



Wednesday, May 28, 2008

The Nation's Largest Older Adult Health Promotion Event!

Always Held the Last Wednesday in May, and Celebrated by 100,000+ Older Adults at More Than 1,000 Locations Across the Country on the Same Day!

15th Annual Senior Health & Fitness Day National Sponsorship Opportunities

New for 2008: There are now three national sponsorship levels for the 15th Annual Senior Day Event.

Premier Sponsorship

Premier Sponsor Benefits Include:

- 2008 Senior Day market exclusivity for your product/service, and the right of first refusal to renew your sponsorship for the 2009 event.
- Access to 1,000+ registered event sites for marketing purposes including sampling, material distribution, product/service demonstrations, health screenings and more.
- One free ad/coupon in 100,000+ copies of the *2008 CVS/pharmacy Senior Day Health Organizer Booklet* distributed the week of the Senior Day event at more than 2,000 CVS stores in late May in key senior markets across the country.
- A list of Senior Day event sites with contact information and number of expected participants for a one time use for your market initiatives. This mailing list may be used before, during or after the 2008 Senior Day event.
- Your name/logo/phone/website included in the following Senior Day materials: the program Event Manual, select event incentive items, registration brochure, and posters. Your website is also linked to the official www.fitnessday.com event site.
- Your name/logo/phone/website included in Senior Day ads in the *2008 Senior Day Media Program* — select local older adult newspapers in major markets will run a special Senior Day sponsor ad in May, 2008 with an estimated readership of 600,000+.
- Representation of your product/service — including distribution of materials — at the Senior Day exhibit at two major 2008 senior market conferences:
 1. *The National Council on Aging/American Society on Aging* (NCOA/ASA) joint national conference in Washington, DC — March 27-30, 2008. An estimated 3,000+ senior program professionals who work with millions of older adults in local programs are expected to attend.
 2. *The National Association of Area Agencies on Aging* (N4A) national conference in Nashville, TN — July 20-23, 2008. An estimated 600 local Area Agencies on Aging (AAAs), that provide the majority of state and local funding/programs for millions of seniors at the local level, will be represented.
- Exclusive sponsorship of the annual *Senior Day Theme Contest*.
- Free sponsorship of the *Mature Fitness Awards* — the nation's only fitness recognition program for older adults.

A Public/Private Good Health Partnership Organized by the Mature Market Resource CenterSM

1850 West Winchester Road, Suite 213 • Libertyville, Illinois 60048-5355

1-800-828-8225 • Fax: 847-816-8662 • E-mail: info@fitnessday.com • Web: www.fitnessday.com

Associate Sponsorship

Associate Sponsorship Benefits Include:

- Senior Day event market exclusivity for 2008 for your product/service.
- Access to approximately 1,000 registered event sites for marketing purposes including sampling, distribution of materials, and more. All materials are sent to our warehouse for distribution to local event sites. (Distribution services provided by us are additional and billed at our actual costs.)
- One discounted ad/coupon in the 100,000+ copies of the *2008 CVS/pharmacy Senior Day Health Organizer Booklet* distributed the week of the Senior Day event at 2,000+ CVS pharmacies in late May in key senior markets across the country.
- Your name/logo/phone/website included in the following Senior Day materials: the program Event Manual, select event incentive items, registration brochure, and posters. Your website is also linked to the official www.fitnessday.com event site.
- Your name/logo/phone/website included in Senior Day ads in the *2008 Senior Day Media Program* — select local older adult newspapers in major markets will run a special Senior Day sponsor ad with an estimated readership of 600,000+.
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 2. The *National Association of Area Agencies on Aging* (N4A) national conference in Nashville, TN. — July 20-23, 2008. An estimated 600 local Area Agencies on Aging (AAAs), that provide the majority of state and local funding/programs for millions of seniors, will be represented.

Supporting Sponsorship

Supporting Sponsorship Benefits Include:

- Access to registered event sites for marketing purposes including sampling, distribution of materials, and more. All materials are sent to our warehouse for distribution to local event sites. (Distribution services provided by us are additional and billed at our actual costs.)
- Your name/logo/phone/website listed on the www.fitnessday.com official event web site.
- One discounted ad/coupon in 100,000+ copies of the *2008 CVS/pharmacy Senior Day Health Organizer Booklet* distributed the week of the Senior Day event in late May at 2,000+ CVS stores in key senior markets across the country.
- Representation of your product/service available for a discounted fee at the two major 2008 national senior market conferences listed above in the Premier and Supporting Sponsor categories.

Please note that with this category, product/service market exclusivity is not guaranteed.

For Your 2008 Sponsorship Proposal, Details on Multiple Brand Sponsorship Discounts, and State/Regional Sponsorship Opportunities, Please Contact Janet H. Bowman, National Sponsorship Manager, Mature Market Resource Center: **800-828-8225**.
E-mail: jbowman@fitnessday.com. Website: www.fitnessday.com