



It is time to renew your annual sponsorship with the Princeton Senior Resource Center (PSRC). Annual Sponsorships begin at the \$2,500 level and can be tailored to meet the interests of the Sponsor as well as PSRC’s audience. We have revamped our sponsorship agreement to INCREASE your company’s name exposure through program underwriting opportunities.

Please select the sponsorship opportunities you would like to utilize to represent your company from the menu below.

Be a ‘Lead Scholar Sponsor’ — sponsorships between \$5,000 –\$10,000

OPPORTUNITY TABLE	Cost Per Occurrence	Cost Per Year
PSRC Web Page Listing: Company logo with live link listed on home page		\$1,500
Highlighted Sponsor of the Month: Newsletter (print & electronic) — 1X per year minimum (distribution 3,400 monthly)	\$300	\$ 300
Company Logo included at bottom of weekly eblasts: (2 per week x 2 consecutive weeks (twice annually- eblast distribution 3,400 weekly) annual fee for 8 listings		\$ 800
PSRC Message Board: Company logo cycled on PSRC message board at PSRC throughout the year <i>annual fee</i>		\$ 700
Technology Lab Sponsor: Poster in our walk-in Technology Lab. Company name also included in newsletter with “Computer Guru” monthly article (limit of three sponsors) <i>semi-annual fee</i>	\$500	#__X \$500
Art Program Sponsor: Company name on poster in PSRC’s art classroom. Company name included in monthly newsletter with art class listings (limit of two sponsors) <i>annual fee</i>		\$ 500
TED Talk Sponsor: Company name displayed on-screen and on poster during PSRC’s weekly TED Talk viewing and discussion group. Company name included in monthly newsletter as a TED Talk sponsor. (Limit of four sponsors) <i>semi-annual fee</i>	\$600	#__ X \$600
FYI Session Sponsor: Poster in room, notice included in monthly newsletter and eblast with FYI listings <i>semi-annual fee</i>	\$600	#__ X \$600
Evergreen Forum Sponsor (available to Lead Scholar Sponsors): Company name listed in Evergreen Forum brochure and on website with class registrations — (limit three per semester) <i>price per semester</i>	\$2,500	#__ X \$2,500
**Full Page Ad in Event Journal— Inside Front or Back Cover ** (available to Lead Scholar Sponsors): \$2,500 per journal (two ad opportunities per year — if available) <i>price per Journal</i>	\$1,500	#__ X \$1,500
Full Page Ad in Event Journal: \$800 per journal (two ad opportunities per year)	\$800	#__ X \$800
Half Page Ad in Event Journal*: \$600 per journal (two ad opportunities per year)	\$600	#__ X \$600

*PSRC will hold two events with ad journals: FALL BENEFIT with The Capitol Steps on October 25, 2019 and the CONFERENCE/RESOURCE FAIR (date TBD — Spring 2020)



PSRC provides an environment that keeps our participants engaged through a variety of classes, lectures, instructional opportunities, and informative correspondence. Your underwriting support represents a partnership between your organization and PSRC and demonstrates your commitment to community service and quality programming and services.

PSRC's SPONSORSHIP GUIDELINES:

Princeton Senior Resource Center (PSRC) Annual Sponsorships can be tailored to meet the mutual needs of the Sponsor as well as PSRC's audience.

As a registered non-profit 501(c)(3), PSRC is looking to identify some program underwriting opportunities with local businesses that are aligned with our mission. We provide an environment that keeps our participants engaged through a variety of classes, lectures, instructional opportunities, and informative correspondence. As such, we are looking for opportunities to partner with local and national businesses that are in keeping with our programming values. Your underwriting support represents a partnership between your organization and PSRC and demonstrates your commitment to community service and quality programming and services. Sponsorship is not a guarantee of referrals.

Inclusion of your company name must identify but may not express the sponsor's views on matters of public interest. Underwriting signage must be in keeping with the non-commercial nature of our organization.

SPONSORSHIPS MAY:

- Describe your business
- Describe your corporate mission
- Include a corporate slogan
- Provide a clear web-ready PDF of company logo
- Include a web address, and an electronic URL link to your website

SPONSORSHIP ORGANIZATIONS:

PSRC reserves the right to determine that an underwriter and their messaging is consistent with our organization's mission. PSRC exercises editorial control over copy and reserves the right to edit copy to conform with non-profit underwriting regulatory standards.

OUR MISSION:

PSRC is the Princeton area's go-to place where older adults and their families find support, guidance, educational, and social programs to help navigate life transitions and continue to be active, healthy, and engaged in the community.