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# 2026 Partnership Opportunities

General Partner Proposal

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**Pathlights**

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## ABOUT PATHLIGHTS

Since 1975, we've been helping guide adults 60 years of age and over, adults with disabilities, their caregivers, families, and friends along their best path to aging. We provide resources, advocacy, programs, and services needed to live with independence and dignity in the community.

Our work is both innovative and compassionate, focused on helping individuals who are navigating the aging process have equal access to food, care, and safety. Services offered include: home-delivered meals and safety checks, in-home services, support groups, education, respite for caregivers, protection from abuse, access to benefits, assistance needed for safe transition from hospitals or skilled nursing facilities, housing options, and general information about resources.

### OUR MISSION

To inform, support and empower individuals and families as they navigate aging.

### OUR VISION

To foster a culture where aging is valued and individuals, families and communities thrive.

### OUR VALUES

- Client and Family Centered
- Compassion
- Respect
- Professional Excellence

# LIFE PRESENTS CHALLENGES AS WE AGE

Like you, we believe older adults deserve to live fulfilling and meaningful lives, enriched by the support, connections, and resources within their communities. Our assistance addresses unique needs, fosters independence, and enhances quality of life. Our programs and services are needs-based, and most are available at no cost. We serve people across all financial levels and some programs follow specific eligibility requirements.



At Pathlights, community is at the heart of everything we do. Guided by our core values—respect, compassion, client-centered service, and professional excellence—Pathlights remains committed to creating a future where everyone can age with dignity, connection, and confidence.

# ADDRESSING BARRIERS TO AGING WELL

Each day, we have the privilege of walking alongside older adults, their caregivers and families, helping them navigate life's challenges. Our commitment to serving the community is more than a mission, it's a promise. A promise to show up, to listen, and to respond with care and integrity.

## Support for Older Adults, Caregivers & Families

- Educational Programs
- Options Counseling
- Information and Assistance
- Home Delivered Meals
- Adult Protective Services
- Alzheimer's and Dementia Support Services (Memory Cafe, Stressbusters)
- In-home services
- Benefits Assistance
- Housing Options
- Respite Care

## OUR COMMUNITY IMPACT



Served

**76,108**

home delivered  
meals



Investigated

**611**

allegations of  
abuse



Directed

**23,981**

intake and  
referral calls



Completed over

**1,592**

cost saving  
applications

Partner Logo Here

## YOUR COMPANY'S IMPACT

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. 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.

When you partner with Pathlights, you help build a healthier community. Fostering good will with our donor base, clients, and community, your sponsorship generates a dual benefit of creating visibility for your company and having an impact on the older adult population we serve.

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.

As a corporate partner, your involvement can be customized to help achieve your brand's goals and business objectives, while helping move the mission of Pathlights forward. Please review each of the opportunities outlined in this packet and decide which ones align most closely with your goals and priorities.

**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.**



# PARTNERSHIP OPPORTUNITIES

## AGEWELL COMMUNITY WALK



### Outdoor Walk / Fundraising Event

Pathlights is offering this first-time event to all members of our community who are encouraged to attend, have fun, raise funds and come away with valuable resources. This family friendly event will include the following:

- An awareness walk and fun run at the chosen venue
  - Opportunity for participants to form a team and fundraise to support Pathlights' programs
- Food vendors and other refreshments for participants
- Tents with interactive activities for older adults, caregivers, and the general public
- Community tent with crucial public resources
- Kid-friendly activities
- And much more!!!



### Event Underwriting Partner Opportunities

Companies can choose from a variety of financial levels to support. Each level provides a number of benefits for the company's brand to be promoted at the event and in the community. A brief overview is listed below and full benefits to follow.

- **Presenter Level** (\$7,500) features exclusive brand exposure in multiple ways leading up to and at the event. Also includes free registration for your company team to be involved on event day.
- **Impact Level** (\$5,000) features multiple opportunities for brand exposure and free registration for limited team members.
- **Tent Sponsorship** (\$2,500) your choice of tent gives you an opportunity to invest in an aspect of our event that aligns with your mission as well as brand exposure
- **Champion Level** (\$1,000) your investment allows you exposure on our website, t-shirt and additionally on social media.
- **Supporter Level** (\$500) features brand exposure through our website and event t-shirts.



Community



Resources



Funding Support

# AGEWELL COMMUNITY WALK PARTNER OPPORTUNITY DETAILS



## Tent Sponsorships Available

Companies can choose from a variety of interactive themed tents that showcase multiple aspects of Pathlights' commitment to the community. Each tent will have similar basic benefits, while also having unique features associated with its theme. See each tent available below to see which one your company prefers to support.



**Pathlights Tent** will house information on all of our programs and services. Resources for older adults, caregivers and grandparents raising grandchildren will be available.



**Community Tent** will focus on resources from our trusted partners in the community. Engaging activities are encouraged as well as important information that older adults and caregivers seek to help them navigate the aging process.



**Registration Tent** will provide a space for team captains and general attendees to pick up their registration items as well as incentive items for our top fundraisers to retrieve. Pathlights' branded merchandise will also be sold here.



**Caregiver Tent** will focus on resources for those caring for a loved one. Engaging activities are encouraged as well as local resources that can help caregivers understand they do not have to manage this role alone.



**Kids Activity Tent** will be a space for children to have fun and also house some interactive ways for kids to learn more about older adults. Intergenerational activities are encouraged here as well.



**Sponsor Tent** will provide booths for each of our sponsors eligible to have a space to distribute branded information about their company and engage with attendees.



Community



Resources



Funding Support



# PARTNERSHIP LEVELS

## AGEWELL COMMUNITY WALK

Sponsor Benefits	\$7,500 Presenter Sponsor (1)	\$5,000 Impact Sponsor (2)	\$2,500 Tent Sponsor (6)	\$1,000 Champion Sponsor (6)	\$500 Supporter (10)
Featured in all event promotional materials	✓				
Logo on event bibs & event flyer	✓				
Free event registrations	6	4	0	0	0
Website Click through	✓				
Logo in monthly newsletter (3,500 distribution)	✓	✓			
Social Media post on Facebook (1300+ followers)	✓	✓	✓	✓	
Logo on stage banner	✓	✓	✓	✓	✓
Logo on Pathlights' website	✓	✓	✓	✓	✓
Logo on event t-shirts	✓	✓	✓	✓	✓
Name in annual report	✓	✓	✓	✓	✓
Logo on Tent Signage			✓		
Distribute branded items in registration or own tent	✓	✓	✓		

# PARTNERSHIP OPPORTUNITIES FUNDRAISING & DONOR EVENTS



## Fundraising Campaign - Matching Donor

Pathlights' annual fundraising campaign aims to raise additional funds to close our fundraising gap and meet our goals. A matching donor can considerably help boost donations to this campaign.



## Trivia Night Fundraiser

This popular annual fundraiser brings together members of our community to have a fun night out and raise money for Pathlights' programs. Trivia not only centers around current events, but Pathlights programs as well.

This year we have added a 2<sup>nd</sup> Trivia event to our offerings for partners. Essentially, interested partners can double their brand exposure by sponsoring at higher levels and be featured in promotion for, and at, both events.



## Annual Donor Breakfast

Pathlights invites top donors to hear first-hand from our Executive Director on relevant topics at this annual breakfast. Our organization values the engagement from our top supporters and believes in transparently offering an opportunity to ask questions and be "in-the-know" about the direction Pathlights is heading.



## Annual Volunteer Breakfast

Pathlights invites all who volunteer to support programs, for events, on our board and corporate volunteers to an annual Thank You breakfast. This event aims to highlight the important work they do to further our mission every day.



Community



Resources



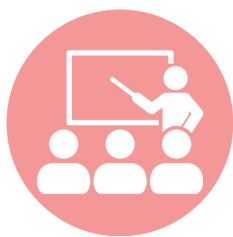
Funding Support

# PARTNERSHIP LEVELS

## FUNDRAISING & DONOR EVENTS

Sponsor Benefits	\$2,500 Matching Donor	\$1,000 Trivia Night	\$500 Trivia Night	\$250 Trivia Night	\$500 Donor & Vol Breakfast	\$250 Donor & Vol Breakfast
Featured in promo ad highlighting match partner	✓					
Logo in monthly newsletter (3,500 distribution)	✓					
Social Media post on Facebook (1300+ followers)	✓					
Logo on Pathlights' website	✓	✓	✓		✓	
Name in annual report	✓	✓	✓	✓	✓	✓
Logo on event promo flier		✓	✓	✓	✓	✓
Sponsor table & Logo on signage for <b>2 events</b>		✓				
Sponsor table & Logo on signage for <b>1 event</b>			✓			

# PARTNERSHIP OPPORTUNITIES EDUCATIONAL & PROGRAMMATIC



## Educational Seminars

Pathlights offers quarterly collaborative educational events that bring together 3-4 experts on a particular subject. Events focus on giving attendees well-rounded knowledge on a subject and offering multiple crucial resources in the community to combat a particular issue. Attendance for each varies from 50-75 people per event. **Multiple sponsors sought for each event.**



## Single Educational Presentations

Pathlights offers numerous presentations throughout the year at local libraries for both older adults and caregivers. For each event there is one expert presenting on a particular topic. Topics cover many common issues that older adults and caregivers may face. Attendance for each varies from 15-25 people per event. **One exclusive sponsor sought for each event.**



## TechWise Computer Instruction

TechWise, a free, 6-week series for adults 60 and older to gain essential digital skills. TechWise goes beyond just training - it helps older adults connect to the digital world by providing internet and device access, fostering social engagement, and offering additional support when needed. Our mission is to empower individuals to stay connected, informed and engaged in their communities.



## Additional Programmatic Opportunities

If our TechWise program does not align with your priorities, ask us about customizing a sponsor package for your business by partnering you with one of our other programs below:

- Caregiver Resources Center
- Adult Protective Services
- Path to Financial Stability
- Home Delivered Meals



Expert Educational Resources



Socialization & Shared Experiences



Improved Quality of Life

# PARTNERSHIP LEVELS

## EDUCATIONAL & PROGRAMMATIC

Sponsor Benefits	\$2,500 Education Seminars & Program Support	\$1,000 Education Seminars & Program Support	\$500 Single Presentations
Featured in all event promotional materials	✓		
Website click through	✓		
Distribute branded items to students/ attendees	✓	✓	✓
Logo in monthly newsletter (3,500 distribution)	✓		
Logo on signage for 2 seminars	✓		
Logo on event promo flier	✓	✓	✓
Logo on signage for 1 seminar		✓	
Sponsor allowed to table and speak at event	Multiple Allowed	Multiple Allowed	One Allowed
Social Media post on Facebook (1300+ followers)	✓		✓
Logo on Pathlights' website	✓	✓	✓
Name in annual report	✓	✓	✓

Thank you for allowing us to educate you about our partner opportunities. If you are interested in supporting one or more of Pathlights' programs or events, please contact our Development Team to discuss the details. Our team will generate a proposal for you to review and once approved they will send you an invoice for your selected partnership level. Our staff will then work with you in the months leading up to your event to assure all desired partner benefits are executed. If you have additional questions, please contact us anytime!

## Our Development Team



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