

## 2nd Annual Senior Summit 2025 – Sponsorship Packages

“Retirement Rescue: Empowering Seniors Through Knowledge and Community”

Date: August 21st, 2025 | Cities: Atlanta, Savannah, San Antonio

### Event Overview

The **2<sup>nd</sup> Annual Senior Summit** is a multi-city educational and engagement event tailored for the senior community. Hosted in Atlanta, Savannah, and San Antonio, the summit focuses on **Medicare and Medicaid updates, retirement planning, and community connection**. Attendees will enjoy **150 - 200 freshly grilled BBQ meals per city, receive grocery gift cards, and be treated to live entertainment, a DJ, and expert workshops**.

### Unique Value Proposition

This event uniquely combines vital educational content with community celebration, allowing sponsors to connect in a warm, trusted setting. Sponsors will benefit from visibility, lead generation, and the chance to directly engage with a loyal and high-trust audience. We also work with and invite local leaders from the community, commissioners and Mayors, to engage with the attendees.

### Target Demographics & Audience Relevance

- **Age 55+**, primarily retirees and Medicare-eligible individuals
- **Fixed-income households** seeking guidance and resources
- Interested in **health, lifestyle, and financial services**
- Open to partnerships that promote **well-being** and **affordability**

### Reach & Engagement

- **200-300 attendees** expected per city
- **5,000+** local seniors reached via radio, email, social media,
- Social media ads, community flyers, and church partnerships
- Post-event photo recaps and brand mentions

### Sponsorship Levels & Benefits

- **Platinum Sponsor (Main) – \$1,500 (1 per city)**: Table setup, 30-min speech, logo on banners, DJ shoutout, social media features
- **Gold Sponsor – \$1,000 (2 per city)**: Table setup, logo on materials, promo bag inclusion, social recognition
- **Silver Sponsor – \$500 (3 per city)**: Table setup, name on signage, promo bag insert
- **Community Sponsor – \$250 (5 per city)**: Name on signage and table setup


### **Marketing Strategy, Channels & ROI**

- Channels: Radio, Email, Facebook, Instagram, printed flyers, church and community group partnerships
- Timeline: Starts July 1<sup>st</sup> (Save the Date), July full promo launch, August final push
- ROI: Face-to-face visibility, trust-building, lead capture, and long-term brand assets through event media

### **Become a Sponsor**

Contact: David Bullard

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Limited spots available. Reserve today to reach a high-impact senior audience!