

**20th  
Anniversary**



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## South Okanagan Seniors Wellness Society's **20<sup>th</sup>** Annual **SENIORS SYMPOSIUM October 19, 2011**

"Volunteering & Healthy Aging"

**Sponsorship Opportunities- YOU CAN MAKE A DIFFERENCE!**

The South Okanagan Seniors Wellness Society is already planning for its 20th annual Seniors Symposium. The trade show will be held on Wednesday October 19th from 9:00am to 4:00pm at the Penticton Trade & Convention Centre. This year we are celebrating our 20<sup>th</sup> year for the Seniors Symposium. Our 2011 theme is "Volunteering & Healthy Aging". We are looking for sponsors for this special event.

The South Okanagan Seniors Wellness Society is looking for sponsors for the 2011 Seniors Symposium. This is a huge event that you do not want to miss the opportunity to advertise your business or organization for such a large audience. **WE HAVE SOME GREAT SPONSORSHIP OPPORTUNITIES LISTED BELOW:**

### **Platinum Sponsorship of \$5,000.00**

- **Trade Fair Event Sponsor.**

**Name on outside scroll of the Penticton Trade & Convention Centre.** Sponsor's logo will appear on all Symposium material including posters, trade fair program, advertisements, website, exhibitor forms, radio, newspaper ads and hourly announcements during the show. Sponsor's name will appear on the Penticton Trade & Convention Centre scroll sign outside of building, for approximately one month before event and during event. Sponsors will also receive a complimentary 10'x10' booth in a high profile location of your choice.

### **Gold Sponsorship of \$2,000.00**

- **Atrium Stage Sponsor.** The Atrium area will feature musical entertainment on stage and frequent announcements will direct attendees to the "Sponsors Name" Stage. The stage is adjacent to the food concession and seating and the sponsor are encouraged to display a banner behind or on the skirting of the stage. The Atrium stage sponsors will be listed in the program, website, society newsletter, posters, and in the newspaper and on radio. The sponsors will also receive a complimentary 10'x10' booth in a high profile area.

### **Silver Sponsorship of \$500.00**

- **Coffee Vouchers.** Each exhibitor will receive a coffee voucher for the concession which will have your business name and logo on voucher. Logo on website, society newsletter, posters, and newspaper articles.

### **Raffle ticket sales**

Each year the Seniors Symposium has raffle tickets sales. We have found in the past that having these prizes available to the public really benefit local businesses and organizations in a number of ways: creates awareness, demonstrates care for community events and gives social awareness of the needs of seniors. For donating a prize (over \$500) we place your name/logo on our posters and website.

**MAIL OR FAX REGISTRATION:**  
South Okanagan Seniors Wellness Society  
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**MORE INFORMATION:**  
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## **Who we are (South Okanagan Seniors Wellness Society)**

The South Okanagan Seniors Wellness Society is a not-for-profit, registered charitable organization that relies on grants, donations, fundraising and corporate sponsorships to support programs delivered in the Southern Interior of British Columbia. The Society began operations in 1974.

The Society's vision is *an enriched and informed community where everyone ages successfully*. Its mission is to *create a healthy community through providing resources and opportunities for older adults*. The Society's purpose is to relieve loneliness and isolation of the older adults and the elderly and improve their wellbeing and quality of life through greater participation in the community and education about aging successfully. For more information on our organization please visit our website at [www.seniorswellnesssociety.com](http://www.seniorswellnesssociety.com)

## **Annual Seniors Symposium Background**

**The Seniors Symposium is the single largest seniors' event in North America. Last year's symposium attracted over 5000 participants to the trade show.**

**Objective:** The Seniors Symposium is an educational venue for seniors, their families and caregivers. It was established to provide information to the general public on the latest research and products and services for older adults. **More than 100 exhibitors present their information.**

**The Symposium has increasingly focused on research, prevention care and go to seek health treatments. It has become a showcase where exhibitors gain knowledge of the latest information on gerontology.**

**Symposium activities:** In addition to attending educational speaker presentations and visiting exhibitor booths, a number of local musical performances and artistic displays are held. In the past these included performances by the Golden Echoes, Dancercise, Village Fiddlers, Fiddle Kidz, and displays by the Bonsai and Quilting club.

Please contact us with your questions or to discuss sponsorship opportunities.

Tracy St. Claire, Event Coordinator  
Nicole Swetlishoff, Event Coordinator