

Making the Difference: Leveraging Social Determinants

The Impact of Age-Friendly Change in Alameda County

Presented by the **Senior Services Coalition** of Alameda County

Become a valued sponsor of a distinctive community event

Alameda County is stepping up to embrace age-friendly change – with several cities well into the process, and the County itself recently joined the World Health Organization’s Age-Friendly Communities movement. Now the rubber hits the road and it’s time to get our silos aligned so we can maximize the potential of age-friendly change to improve health and life outcomes. If we’re going to rock this, we need clarity on what age-friendly change means in practical terms, who are the partners we need to engage, and how can our systems and organizations (and we ourselves) re-tune and reframe.

Making the Difference will convene community-based service providers, health care professionals, health and social services agency leaders, local policy makers and community members. Together we will do a deep dive into what it takes to make a difference for older people in Alameda County.

Event Date: Friday, November 1, 2019

9:00am - 12:30pm – Conference plenary and panel discussions

12:30pm - 2:00pm – Discussion Café workgroups

140+ Attendees expected

Venue: Nile Hall, Preservation Park, downtown Oakland

Why be a sponsor?

- Help bring important issues to the attention of community leaders and practitioners.
- Be recognized as a generous community health supporter.
- Build awareness of your organization in the healthcare community.

Event marketing and sponsorship benefits

- ✓ Conference invites sent to over 1,000 SSC contacts
- ✓ Listings in Conference program and signage
- ✓ Over 140 attendees expected
- ✓ Press release to local news media

The Senior Services Coalition of Alameda County (SSC) represents nonprofit and public organizations who are working together to ensure that Alameda County seniors can rely on an easily accessible, coordinated system of social, medical and supportive services. SSC has been a unifying and collaborative force in Alameda County for over 20 years, bringing the aging voice to policy making and building service and system capacity to address the needs of a diverse, aging and economically insecure population.

For more information: Email wendy@seniorservicescoalition.org or call (510) 332-4669.

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SPONSORSHIP LEVELS & BENEFITS

Please join us in helping the Senior Services Coalition bring this important conference to the health and social services community so that we can better meet the needs of older adults in Alameda County.

Package Level	Supporting	Bronze	Silver	Gold	Platinum
	\$500	\$2,000	\$3,000	\$5,000	\$7,500
Recognition from podium during event. Top billing in all listings					X
Premier placement of name & logo in all event marketing and materials				X	X
Name in all event marketing and materials			X	X	X
Acknowledgement on SSC website		X	X	X	X
Name in program and event signage	X	X	X	X	X
Complementary event tickets	2	3	4	5	6

Any net income from this event will go to support the work of the Senior Services Coalition. Senior Services Coalition of Alameda County's fiscal sponsor is Meals On Wheels of Alameda County, a tax exempt nonprofit organization (Tax ID: 94-2651065).

* All logo placements and acknowledgements are contingent upon meeting production/printing deadlines.

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