



2021 Sponsorship, Partnership and Advertising Opportunities

Due to the unusual nature of 2021, sponsorship opportunities have been modified this year. As we better understand our opportunities to provide some additional events and programs, this list will be modified.

2021 Annual Partnerships

Partnership duration is one calendar year (January through December).

<p>\$10,000 Gold Partners</p> <ul style="list-style-type: none"> • NSC Home Page website acknowledgement with partner logo and link to site for one calendar year. • Name/logo on monthly Navigator newsletter for one calendar year. • Full page ad in Navigator for one month • Opportunity to promote up to 4 events via Northshore Senior Center Facebook page. • Spotlitged display in main lobby of Bothell Senior Center, including opportunity for brochures and/or other marketing materials. • VIP table at annual fundraising event (to be determined for 2021) and logo included on event program • Acknowledgement in annual report
<p>\$7,500 Silver Partners</p> <ul style="list-style-type: none"> • NSC Home Page website acknowledgement with partner logo and link to site for one calendar year. • Half page ad in Navigator for one month • Opportunity to promote up to 2 events via Northshore Senior Center Facebook page. • Spotlitged display in main lobby of Bothell Senior Center, including opportunity for brochures and/or other marketing materials. • VIP table at annual fundraising event (to be determined for 2021) and • Acknowledgement in annual report
<p>\$5,000 Bronze Partners</p> <ul style="list-style-type: none"> • NSC Home Page website acknowledgement with partner logo and link to site for one calendar year. • Quarter page ad in Navigator for one month • Opportunity to promote up to 1 event via Northshore Senior Center Facebook page. • Spotlitged display in main lobby of Bothell Senior Center, including opportunity for brochures and/or other marketing materials. • 5 tickets to annual fundraising event (to be determined for 2021) • Acknowledgement in annual report

Northshore Senior Center reserves the right to reject any ad or vendor/partnership.

Updated 2.1.21

For further information please contact:

Brooke Knight, CEO

brookek@mynorthshore.org; 425-286-1023



2021 Sponsorship Opportunities

<p>Community Dining \$5,000 Annual Sponsorship OR \$500 Monthly Sponsorship</p> <ul style="list-style-type: none"> • Logo included on monthly calendar indicating sponsorship • Opportunity to include flyer/brochure in “to-go” meals up to once each week OR small table tents on tables indicating sponsorship plus weekly brochures on tables once in-person dining resumes. • Logo on NSC homepage for duration of sponsorship with link to partner’s website • Acknowledgement in annual report
<p>Food Pantry \$5,000 Annual Sponsorship or \$500 Monthly Sponsorship</p> <ul style="list-style-type: none"> • Logo/signage displayed at food pantry during course of sponsorship • Opportunity to include flyer or brochure in grocery bags up to once each week • Logo on NSC homepage for duration of sponsorship, with link to partner’s website • Acknowledgement in annual report
<p>Senior Center In A Box \$5,000 Annual Sponsorship or \$1,500 Quarterly Sponsorship</p> <ul style="list-style-type: none"> • Opportunity to include brochures or other marketing materials in subscription boxes being mailed out. • Co-branding with Northshore Senior Center via sticker/logo on packaging materials • Opportunity to include branded “swag” in subscription boxes. (Limitations may apply based on size/weight). • Logo on NSC homepage during period of sponsorship, with link to partner’s website • Acknowledgement in annual report
<p>Volunteer Recognition Event* \$1,500 Annual Sponsorship <i>*Event details to be determined based on COVID protocol</i></p> <ul style="list-style-type: none"> • Opportunity to provide branded marketing materials and/or swag to volunteers via event • Sponsor acknowledged in all event promotions including social media and Northshore Navigator Newsletter • Acknowledgement in one edition of virtual volunteer newsletter • Logo on NSC homepage for one calendar year, with link to partner’s website • Acknowledgement in annual report

In-Kind sponsorship benefits vary depending on value of sponsorship.

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Advertising Opportunities

At this time, Northshore Senior Center has suspended publication of our quarterly catalogue due to our inability to plan for programs beyond the short term.

Advertising opportunities are available in our monthly Northshore Navigator. The Navigator has a monthly print distribution of approximately 3,000 copies, mailed directly to individuals. In addition, another 6,000 copies are sent via email to other (different) individuals, meaning a total direct distribution of 9,000 individuals monthly. The Navigator is additionally broadcast via social media and is posted on our website.

Catalog: Ad Type and Orientation	Actual Copy- ready Dimensions	1 Month	3 Months	12 Months
1/8 th Page Full Color	4.25" wide X 2.75" tall	\$150	\$400	\$1,350
Quarter Page Full Color	8.5" wide x 2.75" tall OR 2.125" wide x 11" tall	\$200	\$500	\$1,800
Half Page Full Color	8.5" wide x 5.5" tall OR 4.25" wide x 11" tall	\$300	\$800	\$2,700
Full Page Full Color	8.5" wide X 11" tall	\$500	\$1,300	\$4,500

Further restrictions apply on advertising. Northshore Senior Center reserves the right to reject any advertiser or advertisement. For additional details and/or to set up an ad contract, please contact us via the information at the bottom of the page.

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Bothell 5K *Capes For Courage* Run/Walk

August 7th, 2021

Bothell, WA

We cordially invite you to participate as a sponsor of the 6TH annual Bothell 5k *Capes for Courage*.

The event will be held on Saturday, August 7th, 2021. A determination will be made later in the year as to whether the event will be a virtual event as it was in 2020, or an in-person race.

Promoting "Fun for All", the Northshore Inclusion Program provides fun and friendship for individuals of all abilities through year-round recreation, skills and socialization opportunities, as well as advocacy and family support. Founded in 1998, it is one of the largest programs of its kind in the Puget Sound area. The Inclusion Program offerings include life skills, health and fitness classes, Special Olympic sports, a year-round bowling team, theater, art, singing, social programming, summer camps, martial arts, tennis, and a day activity program.

Net proceeds from the annual 5K fund raising event will support the Northshore inclusion programming and Special Olympics athletes. Our fundraising goal is \$45,000.

If your business provides donation matching funds, please consider a personal donation, and ask your company to match this to increase the aid you can provide this important community program.

Thank you in advance for your consideration. The attached sponsorship form can be completed and submitted by mail. Contact our Sponsorship Chair to set up sponsorship or answer any questions - Chris Hennig-Agatep can be reached at 206-819-3141 or www.bothell5k.org.

Chris Hennig-Agatep

Mom of special needs son, Paddy

www.bothell5K.org

The Northshore Wranglers Inclusion Program is a program of the Northshore Senior Center.

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Bothell 5K Capes for Courage Run/Walk Sponsorship Form

Saturday, August 7th, 2021

Organization Name:		
Organization Address:		
City:	State:	Zip:
Race Day Contact Name:	Contact Phone: ()	
Billing Contact Name:	Billing Contact Phone: ()	
Contact Email:		
Billing Email:		
Organization Website:		
1.Sponsorship Level/Amount: \$ _____ Title Presenting Gold Silver Bronze Supporting		
2. Logo. Sponsors can choose to have company name listed or submit a logo. Please write your company name exactly as you would like it to appear on website, signage, etc.:		
3. Artwork and logos will be acquired from the internet unless provided.		
<ul style="list-style-type: none"> Logos for t-shirts <i>will be printed only in one-color</i> and should be submitted as hi-res JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted. Logos for signage should be submitted as color hi-res (300 dpi) JPEG or EPS files. Logos for web site should be submitted as color 72 dpi JPEG or PNG files. 		
4. Checks can be made payable to Northshore Senior Center and mailed to:		
<p>Northshore Senior Center--Wranglers Attn: Brooke Knight 10201 E Riverside Drive Bothell, WA 98011</p>		
5. Register for the Bothell 5K Capes for Courage Run/Walk at www.bothell5k.org		

PLEASE ensure receipt by July 1, 2021

All donations are tax deductible. All donations help!
Please consider offering your support for the Northshore Inclusion Program.

Tax ID: 91-1184432

www.bothell5K.org

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Capes for Courage 5k Race/Walk 2021
www.bothell5K.org

Benefits	Title \$7,500	Presenting \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporting \$250
Name added to Race Title	X					
Complimentary race entries and t-shirts	12	8	6	4	2	
Press release as top sponsor	X	X				
Logo & website link will appear on race website	X	X	X	X	X	
Opportunity to start the race in person or virtually	X					
Logo will appear on posters	X	X	X	X		
Logo on t-Shirt (sized by level)	X	X	X	X	X	X
Private tent/table for display in Sponsor Village on race day*	X	X	X	X		
PA Announcements during the race & at awards ceremony*	X	X	X	X	X	
Recognition on Northshore Senior Center website with link to sponsor website	X	X	X	X	X	
Recognition in Annual Report	X	X	X	X	X	X

**Assumes in person race. Determination of in-person versus virtual event will be made closer to date.*

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