The 10th Annual Travers WINE TASTING

Friday ~ August 22, 2008

Align your business with the premier event of the year and with a charity that can offer your company a comprehensive community partnership

Senior Services Of Albany
Serving Elders and Their Families Throughout the Capital Region

ALL PROCEEDS FROM THE EVENT WILL BENEFIT THE ELDERLY THROUGHOUT THE REGION RECEIVING SERVICES FROM SENIOR SERVICES OF ALBANY

Meals on Wheels
Senior Services of Albany

Join the premier businesses in the region for the event of the season…

The 10th Annual Travers WINE TASTING

As President of Senior Services of Albany Foundation, I would like to invite your company to take advantage of a premier marketing opportunity while supporting one of the most noteworthy charitable organizations in the region.

Celebrating it's 10th year, the ***Travers Wine Tasting*** has grown into one of the region's most talked about summer events, featuring a premier wine and food tasting, and benefit live auction. On Friday, August 22nd, during Travers Weekend, we look forward to a special anniversary celebration of this widely anticipated event. I would like to ask your company to consider supporting this event with a corporate sponsorship. We've outlined the marketing benefits associated with this sponsorship and feel you'll be extremely pleased with all the visibility available to our sponsors.

Each year, more than 500 guests enjoy one of the region's largest wine and food tastings, experiencing more than 200 wines hand-picked by one of the region's premier wine connoisseurs . Guests are provided with a well rounded, upscale selection of both red and white wines from around the world.

Complimenting our upscale wines, local chefs from the areas finest restaurants provided a gourmet sampling of foods, highlighting "specialty" dishes from their respective restaurants. From Vin Santo Tapas & Wine Bar's tapas selections to Yono's fine Indonesian cooking, the cuisine at this event is the best in the region! Additionally, the event will feature both live and silent auctions, with some of the most sought-after items in the Capital District.

The *Travers Wine Tasting* is a fundraiser for Senior Services of Albany's Meals on Wheels program. Each year, this agency delivers more than 270,000 meals to the homebound elderly and disabled, making it one of the largest Meals on Wheels programs in Upstate New York. The agency never denies a warm meal to someone in need, regardless of their inability to pay. Last year, this event raised more than $90,000 to support Meals on Wheels.

I thank you in advance for taking the time to read through this corporate partnership package to view the numerous promotional opportunities. I invite you to contact our Director of Development, Mary Ann Sekellick at 463-4381 with any questions. The Meals on Wheels program is critical to the Capital Region community, ….but we cannot do it alone. Your support is a vital link in assisting the homebound elderly and disabled to receive the support and nutrition that Meals on Wheels provides.

Gratefully yours,

Marcus Q. Pryor

Marcus Q. Pryor
President
Senior Services of Albany Foundation Board of Directors

Friday ~ August 22, 2008

$5,000 Sponsorship

The Travers Wine Tasting is a great way to entertain clients and create visibility for your company.

- As a Sponsor, your firm's name and/or logo will be featured in a comprehensive public relations campaign, organized by Media Logic advertising agency, promoting "The Travers Wine Tasting."
- As a Sponsor, your firm will be recognized as a sponsor in more than 100 radio spots throughout the month of August through four Albany Broadcasting stations to include: WKLI, WROW, WYJB and WFLY.
- As a Sponsor your firm will be recognized in six Times Union advertisements during the week leading up to the event. *Logo visibility
- As a Sponsor, your firm will be recognized in ongoing Metroland advertisements leading up to the event. *Logo visibility
- As a Sponsor, your firm will be recognized as a sponsor in a half-page ad running in nine Spotlight Newspapers during the week leading up to the event. The Spotlight Newspapers included are: Delmar, Niskayuna, Loudonville, Colonie, Scotia Glenville, Clifton Park-Halfmoon, Malta, Burnt Hills & Saratoga. *Logo visibility
- As a Sponsor, your firm will be recognized as a sponsor in ongoing Saratogian Newspaper advertisements throughout August. *Logo visibility
- As a Sponsor, your firm will be recognized as a sponsor in a Community News advertisement one week prior to the event. *Logo visibility
- As a Sponsor, your firm will be recognized as a sponsor in the July, August and September issues of the senior Spotlight newspaper. (Distribution 15,000-in conjunction with the Spotlight Newspapers)
- As a Sponsor, your firm will receive a full-page advertisement, strategically placed, in the Travers Wine Tasting Program Book.
- As a Sponsor, your firm's name and/or logo will be recognized as a sponsor in all promotional items including but not limited to invitations, posters, and program books.
- As a Sponsor, your firm will receive six complimentary tickets to the event.
- As a Sponsor, your firm will be featured on the Senior Services of Albany website - www.seniorservicesofalbany.com for one year with a ink to your site.
- As a Sponsor, your firm will be recognized as a strong community partner in the Senior Services of Albany newsletter, Images, mailed more than 1,800 homes.
- As a Sponsor your firm's advertising efforts will be enhanced through a marketing association with the mature market, the fastest growing segment of our population.

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Meals on Wheels
Senior Services of Albany

The 10th Annual Travers Wine Tasting
Event Sponsorship Confirmation Form

Company Name: _____
Contact: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____ Fax: _____

I would like to confirm my sponsorship at the following level: (Please mark one level)

☐ $7,500 ☐ $5,000 ☐ $2,500 ☐ $1,500

Payment Options:

____Please invoice my company
____Enclosed is a check for $_____
____Please charge my credit card

☐ American Express ☐ Discover ☐ Mastercard ☐ Visa

Card Number: _____
Exp. Date: _____ Security Code (3-4 digits): _____
Signature: _____

Please return this form to:

Mary Ann Sekellick—Director of Development
Senior Services of Albany Foundation
25 Delaware Avenue
Albany, New York 12210

Or you may fax this form to (518)465-6188

Questions? Call Mary Ann at (518) 463-4381
or email msekellick@seniorservicesofalbany.com

Thank you for supporting Senior Services of Albany & Meals on Wheels!