

Grand Gala 2018: Safari Sunsets

Saturday, March 3, 2018

Boar's Head Pavilion



Advertising Prospectus



Reach With Us!

As we continue to feel the impact of our community, and senior audience, growing, we are reminded to be adaptable in an ever changing landscape, the same goes for business. In other words, by partnering with the Senior Center Gala, to advertise your professional business you will elevate your visibility and exposure to our audience. Promote your brand and help strengthen the Senior Center and our mission of healthy aging.

About the Gala

The annual Grand Gala is one of the ways the Senior Center builds community support – sponsorships, event tickets, raffle tickets, and donations directly support as much as 16% of the Center's annual operating costs. We are committed to producing an event that reflects the Center's brand – a gala that is fun, dynamic, engaging, self-supporting, and enjoyable for people of all ages. The Grand Gala committee is forming now to plan an amazing gala evening. Typical event activities include Cocktails & Games, Dinner & Dessert; Music & Dancing; Destination-themed Raffle packages; and opportunities to Fund Healthy Aging. Black Tie Optional. *Many thanks to Virginia National Bank, this year's Presenting Sponsor.*

About the Theme

Having a different "destination" theme each year not only makes for a great party, it also ties into the Center's travel program and our mission to help seniors stay independent and engaged in life. Travel programs enable our members and guests to explore new places, expand horizons, and continue lifelong passions for learning. With opportunities ranging from educational lectures, to daytrips, to weeklong excursions, to access to our certified, senior-friendly in-house travel agent, there is something for everyone.

In September 2018, a Center-organized group will experience the culture, history and beauty of four African countries – South Africa, Zimbabwe, Zambia and Botswana. They will visit Johannesburg, the Zambezi River, Victoria Falls, as well as the Kruger, Hwange and Chobe National Parks. This Safari Sunset adventure is open to all, but most of us won't make the trip. Instead, the Grand Gala is bringing some of the fun to Charlottesville. To share the excitement beyond the Gala and the trip, the Center will have other southern Africa or safari themed programming throughout the year.

About the Senior Center

The Senior Center has been a vital resource for the Charlottesville, Virginia region since 1960. The Center was the first nationally accredited senior center in Virginia. Today it remains one of only 175 nationally accredited senior centers out of the more than 12,000 centers nationwide. Over the years, the Center has been the recipient of many awards and accolades, including the 2009 Pinnacle Award as America's premier community center with excellence in all aspects of senior wellness programs. Throughout this history of achievement, the Senior Center has never received federal, state, or local government funds. Instead, it relies on an entrepreneurial funding model that includes both private philanthropy and earned income.

The Center serves 8,000 individuals each year – 2,000 members age 50 and better and 6,000 guests of all ages. We believe in changing the way people age by promoting a model of active aging to extend healthy life expectancy and quality of life for everyone. To this end, the Center offers our community 100+ programs in the areas of fitness, visual and performing arts, lifelong learning, recreation, travel, and volunteering.



Program Advertising Agreement

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CONTACT INFORMATION

Company / Organization _____

Contact _____ Telephone _____

Email _____

Billing Address _____

City _____ State _____ Zip _____

PAYMENT INFORMATION (please check one)

☐ Please invoice me at the address above.

☐ I will mail a check payable to Senior Center, Inc., with a copy of this agreement to:

Senior Center / Attn: Gala Advertising

49 Hillsdale Drive

Charlottesville, VA 22901

☐ Please charge my: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover
in the amount of \$_____. Card # _____ Exp. _____

Name on card _____ Signature _____

AD DIMENSIONS & RATES	Full page	5.0" w x 8.0" h	\$350
	1/2 page vertical	2.375" w x 8.0" h	\$250
	1/2 page horizontal	5.0" w x 3.75" h	\$250
	1/4 vertical	2.375" w x 3.75" h	\$150
	1/4 page horizontal	5.0" w x 1.75" h	\$150

SPACE RESERVATION DEADLINE: February 2, 2018

AD MATERIALS DUE: February 12, 2018

AD SUBMISSION GUIDELINES Ads should be submitted in high-resolution (300 dpi or above) digital format (PDF, TIFF, EPS, JPG), with fonts embedded. Design assistance is available for simple ads combining text and your logo.

AD DELIVERY Email ad materials to your volunteer contact and cc virginia@seniorcenterinc.org

Volunteer Contact _____

Signature of Advertiser

Date

GRAND GALA 2017

PROGRAM AD SIZES

Program page is 5.5 wide x 8.5 high

1/2 page vertical ad
2.375 x 8.0

Full page ad - 5.0 x 8.0

1/4 vertical ad 2.375 x 3.75

1/2 page horizontal ad - 5.0 x 3.75

1/4 page horizontal ad - 5.0 x 1.75