



## **THE JOY OF AGING MEDIA SPONSORSHIP OPPORTUNITY**

**Our media partners benefit from the premium exposure provided through:**

- An event that targets high net worth women over age 40 who live in the GTA and York region and are interested in healthy aging
- Recognition as a supporter of a major community hospital
- Alignment with the Mackenzie Health Foundation and The Joy of Aging's strong brand identity

**In exchange for the media partner benefits listed below, the Joy of Aging would like to receive the following:**

- Online and On air/Print Editorial (if applicable) about the Joy of Aging fundraising event (pre/post-event) with hotlink to the Joy of Aging website
- Coverage and featured interviews on-site the day of the event
- Event listing and article on corporate websites with a hotlink to the Joy of Aging website

**Our media partners will receive the following benefits:**

- Access to the event keynote speakers on the day of the event and committee members for interviews
- Recognition and logo placement on the Joy of Aging related advertising: in local print advertising and on selected print collateral for public distribution, such as programs, flyers and brochures
- 4 invitations to the Joy of Aging event
- Prominent corporate logo acknowledgment on all Event signage, and support material
- Recognition and Active Link on the Joy of Aging web site with logo
- Benefits can be customized based on an area of interest