAGAZINE

- Company name listed in magazine

INTERNET/ SOCIAL MEDIA

- Color logo on Stepping Up For Seniors sponsorship page

SPECIAL EVENTS

- Company promotion items in event goodie bags