



MARKETING BENEFIT	CONTACT/MARKETING REACH
Marketing Display in Community Partner designated area in Center. Brochures, newsletters, business card holder, company/contact plaque	1,200+ members onsite annually 75 volunteers 12,000 community utilizations annually (community meetings, facility rentals, elected official meetings)
Company logo/hyperlink in monthly e-newsletter, <i>Seniors Staying Connected</i>	5,000+ distribution monthly
Company logo/hyperlink on Via website. Company listing under Community Partner Program	9,000 visits per month (based on Google analytics)
Community Partner "Spotlight Article" To introduce company and publicize services	5,000+ contacts (in Center and community)
Opportunity to send special notices through Constant Contact (upcoming events, special services) to Via Center members. One per month.	1,240 contacts
Recognition on Community Partner Display at all Via special events	Currently, 600 participants. Some special events suspended due to Covid.
Host a Subject Matter Seminar at Via	We help recruit. Class size depends on topic.
Participation in all Via Center community outreach events: Drive-through food distributions, social and holiday events	400 one-on-one contacts quarterly
Table set up to interact directly with Via members	150 members onsite each day
Opportunity to post on Via social media Facebook and Instagram	FB reach of 6,300; FB engagements of 700; FB Page Followers of 1,000; IG reach of 190 Followers per post
Booth at Via community <i>Healthy Living Expo</i> . <u>\$75 value</u>	Suspended - Covid
Booth at <i>Annual USA Senior Conference</i> . <u>\$75 value</u>	Suspended - Covid
ADDITIONAL BENEFITS	
Free One-Year Via Fitness Membership Limit 2 per company	
Conference room (Board Room, 14-16) rental at no charge based on availability and the Executive Directors' discretion.	
Discount of 50% on one Special Event Sponsorship. At sign up and receipt of first payment of CP dues, receive 50% discount on sponsorship for one Via Center special event.	50th Anniversary Celebration August 18, 2022
Listing on Information and Referral form – partnership with United Way 211 program. Priority on referrals for services	150 average calls per week
Company information placed in all new member packets	20 new members per month (average)
Meet the Staff! Profile your business at Via staff meeting	Our staff are the best referral source for your company
Investment: \$1,200 for one year (12 months) from join date; option of quarterly payments of \$300	

We received a Programs of Excellence Award from the National Council on Aging for the Community Partner Program: business support and marketing.



VIA COMMUNITY PARTNER POLICIES

Marketing Display

In designated area: provide promotional materials, brochures, business cards

Company Logo/Hyperlink

In newsletter (s) and on website. High resolution logo should be submitted in gif or jpeg format

Subject Matter Seminars (SMS)

Via does not provide mailing lists, but leads can be generated through seminars (not a company promotion). Via assists with recruitment: fliers on site, website and e-newsletter.

Community Spotlight Article

Via supplied form must be completed for inclusion.

Information Booths at Center

Reserve a table for onsite interaction with Via Members. Any material displayed must advertise only the Community Partners business and products.

Free One-Year Via Fitness Membership

Limit 2 per company. Memberships only given to owners/employees of Community Partners

Conference Room Rentals

At the discretion of the Executive Director, during normal business hours.



PAYMENT OPTIONS:

- Annual membership is payable in full (\$1,200) or in \$300 quarterly installments, for a total of \$1,200 for one year.
- Discount of 50% on one Special Event Sponsorship predicated on first payment of CP dues.

Company Name _____

Company Representative _____

Mailing Address _____

Phone _____ Email _____

Website address (for hyperlink) _____

Contract Signature _____ Date _____

Paid in Full Please invoice me for quarterly payments

***** If billing contact different, please provide name, address and e-mail** _____
