

Making a Difference

- In 2010, Aging in Place groups provided or contributed the following:
- **735 rides** to important doctor's appointments, physical therapy, the supermarket and social activities. Access to these rides means that family caregivers don't have to leave work or other engagements, residents don't have to feel like a "burden," and residents can get the medical care they need.
- **279 friendly visits** to residents who were homebound due to illness or disability.
- **85 special events** were held, offering members the opportunity to engage with each other, learn something new, or just enjoy a fun activity.
- **22,000+ volunteer hours** were spent organizing and operating AIP groups (valued at \$594,000) and 4,800 volunteer hours by members helping other members (valued at \$130,000).

The Center for Aging in Place
17 Marble Avenue
Pleasantville, NY 10570

Website: www.centerforaginginplace.org



Join Now!!

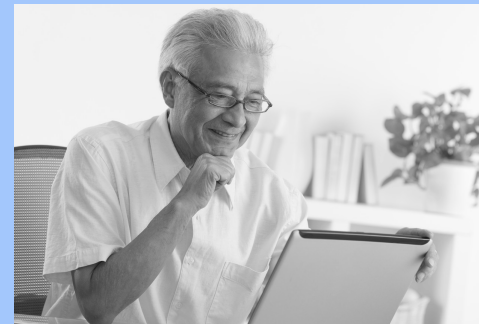
LIFE + Business Network



The Center for
Aging in Place

Come grow with us!

Come grow with us! The Center for Aging in Place is a well-respected non-profit organization working with communities to create a new lifestyle for residents who want to remain independent at home and engaged in community life as they grow older. We are the ONLY organization dedicated to helping grassroots groups develop and sustain new aging in place membership programs.



Businesses are a significant connector for community residents who enjoy doing business close to home and with people they trust. Your involvement and participation is key to our success and yours.

The LIFE + Network offers businesses the opportunity to reach and capitalize on this growing market segment – boomers and seniors that are choosing to remain at home in Westchester County. As a member of the Network you can take advantage of this new and unique opportunity to market your business. Varying levels of participation are available, ranging from a presenting sponsor at CAP produced events to an associate member.

The Center for Aging in Place

Westchester County is at the forefront of the Aging in Place movement with 10 Aging in Place programs now underway. These membership programs have taken root in cities like Yonkers, upscale villages like Bronxville and in larger suburban towns like Somers, NY. Collectively, more than 650 county residents 55+ belong to an Aging in Place program and the number is projected to grow to over 1,000 by the end of 2011.

Silver & Gold

Members of Aging in Place programs are part of a new generation of highly-experienced, educated, healthier older adults with time, wisdom and experience to share. They want to live life to the fullest and seek products, services and activities that compliment this desire. For area businesses, these silver-haired residents equal a golden opportunity.

- 40 million Americans are 65+ and the market will grow to 79 million in 20+ years
- The estimated annual spending power of boomers is more than \$2 trillion.
- The average 65+ household spends roughly \$45,000 each year
- Older residents have key purchasing power – buying goods/services for themselves, their children and grandchildren and contribute to the tax base
- Vested in their communities – many having lived in Westchester for 20+ years

THE LIFE + Series

Becoming a member of the LIFE + Business Network will be a powerful marketing strategy. The Center for Aging in Place will host several workshops and presentation during the year. These events will reach thousands of potential customers, community organizations and the media. As a member, you will be listed on the web site, in materials distributed at the events, and have other showcase opportunities depending on your chosen level of participation.

Each of the workshops will focus on assisting local aging individuals to **Live Longer and Stronger – in Westchester County.**

Presenting Sponsor **\$5,000**

Pre- Event Marketing:

Linked web banner advertisement at Centerforaginginplace.org
Pre-event press release announcing partnership pitched to local media outlets
Company logo prominently displayed on all printed material and media related to all CAP events, including, but not limited to, invitations, signage, banners, t-shirts and other premiums.

Event Marketing:

Identification as Presenting Sponsor for all CAP sponsored annual events
Invitation to deliver comments during CAP event programs
Dedicated event booth
Photo opportunity at CAP events, with post-event press releases
Cover page advertisement in event program journals
Reserved priority seating: 10 seats per CAP event

General Marketing:

Website attribution for a full year, with link to your company website
Company Feature article in one newsletter.
Half page in CAP newsletters.

Underwriter **\$2,500**

Pre- Event Marketing:

Linked web banner advertisement at Centerforaginginplace.org
Pre-event press release announcing partnership pitched to local media outlets
Company logo prominently displayed on all printed material and media related to all CAP events, including, but not limited to, invitations, signage, banners, t-shirts and other premiums.

Event Marketing

Identification as Underwriter for all CAP sponsored annual events
Dedicated event booth
Identification as sponsor for all CAP events
Invitation to distribute promotional items at CAP event tables
Photo opportunity at events
Reserved priority seating: 5 seats per event

General Marketing:

Website attribution for a full year, with link to your company website
Quarter page in CAP newsletters.

Partner **\$1,000**

Pre-Event Marketing:

Linked web banner advertisement at Centerforaginginplace.org
Pre-event press release announcing partnership pitched to local media outlets
Company logo prominently displayed on all printed material and media related to all CAP events, including, but not limited to, invitations, signage, banners, t-shirts and other premiums.

Event Marketing:

Identification as Partner for all CAP sponsored annual events
Dedicated event booth
Invitation to distribute promotional items at event tables
Photo opportunity at events
Reserved priority seating: 4 seats per event

General Marketing:

Website attribution for a full year, with link to your company website
Business card advertisement in CAP newsletters

Sponsor **\$500**

Pre-Event Marketing:

Linked web banner advertisement at Centerforaginginplace.org
Pre-event press release announcing partnership pitched to local media outlets
Company logo prominently displayed on all printed material and media related to all CAP events, including, but not limited to, invitations, signage, banners, t-shirts and other premiums.

Event marketing:

Identification as Sponsor for all CAP sponsored annual events
Dedicated event booth
Reserved priority seating: 2 seats per event

General Marketing:

Website attribution for a full year, with link to your company website
Listing in CAP newsletters.

Friend **\$250**

General Marketing:

Website attribution for a full year, with link to your company website
Expanded listing (mini ad) in CAP newsletters

Associate **\$100**

Website attribution for a full year, with link to your company website
Listing in CAP newsletters

Membership Application

Indicate Level of membership:	Price
<input type="checkbox"/> Presenting Sponsor	\$5,000.00
<input type="checkbox"/> Underwriter	\$2,500.00
<input type="checkbox"/> Partner	\$1,000.00
<input type="checkbox"/> Sponsor	\$500.00
<input type="checkbox"/> Friend	\$250.00
<input type="checkbox"/> Associate	\$100.00

Amount enclosed: _____

Name _____

Address _____

Phone _____

Method of Payment

- Check
 Bill Me
 Visa
 MasterCard

Credit Card # _____ Exp. date _____

Signature _____

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