

2019 Travers Committee

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Nicole Borisenok
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Emily DiSiena
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May, 2019

Dear Friend:

Join **LifePath**, formerly *Senior Services of Albany*, for our premier fundraising event, the **21st Annual Travers Wine Tasting on Friday, August 23rd** held at one of Saratoga's most prestigious venues - The Lodge. We invite you to help us make a difference by joining the **Honorary Committee, becoming a Sponsor, and/or providing an auction item.**

This exclusive Wine Tasting will kick off the ever-popular Saratoga Mid-Summer Derby weekend, and celebrate the **150th Anniversary of the Travers Stakes**. In 2018, the Travers Wine Tasting drew a crowd of nearly 400 guests and raised in excess of \$169,000 for programs and services. This year attendees will enjoy a well-rounded and upscale selection of wines, spirits, and craft beers and an assortment of gourmet foods; in addition live entertainment and a thrilling auction will help make this a night to remember.

Proceeds from this year's event will raise funds to provide seniors with vital services in our community, including transportation, case management, health insurance counseling, health and wellness programs, **Meals on Wheels** and so much more. With funding for elder services historically low, your support for this event is more important than ever!

Please join the Honorary Committee, provide an auction item, and/or sponsor this year's Travers Wine Tasting, and help us to make a difference in the lives of those in need. To learn more about this event, visit www.seniorservicesofalbany.com or contact Maria Jones or Tammy Doucette at mjones@seniorservicesofalbany.com or 518.465.3322.

Thank you in advance for your support, we look forward to seeing you!

Sincerely,

Nanci St. John
Travers Committee, Co-Chair

Nicole Borisenok
Travers Committee, Co-Chair

Honorary Committee Opportunities

The Pierrier-Jouet \$1,600

- Six tickets to the event
- Car service for six people to and from the event, within the Capital Region (gratuity not included)
- One personal Honorary Committee Listing on invitation and program

The Opus One \$700

- Four tickets to the event
- One personal Honorary Committee Listing on invitation and program

The Mondavi Level (couple) \$325

- Two tickets to the event
- One personal Honorary Committee Listing on invitation and program

The Mondavi Level (individual) \$175

- One ticket to the event
- One personal Honorary Committee Listing on invitation and program

To purchase **Honorary Committee**, become a **Sponsor**, or donate to our **Live or Silent Auctions**, please visit our website: www.seniorservicesofalbany.com and follow the link for **Travers Wine Tasting**. You may also request a form by sending an email to tdoucette@seniorservicesofalbany.com

Sponsorship Opportunities

Pick Six: \$10,000

- Company logo printed on the wine glasses distributed to all guests
- Twenty tickets to the event
- Car service for ten people to and from the event, within the Capital Region (gratuity not included)
- Logo listed as the presenting sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size advertisement displayed on our registration/mobile bidding event showcase platform
- Full page black & white advertisement in event program

Superfecta: \$5,000

- Ten tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size advertisement displayed on our registration/mobile bidding event showcase platform
- Half page black & white advertisement in event program

Exacta: \$2,500

- Six tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size advertisement displayed on our registration/mobile bidding event showcase platform
- Half page black & white advertisement in event program



Daily Double: \$1,500

- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size advertisement displayed on our registration/mobile bidding event showcase platform
- Quarter page black & white advertisement in event program

Win/Place/Show: \$600

- Two tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size advertisement displayed on our registration/mobile bidding event showcase platform
- Quarter page black & white advertisement in event program

Exclusive Underwriting Sponsorship Opportunities

Decor

- Sign displaying company as Décor Sponsor
- Six tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white ad in event program

Champagne Greeting

- Tent card displaying company as sponsor on the trays
- Six tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white

Band

- Sign by the band displaying company as Band sponsor
- Six tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white

Audio/Visual

- Sign displaying company as AV Sponsor
- Six tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white ad in event program

\$3,000 Level

Valet

- Sign at valet location
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white ad in event program

Invitation

- Logo on the back of the invitations as Invitation Sponsor
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white ad in event program

Program Book

- Full page color advertisement on back cover of program
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform

Auto Display

- Display of two Vehicles at Event Venue
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Half page black & white ad in event program

\$2,500 Level

Photo Booth

- Logo included on photo prints taken at the photo booth
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Quarter page black & white ad in event program

Dessert

- Sign located by the display of desserts
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Quarter page black & white ad in event program

Wine Pull

- Sign on the stage in front of the Wine Pull display
- Promotion of Company during the Live Wine Pull
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Quarter page black & white ad in event

Butler Passed Hors d'oeuvres

- Tent card signage displayed on the trays
- Four tickets to the event
- Logo listed as a sponsor on promotional materials, signage, advertisements & press releases
- Hyperlinked logo on event website and social media platforms
- Business card size ad displayed on our mobile bidding showcase platform
- Quarter page black & white ad in event program

\$1,500 Level