

SWIRCA & MORE



2024

SPONSORSHIP OPPORTUNITIES

SWIRCA & More offers many sponsorship opportunities that include a variety of levels, costs, and benefits. Exclusivity is available, as well as naming rights. All sponsorships can be tailored to fit your goals and marketing budget. Sponsorships include recognition on SWIRCA & More's website, social media platforms, news releases, monthly e-newsletter, and Annual Report.

For more information please contact

Rachel Lechner Rauch
rlechner@swirca.org
812-492-7436

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Evansville's Premiere Craft Beer Festival!

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Bring your crew from work and play bingo while also marketing your organization to a multi-generational crowd

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GET TO KNOW US

SWIRCA & More is the area expert on aging; helping seniors and those living with disabilities find, evaluate, and receive the resources and services they need to stay active, healthy, and age independently at home. We help older adults navigate the complexities of accessing in-home and community-based services and long-term care.

If you are seeking advice on aging or need assistance, SWIRCA is the place to turn to get quick access to high-quality, unbiased services and resources. Our clients count on us as trusted advocates to help them engage the full spectrum of life-sustaining services for themselves and their caregivers.

SWIRCA & More depends highly on community support for much of its funding. **88¢ of every dollar donated to our organization goes back to our programs and services.** Such programs include our Aging & Disability Resource Center, our Case Manager Advocacy services, Meals on Wheels of Southwestern Indiana, and our Activity and Wellness Center

Your decision to support SWIRCA & More is not only a public expression of your commitment to the community, but also a solid marketing investment guaranteed to reach thousands of individuals (and potential customers) in Southwestern Indiana.

**WE HOPE YOU WILL CONSIDER
INVESTING IN SWIRCA & MORE
AND THE FUTURE OF OUR
COMMUNITY**

We are so grateful for your continued support and partnership as we work together to empower local seniors and people with disabilities to remain living safely in their own homes.





Ad & Logo Requirements

Logo requirements: If your sponsorship includes the use of a corporate or organizational logo, please submit as follows:

- B&W or Full Color
- Transparent Background
- Vector Format in PNG
- Pixel Format in GIF, JPEG, or PNG
- Resolution 300dpi or higher

Suggested items to bring for vendor table:

- Tablecloth
- Sign or banner
- Informational pamphlets
- Props or displays
- Business cards
- Branded merchandise
- Food

Sponsors play a big role in providing much needed services and resources to area seniors. Last year, sponsors helped to provide:

CARE MANAGEMENT ASSISTANCE TO

12,505 CLIENTS

**128,544
HOT MEALS**

**ASSISTED IN THE
TRANSITIONING OF**

**81 INDIVIDUALS FROM
NURSING FACILITIES
BACK TO LIVING IN THE
COMMUNITY.**

**EXERCISE AND
EDUCATION TO NEARLY**

**1,200 MEMBERS
IN ACTIVITY
CENTER**

PROVIDED

**924 INDIVIDUALS WITH
EMERGENCY
RESPONSE
BUTTONS**

**110
HOME
MODIFICATIONS**

Thank you for helping the most vulnerable in our community stay active and independent!



OUR VOLUNTEERS ROCK!



LUNCH TIME!



EXERCISE CLASS IN OUR ACTIVITY CENTER

Celebrating 20 years

THE BEER FESTIVAL WITH A PURPOSE

Brewfest is SWIRCA's largest fundraiser and Evansville's premiere craft beer event! Patrons enjoy samples of beer, wine, and liquor in addition to music, yard games, and food from local vendors. This event is heavily marketed by our generous media partners and is promoted through print, television, radio, digital, and social media channels.



Saturday Sept. 14, 2024

West Side Library Park

6-9 PM



AUDIENCE PROFILE

Multi-Generational

Age Range: 35-65

Gender: 50% Female,
50% Male

Locations:
Tri-State Area

INTERACTION OPPORTUNITIES

Vendor Table

One-on One Interactions

Handout Materials

ATTENDANCE

2,500+

TAKEN



\$10,000

- Logo on all printed and online tickets
- Logo on all promotional materials including radio and TV
- VIP & General Admin Tickets
- Promo Video
- And More!

TAKEN



\$6,000

- Vendor Tent Location of Choice
- Logo on all promotional materials including TV
- VIP & General Admin Tickets
- And More!

TAKEN



\$5,000

- Full Color Logo printed on VIP Tickets
- Logo on all promotional materials including TV
- VIP & General Admin Tickets
- And More!

TAKEN



\$4,000

- Logo on all promotional materials including TV
- Introduce the Band
- VIP & General Admin Tickets
- And More!

TAKEN



\$3,000

- VIP & General Admission tickets
- Vendor table
- And More!

TAKEN



\$3,000

- VIP & General Admission tickets
- Help select wine to sample
- Vendor table
- And More!

TAKEN



\$2,500

- VIP & General Admission tickets
- Banner displayed on Tent
- Vendor table
- And More!

RECYCLING SPONSOR TAKEN



- VIP & General Admission tickets
- Logo on recycling containers
- Vendor table
- And More!

TAKEN Reserved



Logo prominently featured on sleeve of volunteer t-shirts

GOLD TAP SPONSOR

\$1,500



- VIP & General Admission tickets
- Vendor Table near entrance
- Logo on map and t-shirt
- And More!

SILVER TAP SPONSOR

\$1,000



- General Admission tickets
- Vendor Table
- Logo on map & T-Shirt
- And More!

BRONZE TAP SPONSOR

\$500



- General Admission tickets
- Name on Event Map
- And More!

TO VIEW ALL OF THE SPONSORSHIP BENEFITS, PLEASE VISIT SWIRCA.ORG/BREWFEST OR EMAIL RLECHNER@SWIRCA.ORG

SUPER

BINGO

Saturday, February 10, 2024 & June 8, 2024
Activity and Wellness Center

5-10 PM (Bingo begins at 6pm)

Join us for a great evening of BINGO, pull-tabs, half-pot and more.

14 regular BINGO games and 5 specials

Visit [SWIRCA.org/Super-BINGO](https://www.swirca.org/Super-BINGO) for event details.



AUDIENCE PROFILE

Multi-Generational

Age Range: 25-75

Household Decision Makers

**Gender: 75% Female,
25% Male**

Locations:

**Evansville, Mt. Vernon,
Newburgh**

INTERACTION OPPORTUNITIES

Volunteer Opportunities
(One-on-One interaction
w/ attendees)

Introduction to whole room

**Handout materials,
merchandise**

ATTENDANCE

400

**Sells Out
Within Days!**

TAKEN FOR FEB & JUNE

TAKEN FOR JUNE

TAKEN FOR FEB & JUNE

REGULAR GAME

TITLE SPONSOR

SPECIALS SPONSOR

DAUBER SPONSOR

Benefits

\$1,500

\$750

\$450

\$150

Event Special Recognition

✓
Event "presented by" your company

✓
Logo/name on daubers

Introduce a Bingo Game During Event

✓
Coverall Game

✓
One Special Game

Vendor Table

✓
8' Table at front of the room

✓
6' Table

Company Information on Tables

✓

Tablecloth/Banner

✓
Tablecloth on Bingo Caller table & Banner in front

✓
Ability to hang banner

Logo on Promotional Materials

✓
All Materials

✓
Select Materials

Recognition on SWIRCA Social Media and Website

✓

✓

✓

Recognized in Event Program

✓
Event "presented by" your company

✓

✓

✓

WEST SIDE NUT CLUB FALL FESTIVAL SWIRCA COBBLER BOOTH

Sponsor our booth one day during the Fall Festival, Monday-Saturday. Don't worry, we make the cobbler and set up the booth..all you have to do is show up, promote your company, and sell cobbler! There are many great options to display your company brand and information at the event. Contact us about details.

ALL DATES TAKEN

~~October 7 – 12, 2024~~

Booth #78, Corner of Franklin St. and St. Joseph Ave.



AUDIENCE PROFILE

Age Range:

Multigenerational

**Gender: 50/50 Female
and Male**

Locations:

**Tri-state area and further
out!**

INTERACTION OPPORTUNITIES

**Handout materials,
merchandise**

**Encouraged to provide
volunteers to represent
your company and serve
the cobbler**

ATTENDANCE

200,000

**People attend the Fall
Festival!**

Booth sponsorship fills up fast!

(Only 1 Cobbler Booth Sponsor Per Day)



Booth Sponsor

\$550

Benefits

Ability to distribute promo materials outside the booth



Recognition on SWIRCA Social Media and Website



Ability to Provide Company Logo Bags for Cobbler



Logo Placed on Daily Sponsor Sign



Able to Hang Banner at the Booth



Encouraged to provide volunteers to staff the booth.

NUTRITION AWARENESS DAY with Vendor Fair



MARCH 21, 2024
SWIRCA & More Activity Center

Health & Nutrition
Vendor Fair: 9:30 - 11am
Lunch: 11:30am

In honor of Nutrition Awareness Month

This is a great opportunity to meet personally with members of the senior community and educate them on how to make informed wellness, lifestyle, and eating choices. The vendor fair is open to the public. Lunch is available by reservation.

Benefits	Event Sponsor	Event Vendor
	\$350	\$200
Vendor Table at Event	✓	✓
Recognition on SWIRCA Social Media	✓	
Recognition on SWIRCA Website	✓	
Logo Placed on Event Flyer	✓	

AUDIENCE PROFILE

Older Adults
Age Range: 50+
Gender: 50/50 Female and Male

INTERACTION OPPORTUNITIES

Hand out materials, merchandise
One-on-one contact at vendor table

ATTENDANCE

200-325

BINGO FRIDAYS

If there's one thing we know, SWIRCA guests love BINGO! Every Friday afternoon at 1pm, SWIRCA & More will host a BINGO with prizes in our Activity Center. The exclusive sponsor for that BINGO session will have the opportunity to introduce the games before they start, set up a table during the event, and bring prizes to administer for each game.

Every Friday @ 1pm

SWIRCA & More Activity Center

Only one sponsor per event

Event Sponsor

For questions regarding BINGO setup and prizes, please contact Kristin Hood at KHood@SWIRCA.org.



Benefits	\$100
Encouraged to Provide BINGO Prizes	✓
Recognition on SWIRCA Social Media	✓
Vendor Table at the Event	✓
Ability to Speak Before Games Begin	✓

AUDIENCE PROFILE

Older Adults

Age Range: 50+

Gender: 50/50 Female and Male

INTERACTION OPPORTUNITIES

Hand out materials, merchandise, BINGO prizes

One-on-one contact at vendor table

ATTENDANCE

100

CINCO DE MAYO FIESTA

May 3, 2024

SWIRCA & More Activity Center

Guests will enjoy lunch, dancing, and music.

THANKSGIVING LUNCH

November 21, 2024

SWIRCA & More Activity Center

The goal of this event is to provide an affordable holiday meal for local seniors

HOLIDAY CELEBRATION

December 06, 2024

SWIRCA & More Activity Center

Guests will enjoy lunch, dancing, and music.

AUDIENCE PROFILE

Older Adults

Age Range: 50+

Gender: 50/50 Female and Male

INTERACTION OPPORTUNITIES

Handout materials, merchandise

One-on-one contact at vendor table

ATTENDANCE

200-325

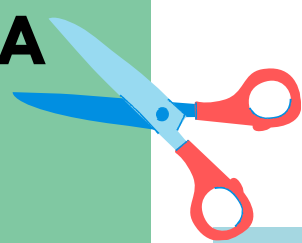
Benefits	Event Sponsor	Event Vendor
	\$300	\$150
Vendor Table at Event	✓	✓
Recognition on SWIRCA Social Media	✓	
Recognition on SWIRCA Website	✓	
Logo Placed on Event Flyer	✓	

CROP FOR SWIRCA

August 17, 2024

SWIRCA & More Activity Center

We will serve lunch and vendors can come ready to sell scrapbooking and other craft-related supplies.



INTERGENERATIONAL MENTORING FAIR

August 23, 2024

SWIRCA & More Activity Center

Bringing together mentoring organizations within our community, while also creating pathways to support to at-risk youth while fighting the stigmas and isolation of our senior populations.



AUDIENCE PROFILE

Older Adults
Age Range: 50+
Gender: 50/50 Female and Male

INTERACTION OPPORTUNITIES

Hand out materials, merchandise
One-on-one contact at vendor table

ATTENDANCE

50-200

Bally's NIGHT

Date: 9.18.2024

SWIRCA & More Activity Center

Join attendees for dinner, conversation, and a fun night at the casino!



Benefits	Event Sponsor
	\$300
Vendor Table at the Event	✓
Recognition on SWIRCA Social Media	✓
Recognition on SWIRCA Website	✓
Logo Placed on Event Flyer	✓
Attend Casino with Guests	✓
	Bally's Night Only

THE LOG INN DINNER & BINGO

Log Inn Dinner & Bingo is the most highly anticipated event among our seniors and tickets always sell out. Join them for a casual home-style dinner and BINGO at the famous Log Inn Restaurant in Warrenton, IN.

ALL DATES TAKEN

Dates: ~~February 22, April 18, & July 18~~

The Log Inn Family Restaurant
12491 County Rd 200 E, Haubstadt, IN 47639

Event Sponsor

Only one sponsor per event

Benefits

\$375

Reps encouraged to attend

Sponsor provides 16 BINGO prizes

For questions regarding BINGO setup and prizes, please contact Kristin Hood at KHood@SWIRCA.org.



Exclusive Sponsor	✓
Recognition on SWIRCA Social Media	✓
Recognition on SWIRCA Website	✓
Logo Placed on Event Flyer	✓

AUDIENCE PROFILE

Older Adults

Age Range: 50+

Gender: 50/50 Female and Male

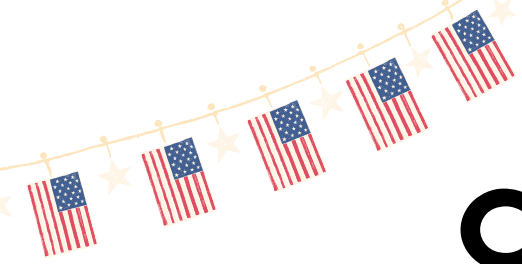
INTERACTION OPPORTUNITIES

Hand out materials, merchandise, BINGO prizes

One-on-one contact at vendor table

ATTENDANCE

200-325



VETERANS CELEBRATION

Each year we honor the men and women who have served our country with our Veterans Celebration. This event is free to Veterans and one guest. It kicks off with a social hour after which guests are seated to enjoy the program featuring veteran and memorial groups. The program is followed by a complimentary lunch made possible by your support.

November 1, 2024

SWIRCA & More Activity Center



Benefits	Event Sponsor	Event Vendor
	\$500	\$300
Vendor Table at Event	✓	✓
Recognition on SWIRCA Social Media & Website	✓	
Logo Placed on Placemat	✓	✓
Logo Placed on Event Flyer	✓	

AUDIENCE PROFILE

Older Adults

Age Range: 50+

Gender: 75% Male , 25% Female

INTERACTION OPPORTUNITIES

Hand out materials, merchandise
One-on-one contact at vendor table

ATTENDANCE

200

ACTIVITY CENTER

DAILY SPONSORSHIP

Our Activity Center is never quiet! SWIRCA offers exercise classes, crafting, billiards, card playing, clubs, and more! Our Nutrition Department serves lunch daily at 11:30am as well. We offer an opportunity for your organization to sponsor our Activity Center for the day while setting up at a table we provide and speaking to our seniors as they come in and out for various activities.

M-Th 8am-4pm

Anytime during business hours, bring promotional material for your organization, handouts, candy, etc. for your table if desired.

SWIRCA & More Activity Center
16 W. Virginia St. Evansville, IN 47710

Dates are first come, first served.

This sponsorship can be gained one of two ways:

Paid Sponsorship

Purchase days in the Activity Center to sponsor for **\$150** each.

Earned Sponsorship

Two Sponsorship Days can be earned per **\$500** spent on sponsorship of other SWIRCA events. **Five** Sponsorship Days can be earned per **\$1,000** spent, up to 10 days.

Only one sponsor per day



Benefits

\$150

Vendor Table at Event



Recognition on SWIRCA Social Media & Website



Logo Placed on SWIRCA Activity Center Calendar



AUDIENCE PROFILE

Older Adults

Age Range: 50+

Gender: 50/50 Female, Male

INTERACTION OPPORTUNITIES

Hand out materials, merchandise

One-on-one contact at vendor table

ATTENDANCE

100

Event Sponsorship Commitment Form 2024

Brewfest: Saturday, September 14, 2024

\$10,000 Title | \$6,000 Glass | \$5,000 VIP | \$5,000 Hospitality | \$4,000 Stage

TAKEN	TAKEN	TAKEN	TAKEN	TAKEN
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\$3,000 Wine Tent | \$3,000 Spirits | \$2,500 Recycling | \$2,500 Hydration

TAKEN	TAKEN	TAKEN	TAKEN
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\$2,500 T-Shirt | \$1,500 Gold Tap | \$1,000 Silver Tap | \$500 Bronze Tap

TAKEN			
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Super BINGO: 2.10.24 & 6.8.24

\$1,500 Title | \$750 Specials | \$450 Daubers | \$150 Regular Game

2.10.24	TAKEN		TAKEN	
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6.08.24	TAKEN	TAKEN	TAKEN	
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Fall Festival: October 7-12, 2024

\$550 Booth Sponsor

Mon. 10.07 | Tues. 10.08 | Wed. 10.09 | Thurs. 10.10 | Fri. 10.11 | Sat. 10.12

TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN
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Log Inn: Dates: 2.22, 4.18, 7.18

\$375 Sponsor

2.22.24 | 4.18.24 | 7.18.24

TAKEN	TAKEN	TAKEN
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Bally's Night: Date: 9.18.24

\$300 Sponsor

Nutrition Awareness Day : 3.21.24

\$350 Sponsor | \$200 Vendor

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Cinco de Mayo Celebration: 5.3.24

\$300 Sponsor | \$150 Vendor

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Activity Center Daily | BINGO Friday

\$150 Sponsor | \$100 Sponsor

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Crop for SWIRCA: 8.17.24

\$300 Sponsor

Intergenerational Mentoring Fair:

8.23.24

\$300 Sponsor

Veterans Celebration: 11.01.24

\$500 Sponsor | \$300 Vendor

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Thanksgiving Lunch: 11.21.24

\$300 Sponsor | \$150 Vendor

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Holiday Celebration: 12.06.24

\$300 Sponsor | \$150 Vendor

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***Dates scheduled upon request. First come, first served.**

Event Sponsorship Commitment Form 2024

Contact Information

Please complete the Event Sponsorship Commitment Form and return it as well as any logos and ads to SWIRCA & More via email to Rachel Lechner Rauch at **rlchner@swirca.org**. She will confirm availability and email your invoice to you if applicable. The form may also be mailed to 16 W. Virginia Street, Evansville, IN 47710, Attn: Development. Thank you!

____ Check is enclosed (Please make checks payable to SWIRCA & More) Payment is due 30 days from the date of the invoice. The due date will appear on the invoice.

____ Please send invoice (If you have invoicing requirements, please contact our office @ 812-492-7436 to make arrangements)vs

Business Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Address: _____

City, State, Zip: _____

Signature: _____

THANK YOU!

For taking the time to review our 2024 Sponsorship Packet. We hope that you will consider participating in one of our many events.

If you have questions or would like to schedule an appointment to discuss the many different opportunities available, please do not hesitate to contact us. We would love to meet with you!



For more information, please contact

Rachel Lechner Rauch
rlechner@swirca.org
812-492-7436