



# Community Partner Marketing Benefits and Contract

7.7.2021

MARKETING BENEFITS	NUMBERS REACHED ANNUALLY
Marketing Display in Designated Area in Center Brochures, newsletters, etc.	1,200 members 120 volunteers 12,000 members and community outreach users
Company Logo in Quarterly Newsletter	800 print distribution x 4 issues: 3,200
Company Link on Via Website – hyperlinks to company website	400 hits per week
Community Partner “Spotlight Article” Publicize company and services	800 print distribution x 4 issues: 3,200
Publicized in monthly Constant Contact e-newsletter, <i>Seniors Staying Connected</i>	5,000 distribution
Opportunity to send special notices through Constant Contact	5,000 distribution
Recognition on Community Partner Poster at all Via Special Events	600 event participants
Subject Matter Seminars at Via	We help recruit. Class size depends on topic.
Information table at Center Interacting with Via Members	125 daily average attendance (typically 300-400 pre-Covid)
Table at Via’s <i>Healthy Living Expo/Veterans Commemorative Ceremony</i> . \$75 value. Date TBD	300 Participants
Table at <i>Annual USA Center for Generational Studies Senior Conference</i> . \$75 value Date TBD	300 Participants
<b>ADDITIONAL BENEFITS</b>	
Free One-Year Via Fitness Membership Limit 2 per company	
Meeting Space at 50% discount. Possibility for larger discount based on Executive Director’s discretion (availability/time/date limitations apply)	
Discount (20%) off of Special Event Sponsorships and tickets to fundraisers Dates TBD	Celebrate Seniors! Luncheon Cool White Linen Night Jazz Event
Receive <i>Seniors Staying Connected</i> e-newsletter highlights and events through Constant Contact	
Listing on Information and Referral form –	20-30 calls per week

partnership with United Way 211 program. Your company given priority on referrals	
Company information placed in all new member packets	
Meet the Staff! Invited to profile your business at Via staff meeting	Our staff and volunteers are the best referral source for your company



The Via Center received the 2012 Programs of Excellence Award from the National Council on Aging (NCOA) for the Community Partner Program.

## Via's Community Partnership Policies

Marketing Display in Designated Area in Center Brochures, newsletters, etc.

- Via has a specific area dedicated to marketing materials for Community Partners.

Company Logo in Quarterly Newsletter and a company link on the Via website.

- Logo should be submitted in a jpeg format to be displayed in the newsletter and website.

Subject matter seminars at Via:

- Via does not provide mailing lists, but leads can be generated through seminars (not a company promotion). Via markets to members.
- Fliers can be provided for subject matter seminars and will be posted in the weekly rotation within the center. Via staff will be responsible for posting fliers.

Information Booths at Center Interacting with Via Members **once a month**

- Any material displayed in information booths must advertise only the Community Partners business and products

Free One-Year Via Fitness Membership

- Limit 2 per company
- Memberships can only be given to owners and employees of Community Partners

Meeting Space at Reduced Fee

- Gymnasium (2 per year) – during the weekday – normal hours of operation only
- Meeting rooms - Monday - Friday – based on availability

- Deposit required and half price on weekend rentals
- Rentals should follow Via's rental contract. Contract should be completed no less than two weeks prior to a rental.
- Rentals are for 6 hours as stated in the contract. Any time more than 6 hours will accrue a fee of \$25 per hour.
- Rentals are strictly reserved for the Community Partner. Events for associated organizations or any outside affiliations will be subject to rental fees.

## **TERM OPTIONS:**

1. Community Partner annual membership is payable in \$300 quarterly installments, for a total of \$1,200
2. Community Partnership annual membership is paid in full at the time of sign-up and the CP can select one event to be listed as a sponsor, with all marketing benefits and tickets/table options.

Term Option\_\_\_\_\_ Event Selected: TBD

Company Name\_\_\_\_\_

Contact Name\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_ Email\_\_\_\_\_

Website address (for hyperlink)\_\_\_\_\_

Contract Signature\_\_\_\_\_ Date\_\_\_\_\_