



# SPONSORSHIP PACKAGE

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*A PLACE WHERE CALGARY SENIORS 50+ CAN COME TOGETHER TO ENJOY ACTIVITIES THAT MATCH THEIR UNIQUE NEEDS AND SOCIAL INTERESTS. WE RECOGNIZE THAT SENIORS STRENGTHEN THE COMMUNITY AND WE OFFER A PLACE TO ENHANCE THEIR PHYSICAL, SOCIAL AND EMOTIONAL WELL-BEING.*

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## ABOUT US

The Parkdale Nifty Fifties is a well attended club that has a membership of more than 200 Seniors. We are open 6 days a week and we regularly provide the following programs and services:

- Art Classes
- Exercise Classes
- Dance Classes
- Wellness Classes
- Drop in games
- Bridge / Euchre / Crib
- Floor Curling
- On site library
- Good Food Box Produce Program
- Foot Clinic
- Information series on resources and topics related to healthy aging
- Supportive and informed staff on site during open hours
- Facility space for community events
- Writers Guild
- Volunteer opportunities
- Monthly social events
- Workshops on various topics and projects
- IT assistance drop in hours and workshops for members

Our programs and services are always changing in response to our members needs and interests. In order to continue to provide well rounded programming for our Seniors we are seeking investments from donors like you. With your sponsorship we can continue to run these much needed programs and services.

What our Seniors are saying about us:

*"I really enjoy all the activities I participate in at Nifty Fifties. It is wonderful to have a place where I can interact with other seniors. We play cards and board games have social events and learn new things. The staff and volunteers organize amazing things to keep us active and engaged. "*

*"Parkdale welcomes all who enter the building with a warm smile and readiness to help. They are engaged and interested in what is happening in the classes, which demonstrates to the seniors how important they are to the Centre."*

## ASSOCIATE SPONSORSHIP

With an Associate Sponsorship of \$500.00 to \$1499.00 your Company will receive:

- ¼ page ad in our monthly newsletter, for 3 months (logo must be provided by the 15th of the previous month)
- Invitation to 1 Special Event of your choice at the Centre (we will be sending you a list of upcoming events)
- A one-hour timeslot to be agreed upon by your Company and the Parkdale Nifty Fifties to provide an information session to our members
- First right of refusal one month prior to the end of the current agreement to renew for next year

*Let's Make a Difference Together!*



## SILVER SPONSORSHIP

With a Silver Sponsorship of \$1500.00 to \$2999.00 your Company will receive: :

- 1/4-page ad in our Monthly Newsletter for 6 months (you supply your logo and ad info on the 15th of the month prior)
- Invitation to 3 Special Events of your choice at the Centre (we will be sending you a list of upcoming events)
  - Monthly mention on our Social Media platforms for 6 months
    - § Facebook
    - § Instagram
    - § Website
    - § Email Campaigns
- Your Company information or promotional item, provided by you, to be included in onsite resource areas
- A one-hour timeslot to be agreed upon by your Company and the Parkdale Nifty Fifties to provide an information session to our members
- First right of refusal one month prior to the end of the current agreement to renew for next year

*Let's make a difference together!*



## GOLD SPONSORSHIP

With a Gold Sponsorship of \$3000.00 to \$4999.00 your Company will receive:

- **1/2 page ad in our Monthly Newsletter (you supply your logo and ad info on the 15th of the previous month) for 12 months**
  - **Monthly mention on our Social Media platforms for 12 months:**
    - § Facebook
    - § Instagram
    - § Website
    - § Email Campaigns
- **Full page article in our Monthly Newsletter. You supply the article info. (circulation approximately 600)**
  - o **Deadlines for ads/articles are the 15TH of the month**
    - **Your Banner displayed at our Centre for 6 months**
- **Invitation to all Special Events at the Centre for 6 months (we will be sending you a list of upcoming events)**
  - **Acknowledgement as a Gold Sponsor and placement of your Company Logo on the PDNF website for 12 months**
- **Your Company information or promotional item, provided by you, to be included in onsite resource areas**
- **First right of refusal one month prior to the end of the current agreement to renew for next year**

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## PLATINUM SPONSORSHIP

**With a Platinum Sponsorship of \$5000.00 or more your Company will receive:**

- One full page or two half page ads in our Monthly Newsletter (you supply your logo and ad info by the 15th of the month prior)**
- Full page article in our Monthly Newsletter. You supply the article info. The deadline for ads/articles is the 15th of the month.**
- Monthly mention on our Social Media platforms for 12 months:
  - § Facebook**
  - § Instagram**
  - § Website**
  - § Email Campaigns****
- Your Banner displayed at our Centre for 12 months**
- Invitation to all Special Event at the Centre**
- Acknowledgement as a Platinum Sponsor and placement of your Company Logo on the PDNF website for 12 months**
- Your Company information or promotional item, provided by you, to be included in onsite resource areas**
- Free Associate Membership for up to 12 Recipients from your Company (this membership carries no voting privileges and allows the opportunity to join a club for one session free at a value of \$50.00)**
- First right of refusal one month prior to the end of the current agreement to renew for next year**

*Let's make a difference together!*



For more information or to book  
a meeting about sponsorship  
please contact our office at:

E: [info@pdnf.org](mailto:info@pdnf.org)

P: (403) 283-0620

