



## **Caregivers Matter...Conejo Cares**

As a community, we understand caregivers need support because caregiving often takes a physical and emotional toll on the caregiver, resulting in reducing work hours or leaving the workplace altogether, and serious health issues including depression and stress, as well as financial concerns. Family caregivers play a vital role in caring for a large and growing senior population and they are instrumental in keeping elders out of institutions and in the community.

Recognizing the need to honor and celebrate family caregivers, Senior Concerns presents Caregivers Matter...Conejo Cares, an annual event designed to give family caregivers the chance to share their story, renew their spirit, reduce their stress, embrace their fears, and enjoy an uplifting and empowering program and luncheon.

**Caregivers Matter...Conejo Cares** will take place on Friday, March 15, 2019, 9:30 a.m. – 1:30 p.m., at Los Robles Greens, 299 Moorpark Road, Thousand Oaks.

We invite you to join us as a sponsor of this important event. Sponsoring this FREE event offers your organization the unique opportunity to connect with and support our community's family caregivers (and seniors) and provides many ways to reach your target audience, including:

- Print – flyers, posters
- Online Presence – dedicated web page for registration; Constant Contact email marketing
- Advertising/Publicity – press releases in local news media (online and print) and ads in event program book given to all 250 attendees
- Podium opportunity
- Event signage

Please see the next page for details on the demographics of those who attend Caregivers Matter.

Attached you will find the sponsorship levels and a sponsorship agreement. Sponsorships are tax-deductible as a nonprofit donation to Senior Concerns.

Please contact Janet Young, Director of Development, at 805-497-0189 or via email at [jyoung@seniorconcerns.org](mailto:jyoung@seniorconcerns.org) for more information and to reserve your sponsorship. Thank you for your consideration.

## Our Demographic

There are 44M “family” caregivers in the US today (15% of the population). A “family” caregiver is an unpaid individual (for example, a spouse, partner, family member, friend, or neighbor) involved in assisting others with activities of daily living and/or medical tasks.

The value of services provided by informal caregivers has steadily increased over the last decade, with an estimated economic value of \$470 billion which exceeds the value of total Medicaid spending and nearly matched the value of the sales of the world’s largest company, Wal-Mart (\$477 billion).

The average age of a caregiver is 49 years old. 48% of caregivers are 18-49 years old. 34% of caregivers are 65+ years old

A vast majority of caregivers (85%) care for a relative or other loved one:

- 42% care for a parent (31% for a mother, 11% for a father);
- 15% care for a friend, neighbor or another non-relative;
- 7% care for a parent-in-law;
- 7% care for a grandparent or grandparent-in-law.

The vast majority of caregivers (75%) reside within 20 minutes of their care recipient.

On average, caregivers spend:

- 13 days each month on tasks such as shopping, food preparation, housekeeping, laundry, transportation, and giving medication;
- 6 days per month on feeding, dressing, grooming, walking, bathing, and assistance toileting;
- 13 hours per month researching care services or information on disease, coordinating physician visits or managing financial matters.

Family caregivers are the *primary purchasers* of

- Paid home care
- Residential facility placement
- Pharmacy services
- Transportation services
- Food/Meals
- Home Modifications
- Hospice and Palliative Care
- Clothing
- Banking Services
- Reverse Mortgages
- Health Insurance
- Funeral and Memorial Service
- Medical Equipment
- Legal Services
- Household goods
- Medical services
- Lifeline and other assistive technologies
- Rehab Facilities

**Caregivers look like you and me. They do not self-identify which makes it very hard to market to them. Caregiver Recognition Day brings 250 local caregivers together, making it an excellent opportunity reach them with information about your services**



**Sponsorship Opportunities  
Caregivers Matter...Conejo Cares  
March 15, 2019**

**PLATINUM SPONSOR**

**\$5,000**

- Most prominent name and logo placement on all printed materials related to event (i.e. flyer, poster, save the date card)
- Mention by name in all press
- Premium logo with link on web page
- Mention in each Constant Contact announcement
- Prominent full-page ad in Official Event Program
- Logo on slide at beginning of program
- Premium event signage
- 5 event tickets—meet and greet attendees
- Podium opportunity at event
- Placement in goodie bag

**GOLD SPONSOR**

**\$2,500**

**Meditation Sponsor, Cards Sponsor, Comedian Sponsor,  
Keynote Sponsor, Intention Sponsor**

- Prominent name and logo placement on all printed materials related to event (i.e. flyer, poster, save the date card)
- Logo with link on web page
- Mention in select Constant Contact announcements
- Full-page ad in Official Event Program
- Second premium event signage
- 2 event tickets—meet and greet attendees
- Placement in goodie bag

## **SILVER SPONSOR**

**\$1,000**

- Name on web page with link
- Half page ad in Official Event Program
- Inclusion on event signage
- Placement in goodie bag

## **BRONZE SPONSOR**

**\$500**

- Name on web page
- Quarter page ad in Official Event Program
- Inclusion on event signage
- Placement in goodie bag

## **FRIENDS SPONSOR**

**\$250**

- Name on web page
- Business size ad in Official Event Program
- Inclusion on event signage
- Placement in goodie bag

## **CONTRIBUTOR**

**\$100**

- Opportunity to donate raffle prizes, meeting materials (lanyards, coffee) or general giveaways for attendees, or placement of item in goodie bag

# Caregivers Matter...Conejo Cares Sponsorship Agreement



Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Ext#: \_\_\_\_\_ Fax #: \_\_\_\_\_  
E-Mail address: \_\_\_\_\_

**Yes, our company will participate in the Caregivers Matter...Conejo Cares on Friday, March 15, 2019**

### Sponsorship Level:

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum Sponsor \$5,000 | <input type="checkbox"/> Friends \$250     |
| <input type="checkbox"/> Gold Sponsor \$2,500     | <input type="checkbox"/> Contributor \$100 |
| <input type="checkbox"/> Silver Sponsor \$1,000   | <input type="checkbox"/> In-Kind Sponsor   |
| <input type="checkbox"/> Bronze Sponsor \$500     |  |

### Payment Type:

- Enclosed is a check for \$\_\_\_\_\_. Please make check payable to Senior Concerns.
- Please charge my Credit Card:

No. \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

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

*For tax purposes, our federal non-profit 501(c)(3) identification number is 95-2992927*

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date



**Return to:**  
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For more information see our website at [www.seniorconcerns.org](http://www.seniorconcerns.org)