



SWIRCA
& More

SPONSORSHIP OPPORTUNITIES

2025

SWIRCA.ORG





Let's work together to ensure the most vulnerable in our community have the resources and services they need to live with dignity, purpose, and independence.

Connect with like-minded individuals and organizations who share your passion in supporting age-friendly and quality of life initiatives and building a thriving community where all can flourish with dignity.

Your decision to support SWIRCA & More is not only a public expression of your commitment to the community, but it will also gain you valuable recognition, access to exclusive events, networking opportunities, and more!

**FOR MORE INFORMATION,
PLEASE CONTACT**

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

SWIRCA & More is the area expert on aging; helping seniors, those living with disabilities, and their caregivers find, evaluate, and receive the resources and services they need to stay active, healthy, and age independently at home.

Through your direct support and investment, SWIRCA was able to provide 132,000 MEALS, ANSWER 1200 CALLS EACH MONTH THROUGH OUR ADRC, PROVIDE HEALTH & WELLNESS CLASSES TO 1200 MEMBERS, COMPLETE 51 HOME MODIFICATIONS, HELP 17,538 INDIVIDUALS WITH CARE MANAGEMENT, AND SO MUCH MORE in 2023!!

**SEE THE IMPACT OF
YOUR SUPPORT IN
2023!**



SPONSORSHIP PACKAGES

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.

8 Perks Included With Most Sponsorship-Level Commitments

- Recognition on SWIRCA's website
- Mention on social media platforms
- Recognition in SWIRCA's e-newsletter
- Listed in Annual Report
- Mention in Activity Center Calendar
- Mention on event flyer and program
- Opportunity to provide promo giveaways
- Opportunity to provide raffle prizes

Ad & Logo Requirements

Please use the following guidelines when requesting and submitting your corporate or organizational logos for marketing purposes. If your organization has printing standards that we need to follow, please share those with us as well.

- Full Color
- Transparent Background
- Resolution 300dpi or higher
- Vector File? Please submit in PNG
- Pixel Format? Please submit in GIF, JPEG, or PNG.
- PDF File? Please submit with crop and bleed marks shown.

Please email all logos to rlechner@swirca.org.

2025 EVENT SCHEDULE

SWIRCA & More has many fun and engaging events throughout the year ranging from large scale fundraising events to smaller social engagements. All for the benefit and support of our many programs and services.

LARGE, MULTI-GENERATIONAL COMMUNITY EVENTS

| | |
|--|-----------------|
| Winter Super Bingo | 2/8/25 |
| Fall Super Bingo | 10/25/25 |
| SWIRCA Brewfest | 7/12/25 |
| West Side Nut Club Fall Festival Cobbler Booth | 10/6 - 10/11/25 |
| Designer Purse Bingo | 3/14/25 |

FOR SENIOR MEMBERS AND/OR THOSE 50+ IN THE COMMUNITY

| | |
|----------------------------------|---------------|
| Health and Nutrition Fair | 3/20/25 |
| Veterans Day Celebration | 11/7/25 |
| Bingo Fridays | Multiple |
| Thanksgiving Lunch | 11/20/25 |
| Cinco de Mayo Fiesta | 5/2/25 |
| Holiday Celebration | 12/12/25 |
| Bally's Night | September TBD |
| Log Inn Dinner and Bingo | Multiple |
| 2 Day Bus Trips | Multiple |
| Spring Fling Party | 5/21/25 |
| Intergenerational Summer Shindig | 7/10/25 |
| Halloween Party with BINGO | 10/31/25 |

COMMUNITY-WIDE EVENTS FOR ALL

| | |
|----------------------------------|----------|
| CROP for SWIRCA | 8/16/25 |
| Intergenerational Mentoring Fair | Date TBD |

HAVE QUESTIONS - GIVE US SHOUT!
REACH OUT ANYTIME AT 812-492-7420
OR MSPENCER@SWIRCA.ORG



**CHECK OUT
OUR EVENTS
CALENDAR**

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 live 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, outdoor, and social media channels.

Saturday, July 12, 2025

West Side Library Park, Evansville

7-10 PM



TO VIEW THE COMPLETE BREWFEST SPONSORSHIP PROPOSAL AND LIST OF FULL BENEFITS - PLEASE SCAN THE QR CODE OR VISIT SWIRCA.ORG.



WEST SIDE NUT CLUB FALL FESTIVAL SWIRCA COBBLER BOOTH

Sponsor our booth for 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.

October 6-11, 2025

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

Strongly encouraged to provide volunteers to staff the booth and promotional materials to hand out to patrons from inside the booth.

Audience & Attendance Profile

- Multi-Generational
- All Ages
- 200,000+ Attendees
- One of the largest food festivals in the U.S.

Booth
Sponsor

Benefits

\$550

Ability to distribute
promo materials
inside the booth



Ability to Provide
Company Logo
Bags for Cobbler



Logo Placed on Daily
Sponsor Sign



Able to Hang
Banner at the
Booth



SUPER BINGO

Saturday, October 25

SWIRCA's Activity and Wellness Center
5-10 PM

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

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

Audience & Attendance Profile

- Multi-Generational
- Ages 21-75
- Male/Female Ratio - 20/80 Split
- 325-425 Attendees
- Highly beloved event - patrons come back year after year!

| | TITLE SPONSOR | SPECIALS SPONSOR | DAUBER SPONSOR | REGULAR GAME |
|--|--|-----------------------------|---------------------------|-----------------------|
| BENEFITS | \$750 | \$500 | \$450 | \$100 |
| 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 - Bingo Caller table & Banner in front | ✓ Ability to hang banner | | |
| Logo on Promotional Materials | ✓ All Materials | ✓ Select Materials | | ✓ In event program |

DESIGNER PURSE BINGO

Friday, March 14, 2025

SWIRCA's Activity and Wellness Center
5-10 PM

Audience & Attendance Profile

- Multi-Generational
- Ages 21-75
- Male/Female Ratio - 20/80 Split
- 325-425 Attendees
- Highly beloved event - patrons come back year after year!

| | TITLE SPONSOR | SPECIALS SPONSOR | DAUBER SPONSOR | REGULAR GAME |
|-------------------------------------|--|-----------------------------|---------------------------|-----------------------|
| BENEFITS | \$750 | \$500 | \$350 | \$100 |
| 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 - Bingo Caller table & Banner in front | ✓ Ability to hang banner | | |
| Logo on Promotional Materials | ✓ All Materials | ✓ Select Materials | | ✓ In event program |

NUTRITION AWARENESS DAY

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.

March 20, 2025

SWIRCA's Activity Center

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



Audience & Attendance Profile

- Older Adults 50+
- Attendance: 200-325

| | |
|-----------------------|-------|
| Event Sponsor | |
| Benefits | \$300 |
| Vendor Table at Event | ✓ |

BINGO FRIDAYS

Every Friday afternoon at 12:30pm, SWIRCA will host a BINGO 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.

Around 15 games are played and the average monetary value for each game prize could be as little as \$3-\$5. Promo items with your logo work great as well!

Every Friday @ 12:30pm
SWIRCA's Activity Center

| | |
|-------------------------------------|-------|
| Event Sponsor | |
| Benefits | \$100 |
| Encouraged to Provide BINGO Prizes | ✓ |
| Vendor Table at the Event | ✓ |
| Ability to Speak Before Games Begin | ✓ |

CINCO DE MAYO FIESTA

May 2, 2025 | 11am – 2pm

SWIRCA's Activity Center

Guests will enjoy lunch, dancing, and music.

THANKSGIVING LUNCH

November 20, 2025 | 11am – 2pm

SWIRCA's Activity Center

Providing an affordable holiday meal for local seniors to enjoy with friends and family.

HOLIDAY CELEBRATION

December 12, 2025 | 11am – 2pm

SWIRCA's Activity Center

Guests will enjoy a holiday themed lunch, dancing, and music.

CROP FOR SWIRCA

August 16, 2025 | 9am – 6pm

SWIRCA's Activity Center

Lunch will be served; vendors come ready to sell scrapbooking and other craft-related supplies.

INTERGENERATIONAL MENTORING FAIR

Date TBD

SWIRCA's Activity Center

Bringing together local mentoring organizations to create pathways of support for at-risk youth while also fighting senior isolation and stigma's

Pathways to
Intergenerational
Mentoring



BALLY'S NIGHT

September, TBD 2025 | 4pm – 7pm

SWIRCA's Activity Center
Dinner and Casino Gaming

Audience & Attendance Profile

- Older Adults 50+
- Attendance: 200-325

Event
Sponsor

Benefits

\$300

**Vendor
Table at
Event**



Attend Casino with Guests

SWIRCA OUTING/BUS TRIPS

Jersey Boy Bus Trip Beef and Boards April 9, 2025
Day Trip to Indianapolis, IN

SPRING FLING PARTY

May 21, 2025 | 1pm

SWIRCA's Activity Center
Guests will enjoy refreshments, dancing, and music.

Audience & Attendance Profile

- Older Adults 50+
- Attendance: 200-325

INTERGENERATIONAL SUMMER SHINDIG

July 10, 2025 | Time TBD

SWIRCA's Activity Center
Guests will enjoy refreshments, dancing, and music.

HALLOWEEN PARTY WITH BINGO

October 31, 2025 | Time TBD

SWIRCA's Activity Center
Guests will enjoy refreshments and bingo.

| Event Sponsor | |
|-----------------------|-------|
| Benefits | \$300 |
| Vendor Table at Event | |

BINGOCIZE

Bingocize® is a 10-week, evidence-based health promotion program that combines exercise and health information with the familiar game of bingo. Classes are taught twice a week and has approximately 20 students per class.

Single Sponsorship Exclusivity

Bingocize® presented by "Company Name"

| Event Sponsor | |
|---|-------|
| Benefits | \$500 |
| 10 Week Class Exclusive Sponsor | |
| Table at each class to hand out materials and snacks if desired | |
| Name listed in all marketing materials | |

LOG INN DINNER AND 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 Haubstadt, IN.

February 20, 2025 | 5-9 pm

April 24, 2025 | 5-9 pm

July 24, 2025 | 5-9 pm

November 13, 2025 | 5-9 pm

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

Reps encouraged to attend

Sponsor provides 16 BINGO prizes

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

Audience & Attendance Profile

- Older Adults 50+
- Attendance: 200

Event Sponsor

Benefits

\$375

Exclusive Sponsor



VETERANS DAY 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. Event includes a social hour, program featuring veteran and memorial groups, and a complimentary lunch.

November 7, 2025 | 9am – 1pm

SWIRCA's Activity Center

Audience & Attendance Profile

- Older Adults 50+
- Community Leaders
- Male/Female Ratio - 75/25 Split
- Attendance: 200-250

Event Sponsor

Event Vendor

Benefits

\$500

\$300

Vendor Table at Event



Logo Placed on Placemat



Logo Placed on Event Flyer



ACTIVITY CENTER DAILY SPONSORSHIP

Our Activity Center is never quiet! With our daily exercise classes and lunch service, additional educational and recreational programming, and our new conversation lounge and coffee bar - something is always a buzz! 🐝

Your organization can sponsor our Activity Center for a day. This is a great opportunity to directly speak to our senior members, hand out materials, and answer questions regarding your organization.

Important Details:

- Sponsorships available Monday - Thursday, 8am to 4pm
- Dates are first come, first served
- One sponsor per day
- 8' table will be provided
- Bring informational materials, promotional supplies, and handouts. Candy always works well.
- Recognition on Activity Center calendar for the date of sponsorship

Daily Sponsorships can be earned two different ways:

Paid Sponsorship

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

Earned Sponsorship

TWO Sponsorship Days can be earned per **\$500** spent on sponsorships of other SWIRCA events. **FIVE** Sponsorship Days can be earned per **\$1,000** spent, up to 10 days total.

Email Rachel Rauch at rlechner@swirca.org for more information.

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

THANK YOU

For taking the time to review our 2025 Sponsorship Packet. We hope that you will consider participating in one of our many events.

**FILL OUT FILLABLE PDF FORM ON OUR
WEBSITE, SAVE AND EMAIL TO
RLECHNER@SWIRCA.ORG.**

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!

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Rachel Lechner Rauch

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