

PRESENTED BY THE SENIOR SERVICES COALITION OF ALAMEDA COUNTY

# ALAMEDA COUNTY PERSPECTIVES - CALIFORNIA MASTER PLAN FOR AGING

## Become a valued sponsor of a distinctive community event.

Launched in January 2021, the California Master Plan for Aging outlines five bold goals and twenty-three strategies to build a California where people of all ages and abilities are engaged, valued, and afforded equitable opportunities to thrive as we age.

In place of SSC's annual conference, *Alameda County Perspectives* will convene community-based service providers, health care professionals, public agency leaders, local policy makers and community members to take stock of the remarkable progress that has been made in this first year of the MPA. Together, we will examine local impacts, discuss priorities going forward, and gain a common understanding of what it will take to improve health and life outcomes for people who are aging in Alameda County.

## EVENT DATE: FRIDAY, NOVEMBER 12, 2021

**9 AM** – OPENING REMARKS

**9:30 AM** – MPA PROGRESS REPORT – HEALTH & SOCIAL POLICY WINS

**10:15 AM** – PANEL DISCUSSION – LOCAL IMPLEMENTATION

**11 AM - 11:45 AM** – LISTENING SESSIONS

**A VIRTUAL VENUE PROVIDING MULTIPLE OPPORTUNITIES TO THANK SPONSORS.**

**200+ ATTENDEES EXPECTED**

*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.*

## 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 aging services space.

### Event marketing and sponsorship benefits

- Conference invites sent to over 1,000 SSC contacts
- Listings in Conference program and virtual signage
- Over 200 attendees expected
- Press release to local news media

## SPONSORSHIP LEVELS & BENEFITS

*Please join us in helping the Senior Services Coalition bring this important forum to the stakeholder community so that we can better meet the needs of older adults in Alameda County.*

Package Level	Supporting \$500	Bronze \$1,000	Silver \$2,000	Gold \$3,000	Platinum \$5,000
Recognition by the Moderator 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
Logo in virtual program and signoff slide	X	X	X	X	X
Complementary event ticket links	X	X	X	X	X

*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 will be web-based, and are contingent upon meeting production deadlines.*