



## Monroe Center for Healthy Aging Sponsorship Information



### **Our Vision:**

The Monroe Center for Healthy Aging is committed to improving the quality of life for older adults in Monroe County.

### **Our Mission**

The Monroe Center will continue to offer and expand services and assistance that promote positive aging, enhance quality of life and independence for older adults in Monroe County, and serve as a leader in older adult services, information, and education.

**The Monroe Center is the place to be for fun, fellowship, and support!**

15275 South Dixie Highway    Monroe, MI 48161

Phone: 734-241-0404

Fax: 734-241-5302

[www.monroectr.org](http://www.monroectr.org)



## Sponsorship and Advertising Opportunities

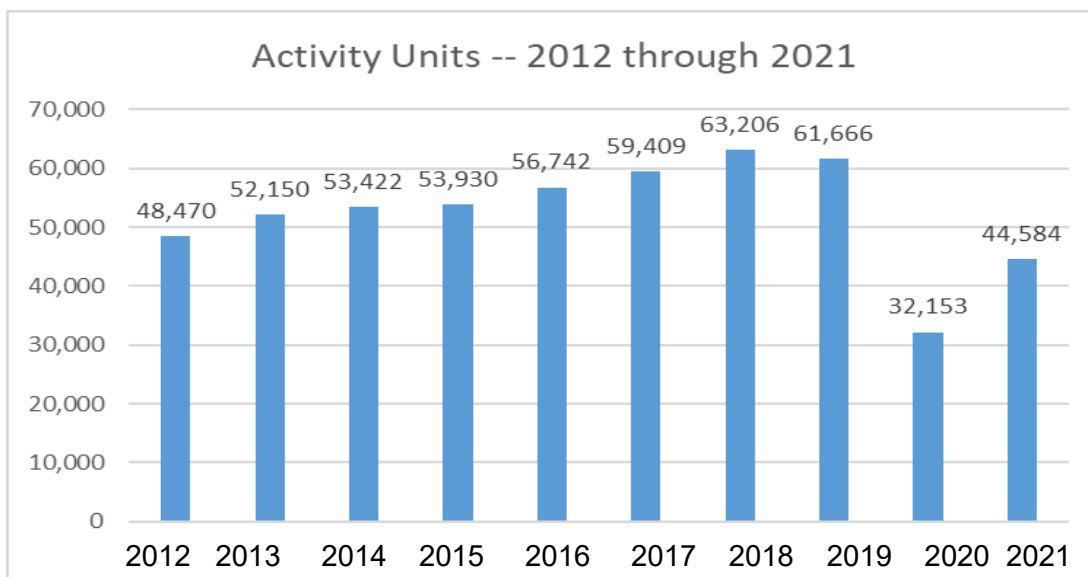
We are delighted to offer you the opportunity to support the Monroe Center *for Healthy Aging* by **sponsoring** activities, fundraising events, or educational programs planned for the older adults at the Center. Not only does your sponsorship play an important role in making the cost more **affordable for older adults**, your organization benefits from the **media campaigns** that these events receive.

Your company can also reach older adults in Monroe County by **advertising** in our senior center newsletter, the “**Engage**”. Become a business known for supporting senior services, while focusing on the market you need!

¼ page in the Center’s newsletter	\$50 per month
½ page in the Center’s newsletter	\$100 per month
Business card size	\$ 25 per month

The Monroe Center *for Healthy Aging* is a 501(c)3 non-profit organization, and is open for services, activities and meals seven days a week, 365 days a year (while following guidelines surrounding the 2020 pandemic.) Our senior center serves the entire Monroe County.

The chart below shows the Center’s growth over the past several years. Join our family of sponsors and enjoy the benefits of being part of Monroe’s fastest growing community.



As a result of the pandemic and needing to “pause,” **Activity Units were down from 61,666 units in 2019 to 32,153 units in 2020**

2021 saw an increase in activity units, and the Center continues to see an increase in 2022.



## Sponsorship Opportunities for the Monroe Center *for Healthy Aging*

Sponsorships help make life a little sweeter for older adults from Monroe County and surrounding communities. Financial support allows us to keep events affordable, especially since many are living on fixed incomes. At the Monroe Center, older adults and their families celebrate holidays, participate in education programs, and enjoy socialization and camaraderie. Gatherings include food, entertainment, door prizes, and fun.

<b>Birthday Cake</b>	\$75 month	Logo on cake, thank you in newsletter, recognition at lunch
<b>Lunch and Program</b>	\$375 per event	Logo on flyer, name on announcement in newsletter, table at the event, quarter page ad in the newsletter for one year
<b>Steak Roast</b>	\$375	Logo on flyer, table at the event, quarter page ad for one year
<b>July Picnic</b>	\$375	Logo on flyer, table at the event, quarter page ad for one year
<b>Quarterly Music</b>	\$150 per event or \$500 for four quarters	Logo on flyer, table at the event, half page ad for three months
<b>Gift Bag Sponsor (100 bags)</b>	\$500 Examples:	Logo on informational sheet, half page ad for 12 months
	Hand soap	\$100
	Kleenix	\$50
	Hand Sanitizer	\$300

The Center's newsletter "Engage" is mailed to a distribution of members and community businesses numbering approximately 1,000. Along with this, the Monroe Center's events are advertised in the Monroe News, the Monroe Center Website, MPACT, and broadcasted on Nash Icon radio station.

***Some of our events have made front page headlines in the Monroe News, which enhances the advantages of a sponsorship.***

Please contact Toni Solomon, Program Manager, at 734.241.0404 extension 108

# Event Highlights

**ProMedica Monroe Regional Hospital** sponsors monthly educational programs each year.



The Easter Bunny visits each year.



Music and Dancing have been popular.



Exercise Classes

## STAFF

Executive Director:  
Sandie Pierce  
sandie@monroectr.org

Program Manager  
Toni Solomon  
toni@monroectr.org

Operational Manager:  
Michelle Gessner  
MichelleGessner@monroectr.org

Cooks:  
Scott Suttles    Carol Huffman  
Susan Stoner    Esther Thompson

Customer Service Coordinator:  
Cheri Braunlich  
cheri@monroectr.org

Bingo Coordinator:  
Lisa Brown

Accounting Clerk:  
Linda Guyor  
linda@monroectr.org

RSVP  
Beth Berlin and Jo Anne Bray  
beth@monroectr.org