

## Sponsorship Opportunities with Pathlights

Aging is a shared journey - one that does not have to be made alone and is experienced by all of us every day, not just by older adults. Since 1975, Pathlights has been helping guide individuals down the path to safety and independence as they age. We serve 15,000 individuals in the 20 communities we service each year, and that number is growing. As the number of Americans over age 60 continues to grow so do the needs for our services. Your support is needed now more than ever so we can continue to assist ALL in need.

Through your sponsorship, you reach a targeted, local audience, building brand awareness and highlighting your corporate responsibility. Each month, Pathlights' communications reach an average of 250,000 viewers and continues to grow. Fostering good will with our donor base, clients, and community, your sponsorship generates a dual benefit of creating visibility for your organization and a tax-deductible contribution for your support of Pathlights.

*When a company supports a social or environmental issue, 87% of consumers say they would be more likely to trust the company, 88% are more likely to be loyal to the company, and 92% have a more positive image of the company.*

<b>Sponsorship Benefits</b>	<b>Supporter \$1,000</b>	<b>Advocate \$2,500</b>	<b>Partner \$5,000</b>	<b>Leader \$7,500</b>
Support an organization providing dignity, independence, and self-worth	x	x	x	x
Social media recognition on Facebook and/or LinkedIn (1,300+ Followers)	x	x	x	x
Name in Pathlights annual report	x	x	x	x
Employee info day (Pathlights presents to your employees)	x	x	x	x
Logo in quarterly newsletter (distribution of 3,500)	x	x	x	x
Logo on Pathlights website	x	x	x	x
Ad in <i>The Journey</i> magazine (distribution of 25,000+)	1/4 page	1/2 page	Full page	Back cover
Exclusive sponsorship of educational/programmatic event(s)	1	2	2	2
Tickets to Lunch & Learn event(s)	2	4	6	10
Voluntary Ambassador position		x	x	x
Exclusive sponsorship of Lunch & Learn event(s)			1	2
Sponsor highlight in newsletter				x

## Additional Opportunities

We understand that an annual sponsorship may not be for everyone. Below are a few additional ways you can support Pathlights throughout the year without an annual commitment. We can work with you to customize a sponsorship program of your own.

Individual Educational Programs Sponsorship	Sponsors logo will be included in all promotion and displayed at the event. A small sponsor bio will be read and sponsor has the option to staff an info table in the back of the room. Attendance averages at 25 individuals/event.	\$500
Lunch & Learn Sponsorship	These are ticketed events targeted to professionals in the aging industry and any of our partner organizations. Sponsors logo will be included in all promotion and displayed at the event. A small sponsor bio will be read and sponsor has the option to staff an info table in the back of the room. Attendance expected at 50+.	\$1,000
<i>The Journey</i> magazine	The publication is distributed to 20,000 residences in the Southwest Suburbs via an insert in the Chicago Tribune. Pathlights circulates approximately 5,000+ through local channels. 4 ad sizes available.	\$250- \$5,000 See Alison
Fundraising Match	84% of donors are more likely to donate if their gifts are eligible to be matched and mentioning matching in fundraising appeals results in 71% more donations and 51% higher donation amounts. Inspire others to give by providing a match to their donation.	See Alison

## What our partners are saying

*"Supporting Pathlights is a privilege because this organization is at the forefront of positive change for older adults. Their unwavering dedication and compassion shine through in all they do. Pathlights is not just well-respected among providers; they are instrumental in bridging the gap between services and those in need. Their commitment to enhancing the lives of older adults is truly commendable, and we take great pride in sponsoring their initiatives. Pathlights' values, which honor older adults with the utmost respect, align with our own, making this partnership both fulfilling and impactful."*

- Scott Szeszycki, Moraine Court Supportive Living

*"Republic Bank is honored to support Pathlights, an impactful organization dedicated to navigating and celebrating the aging process. We stand beside them in their mission, driven by values of respect, compassion and a commitment to being client and family centered. Our partnership reflects a shared goal of enriching the lives of those we serve, acknowledging Pathlights vision to be a leader in human services. By partnering with Pathlights, we at Republic Bank aim to contribute meaningfully to the well-being of individuals and communities, fully supporting their admirable efforts in making a positive impact on society."*

- Kristen Woods, Republic Bank

## Sponsorship Commitment Form

Sponsor Information

Organization Name:	
Contact Name:	
Contact Title:	
Contact Email:	
Organization Address:	
City, State, Zip:	
Phone:	

**Sponsorship Level:**

- |                    |                             |                     |
|--------------------|-----------------------------|---------------------|
| Leader - \$7,500   | Supporter - \$1,000         | Other Amount: _____ |
| Partner - \$5,000  | Lunch & Learn - \$1,000     |                     |
| Advocate - \$2,500 | Educational Program - \$500 |                     |

**Payment:**

Enclosed is a check made payable to Pathlights  
 I paid online at <http://weblink.donorperfect.com/PathlightsSponsorship>  
 Mail me an invoice

Please charge my card (Select one):      Visa                      MasterCard                      Discover

Card Number:		Amount:	
Name on Card:		Expiration date:	
Signature:		Security code:	

Commitment Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Completed commitment forms can be emailed to Alison Parker, [aparker@pathlights.org](mailto:aparker@pathlights.org), or mailed to the below address. Upon receipt of your commitment, we will reach out to confirm your sponsorship and provide you with any additional details of your sponsorship.

Mail checks and completed forms to:

Pathlights  
 Sponsorships  
 7808 W. College Dr., 5<sup>th</sup> Floor  
 Palos Heights, IL 60463

To learn more about partnering with Pathlights, contact Alison Parker, Manager of Resource Development, at [aparker@pathlights.org](mailto:aparker@pathlights.org) or call 312-890-8416.