

SPONSORSHIP OPPORTUNITIES



2026

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!

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 nearly 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 2024!!

**FOR MORE INFORMATION,
PLEASE CONTACT**

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

**SEE THE IMPACT OF
YOUR SUPPORT IN
2024!**



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 and ads 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 and ads to rlechner@swirca.org.

2026 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 | 2/07 |
| Summer GLOW BINGO | 6/13 |
| Fall Super Bingo | 09/12/25 |
| West Side Nut Club Fall Festival Cobbler Booth | 10/5-10 |
| Designer Purse BINGO | 3/13 |
| Crop for SWIRCA | 8/15 |
| Keys and Cocktails Dueling Pianos Event | 7/18 |

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

| | |
|----------------------------------|-------------------------|
| Health and Nutrition Fair | 3/19 |
| Veterans Day Celebration | 11/06 |
| BINGO Fridays | Check availability |
| Thanksgiving Lunch | 11/19 |
| Holiday Celebration | 12/04 |
| Log Inn Dinner and BINGO | 2/19, 4/23, 7/23, 11/12 |
| Spring Fling Party | 5/20 |
| Intergenerational Summer Shindig | 7/09 |
| Halloween Party with BINGO | 10/30 |

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



**CHECK OUT
 OUR EVENTS
 CALENDAR**

KEYS AND COCKTAILS EVENT

SPONSOR A FUN NIGHT OF MUSIC, ENTERTAINMENT AND COMEDY AT SWIRCA'S FIRST DUELING PIANOS EVENT.

July 18, 2026

SWIRCA & More

7-10 PM

Cash Bar

Light Bar Fare

Attire: Come as you are!



| BENEFITS | TAKEN PRESENTING SPONSOR | TAKEN BAR SPONSOR | FOOD SPONSOR | TAKEN ADVERTISING SPONSOR | TAKEN PHOTO BOOTH | THE 88 SPONSOR |
|-------------------------------------|-------------------------------------|---------------------------|--------------------|------------------------------|----------------------|-----------------------|
| Event Presented By Your Company | ✓ | ✓ | | ✓ | ✓ | ✓ |
| Premiere Seating | ✓ | ✓ | | ✓ | ✓ | ✓ |
| Private Server for Your Table | ✓ | ✓ | | ✓ | ✓ | ✓ |
| Complimentary Drink Tickets | 8 | 6 | 4 | 3 | 2 | 1 |
| Song Request Credits | 6 | 4 | 3 | 2 | 1 | |
| Tickets to Event | Up to 8 | Up to 6 | Up to 4 | Up to 3 | Up to 2 | 1 |
| On Stage Introduction | And Banner on Stage Near Performers | And Sign on Bar with Logo | ✓ | ✓ | ✓ | ✓ |
| Logo on Print and Digital Marketing | ✓ All Materials | ✓ All Materials | ✓ All Materials | ✓ All Materials | ✓ All Materials | ✓ Select Materials |

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 bake our award-winning 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 booth.

October 5-10

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.

200,000+ ATTENDEES

| Benefits | Booth Sponsor |
|--|-------------------|
| Ability to distribute promo materials inside the booth | ✓ \$550 |
| Ability to Provide Company Logo Bags for Cobbler | ✓ |
| Logo Placed on Daily Sponsor Sign | ✓ |
| Able to Hang Banner at the Booth | ✓ |

ONE OF THE LARGEST FOOD FESTIVALS IN THE U.S.

SUPER BINGO/GLOW BINGO

Super BINGO - Saturday, February 7

Glow BINGO - Saturday, June 13

Super BINGO - Saturday, Sept. 12

**SWIRCA's Activity and Wellness Center
6-10 PM**


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

Visit SWIRCA.org/Super-BINGO for event details.

Audience & Attendance Profile

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

YOU ARE WELCOME TO BRING BINGO GOOD LUCK CHARMS TO PASS OUT - GUESTS LOVE THEM!

| BENEFITS | TAKEN | TAKEN | TAKEN | TAKEN | TAKEN |
|--|--|---------------------------------|---------------------------|---|-----------------------|
| | TITLE SPONSOR | SPECIALS SPONSOR | DAUBER SPONSOR | BINGO PADDLE SPONSOR | PROGRAM SPONSOR |
| | \$750 | \$500 | \$450 | \$400 | \$100 |
| Event Special Recognition | ✓ Event "presented by" your company | | ✓ Logo/name on daubers | ✓ Logo/name on table paddles | |
| Introduce a Bingo Game During Event | ✓ Coverall Game | ✓ One Special Game | |  | |
| Vendor Table | ✓ 8' Table at front of the room with 8 BINGO packs | ✓ 6' Table and 3 BINGO packs | | | |
| Company Information on Tables | ✓ | | | | |
| Tablecloth/Banner | ✓ Tablecloth - Bingo Caller table & Banner in front | ✓ Ability to hang banner | | | |
| Logo on print and digital marketing | ✓ All Materials | ✓ Select Materials | ✓ Select Materials | ✓ Select Materials | ✓ In event program |

DESIGNER PURSE BINGO

Benefiting SWIRCA's Activity and Wellness Center

Friday, March 13

SWIRCA's Activity and Wellness Center

5-10 PM

Join us for a great evening of BINGO, raffle prizes, pretty purses and more.

Audience & Attendance Profile

- 325-350 Attendees
- Highly beloved event - patrons come back year after year!
- Multi-Generational
- Ages 21-75
- Male/Female Ratio - 20/80 Split

In-Kind Donations

Designer Purse: \$150-\$500
Raffle Items/Baskets

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| Introduce a Bingo Game During Event | ✓ Coverall Game | ✓ One Special Game | | | |
| Vendor Table | ✓ 8' Table at front of the room & 8 BINGO packs | ✓ 6' Table & 3 BINGO packs | |  | |
| Company Information on Tables | ✓ | | | | |
| Tablecloth/Banner | ✓ Tablecloth - Bingo Caller table & Banner in front | ✓ Ability to hang banner | | | |
| Logo on print and digital marketing | ✓ All Materials | ✓ Select Materials | ✓ Select 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.



MEALS on WHEELS
SOUTHWESTERN INDIANA

March 19

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.

16 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! Email Kristin Hood @ KHood@SWIRCA.org for more details.

Event
Sponsor

Benefits

\$100

Encouraged to
Provide BINGO Prizes



Vendor Table at
the Event



Ability to Speak
Before Games Begin



Fridays @ 12:30pm
SWIRCA's Activity Center

THANKSGIVING LUNCH

November 19 | 11am – 2pm

SWIRCA's Activity Center

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

HOLIDAY CELEBRATION

December 04 | 11am – 2pm

SWIRCA's Activity Center

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

CROP FOR SWIRCA

August 15 | 9am – 6pm

SWIRCA's Activity Center

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

SPRING FLING PARTY

May 20 | 12:30pm

SWIRCA's Activity Center

Guests will enjoy refreshments, dancing, and music.

INTERGENERATIONAL SUMMER SHINDIG

July 09 | Time TBD

SWIRCA's Activity Center

Guests will enjoy refreshments, dancing, and music.

HALLOWEEN PARTY WITH BINGO

October 30 | 12:30pm

SWIRCA's Activity Center

Guests will enjoy Halloween-themed refreshments and bingo.

Audience & Attendance Profile

Older Adults 50+
Attendance: 200-325

Event
Sponsor

Benefits

\$300

Vendor
Table at
Event



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 19 | 5-9 pm

April 23 | 5-9 pm

July 23 | 5-9 pm

November 12 | 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 6 | 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 & Other Advertisements | ✓ | |

SPONSOR AN EXERCISE CLASS

Dates to be determined

MATTER OF BALANCE

Evidence-based program designed to help individuals reduce their fear of falling and increase their activity levels through a series of discussions and exercises. It is typically an 8-week program that includes group discussions, problem-solving, and physical training to improve strength and balance.

DRUMS ALIVE



Evidence-based exercise class that combines the benefits of a traditional physical fitness program with the brain affected benefits of music and rhythm. Drums Alive® is a program that fosters a healthy balance between physical, mental, emotional and social benefits. Approximately 30-45 students per class.

BINGOCIZE

Evidence-based health promotion program approved through both SNAP-Ed and The National Council on Aging (NCOA). Bingocize® combines exercise and health information with the familiar game of Bingo, which is a great and fun way to get seniors and those with disabilities moving and socializing. Each session usually lasts 45-60 minutes.



CLASSES FOR

Adults 50+

| | Event Sponsor |
|--|---------------|
| Benefits | \$350 |
| 10 Week Class Exclusive Sponsor | ✓ |
| Table at each class to hand out materials and snacks if desired | ✓ |
| Name listed in all marketing materials | ✓ |

Single Sponsorship Exclusivity
Exercise Class presented by "Company Name"

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 and chairs will be provided
- Bring informational materials, promotional supplies, and handouts. Candy always works well.
- Recognition on SWIRCA's 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.

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

Event Sponsorship Commitment Form 2026

Keys and Cocktails Dueling Pianos Event: 7.18

\$3,000 Presenting Sponsor | \$2,500 Bar | \$1,500 Food | \$1,000 Advertising

| | | | |
|--------------|--------------|--|--------------|
| <i>Taken</i> | <i>Taken</i> | | <i>Taken</i> |
|--------------|--------------|--|--------------|

\$500 Photo Booth | \$250 The 88 Sponsor

| | |
|--------------|--|
| <i>Taken</i> | |
|--------------|--|

Super BINGO: 2.07, 6.13 and 9.12

\$750 Title | \$500 Specials | \$450 Daubers | \$400 BINGO Paddle | \$100 Program

| | | | | | |
|------|--------------|--|--------------|--------------|--|
| 2.07 | <i>Taken</i> | | <i>Taken</i> | <i>Taken</i> | |
|------|--------------|--|--------------|--------------|--|

| | | | | | |
|------|--------------|--|--------------|--------------|--|
| 6.13 | <i>Taken</i> | | <i>Taken</i> | <i>Taken</i> | |
|------|--------------|--|--------------|--------------|--|

| | | | | | |
|------|--------------|--|--------------|--------------|--|
| 9.12 | <i>Taken</i> | | <i>Taken</i> | <i>Taken</i> | |
|------|--------------|--|--------------|--------------|--|

Designer Purse Bingo: 3.13

\$750 Title | \$500 Specials | \$400 Paddle | \$350 Daubers | \$100 Program

| | | | | |
|--------------|--|--------------|--------------|--|
| <i>Taken</i> | | <i>Taken</i> | <i>Taken</i> | |
|--------------|--|--------------|--------------|--|

Fall Festival: October 5-10 \$550 Booth Sponsor

Mon. 10.05 | Tues. 10.06 | Wed. 10.07 | Thurs. 10.08 | Fri. 10.09 | Sat. 10.10

| | | | | | |
|--------------|--------------|--------------|--|--------------|--------------|
| <i>Taken</i> | <i>Taken</i> | <i>Taken</i> | | <i>Taken</i> | <i>Taken</i> |
|--------------|--------------|--------------|--|--------------|--------------|

Log Inn: Dates: 2.19, 4.23, 7.23, 11.12

\$375 Sponsor

2.19 | 4.23 | 7.23 | 11.12

| | | | |
|--|--------------|--------------|--|
| | <i>Taken</i> | <i>Taken</i> | |
|--|--------------|--------------|--|

Nutrition Awareness Day : 3.19

\$300 Sponsor

Activity Center Daily

\$150 Sponsor

BINGO Friday \$100 Sponsor

Intergenerational Summer Shindig: 7.09

\$300 Sponsor

SWIRCA Exercise Classes Sponsor \$350

BINGOcize

Drums Alive

Matter of Balance

Spring Fling Party 5.20

\$300 Sponsor

Crop for SWIRCA: 8.15

\$300 Sponsor

Veterans Celebration: 11.06

\$500 Sponsor | \$300 Vendor

Thanksgiving Lunch: 11.19

\$300 Sponsor

Holiday Celebration: 12.04

\$300 Sponsor

Halloween Bingo and Party: 10.30

\$300 Sponsor

Event Sponsorship Commitment Form

Contact Information

Please complete the Event Sponsorship Commitment Form and return it as well as any logos and ads via email to Rachel Rauch at rlechner@swirca.org. She will confirm availability and email your invoice to you if applicable. 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)

Business Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Address: _____

City, State, Zip: _____

Signature: _____

THANK YOU

For taking the time to review our 2026 Sponsorship Packet. We hope that you will consider participating in one of our many events.

**FILL OUT 2-PAGE EVENT SPONSORSHIP
COMMITMENT PDF FORM, 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!

Monica L. Spencer

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618-384-6400

Rachel Rauch

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